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PRESIDENT'S MESSAGE: NEW MEMBERS ARE THE LIFEBLOOD OF ROTARY.



Today we are inducting Mike Robertson into the Rotary Club of Lafayette. Mike is in business insurance and is sponsored by Larry Blodgett. Rotary is not just a luncheon club but a viable group of dedicated individuals who literally put service above self. As individuals we can do some things for the community but as a group we can move mountains.



Welcome to our club,
Mike !!



Do not forget to get your tickets for the Town Hall Theatre night June 21st.

TODAYS SPEAKER :
SHERRI POST
UNDERSTANDING DNA EVIDENCE

President Devlyn's May Message

"Meeting the 21st Century Challenge"

As Rotary enters the 21st century, we need to continue our momentum by bringing in new members with fresh vision and energy. With so many demands on our time, it is more important than ever to promote awareness of the organization's humanitarian efforts and the opportunities for service and fellowship. This year, I initiated the 21st Century Challenge to promote membership growth and recognize those districts and clubs that have achieved the highest net gains in membership between 1 July 2000 and 15 May 2001. In order to have a strong organization, we must make membership development one of our top priorities. Without new members, we will lose the vitality, diversity and fresh ideas that keep our clubs healthy and vibrant.

During my travels, I have seen many outstanding examples of districts and clubs that are being proactive in recruiting new members. One success story is District 5510 (Arizona, USA), which organized a team of district leaders with a proven track record on membership. Their qualifications: Every one was in the top 5 percent of the district in sponsoring new members. This team of accomplished Rotarians conducted membership workshops, sent letters to local employers outlining the positive benefits of Rotary membership and organized a district-wide "College of Knowledge" to train new members. They also developed plans to recruit more minorities into clubs and provided special assistance to those clubs that seemed to be stagnant. The plan worked: In the first two months of this year, the district had a net gain of 65 members!

I encourage all Rotarians to be more proactive and creative in seeking members. We need to consider younger managers as prospective members, as well as those who are new to the community. We also need to increase the diversity of our clubs, so that they truly represent the community. One important component of having a quality membership is having people of both genders, different ethnic backgrounds, perspectives and religious beliefs.

We can also be more flexible and innovative in our use of the classification system. For example, a club could invite different florists into the same club under a number of classifications such as florist retail, florist wholesale, florist distribution, etc. We shouldn't hesitate to contact the local Chamber of Commerce or consult a phone book to identify new managers and business leaders.

We can also rely on new technologies to increase membership. I hope that someday soon every district will have a Web site that offers information for prospective as



ANNOUNCEMENTS

AUGUST 18, 2001



CAL EXPO ROTARY FOUNDATION FUNDRAISER.

THIS IS THE ROTARY FUN DAY AND ALL DAY EXPERIENCE AT THE STATE FAIR WITH FOOD AND PRIZES AND FELLOWSHIP OR ALL. WE NEED SILENT AUCTION IN THE \$250 - \$500 RANGE OR MORE FROM OUR CLUB, LAST YEAR WE DID NOT SUBMIT ANYTHING FROM OUR CLUB. LETS DO IT FOR OUR CLUB! ALL MEMBERS WILL BE GIVEN RAFFEL TICKETS TO BUY OR SELL.

well as current members. Recently, Rotary International redesigned its own Web site which offers a new section on membership, including information on membership development efforts, new member education, retention rates and material for prospective members.

Of course, once we have new members, we must not forget about our existing ones. We need to remember that it is seven times easier to keep an existing Rotarian than to bring in a new one. To keep Rotarians involved and interested, I believe you need two important elements: lively meetings and meaningful projects. If you have high-quality speakers, members (and guests) will want to attend in order to learn, while at the same time enjoying the meeting. And if people are involved in a project that helps the community, they will feel like they are productive and making a difference. In my opinion, the sooner that you can involve a new member in a hands-on project, the sooner you will have a dedicated Rotarian who will remain loyal to the club.

I am proud that we are introducing Rotary to a new generation of leaders through the 21st Century Challenge. I commend everyone who has gone the "extra mile" to share the amazing opportunities afforded by Rotary. In an effort to *Create Awareness and Take Action*, you have opened the door to Rotary's exciting world of service.

As Past RI President Clem Renouf observed, "Rotary takes ordinary people and gives them extraordinary opportunities to do more with their lives than they ever dreamed possible."

As Rotary grows in membership, you make those dreams possible.

Frank Devlyn, RI President, 2000-01

**Rotary Club of Lafayette
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SCHEDULED SPEAKERS:

May 31 Officer Dan Moore, Concord Police Department K9 Unit.
Dan is a 29 year veteran of the Concord Police Department and has been a dog trainer and handler for 27 of those years. His German Shepard, Nero, is his forth police dog. Dan has worked many other assignments at the police department including SWAT.

June 7 Susan Lynn, Project Second Chance

BIRTHDAYS

ANNIVERSARIES

May 21 Lane Chris

May 28 Harbarth Peggy



May 8 Searby Ed

May 16 Wake Ron

May 17 Hart Harrison