

# The District 6880 Dispatch

*A Newsletter for Rotarians in South Alabama*

*Joseph M. Saloom*  
District Governor

*March 2011*  
*Literacy Month*

*Ray Klinginsmith*  
International President



## DISTRICT EVENTS

### Important Dates

April 16 - District Assembly

May 13, 14 - District Conference  
Montgomery, Ala.

## IN THIS ISSUE

*Pictures from PETS*

*New Paul Harris Fellow*

*Membership lesson*

EVERY  
ROTARIAN  
EVERY  
YEAR

Hello my fellow Rotarians,

We are now entering the last quarter of the Rotary Year. In these last three months, we should do our best to finish any projects that we have started, and take another look at our goals for next year. Most of the President Elects were at the PETS in Nashville in March (see the photos in this newsletter), and I hope that they all took good notes!

You should be making your reservations at the Renaissance for the District Conference. Our District Conference will be held on the weekend of the 13th and the 14th in May. We will be at the Renaissance Hotel in downtown Montgomery, a great setting for our meeting. The hotel has a block of rooms reserved for us, and you can go to this web site to reserve your room:  
<http://www.marriott.com/hotels/travel/mgmb?groupCode=rsdrsda&app=resvlink&fromDate=5/12/11&toDate=5/15/11>.

Earlier this week I sent out a registration form for the conference, but you can also go to the District website at <http://www.rotary6880.org> and register online.

The week following our conference, the Rotary International Conference will be held in New Orleans. Mobile Sunrise has arranged for a one day bus trip to the Rotary International Day of Friendship. The bus will leave from Wal-Mart parking lot in Tillman's Corner. The cost for the bus ride is \$22.00 per person. The cost for the one day registration is \$40.00, which can be paid on site at the convention. If you are interested in riding over for the day on the bus, please forward your name and \$22.00 payable to Sunrise Rotary as soon as possible to Melissa At Rotary Sunrise P.O. Box 8351 Mobile AL 36689. Reservations will be on a first come basis.

Nominations for District Awards can be found on the District Website also. These awards are all important, and all clubs should consider making nominations for some of these special awards. Please send all nominations to DGN Jim Golson.

District Assembly will be held on April 16 in Greenville. All President Elects, Secretary Elects and Treasurer Elects should be attending. All current officers are invited, as well as any club members who would like to attend. Registration for District Assembly can also be found on the District Website.

As I have traveled around the District visiting our clubs and seeing their great contributions to their communities and all the international projects that are being done, I realize that we are following Ray Klinginsmith's theme to the letter. We are Building Communities and Bridging Continents.

Thanks for all you do for Rotary – and the world.

Yours In Rotary Service,

*Joe*

Joe Saloom, District Governor, District 6880, 2010-2011



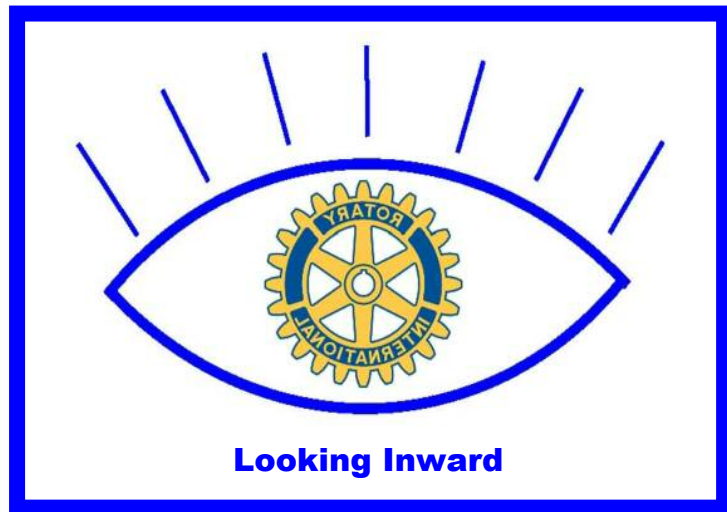
## The Recruitment Death Dance

By Jim Henry

Zone 34 RRIMC 2008-10; Rotary Coordinator 2010-2011

February, 2011

Rotary clubs need members. Rotary International (RI) needs for its member clubs to grow and wants its network of local Rotary clubs to continue expanding. Without these ambitions, the worldwide Rotary network would eventually cease to exist. For as long as I have been participating beyond the club, RI Presidents and District Governors, with good intentions, have been recognizing clubs for gains in membership. Excellent motives, but if one critically analyzes the custom, it becomes obvious that the practice is organization-centered, not member-centered. It comes from an inward point of view and may be a Recruitment Death Dance.



Clubs and RI need members. Both need the dues the members pay. Both, as well as the Rotary Foundation (TRF), need the support they provide in order to survive, or, too put it more bluntly, to stay in business. From this point of view, recruiting new members is a given. Get new members. Start new clubs. Both actions bring new people into Rotary. Both generate capital to advance the Object of Rotary. Both bring recognition to Rotary leaders. But the practice will ultimately result in Rotary's decline because it focuses on clubs' and RI's needs for members, the dues they pay, and the donations they make; not on the needs the members have that motivate them to pay the dues and make the donations.

Focusing on the target audiences' needs requires a fundamental change in operational philosophy and can be measured by a retention-and-growth rate index, not in recruiting or net gain numbers. Maintaining retention-and-growth rate indexes requires keeping track of how many members are inducted and how many leave. With this index, clubs are incentivized to find out why members stay and why they leave. Clubs are not encouraged to solely concentrate on gaining numbers. Retention-and-growth rate index recognition shifts local clubs' priority from its point of view to that of its target audience – existing and potential members. It shifts RI's priority from its point of view to that of its target audience – present and potential member clubs.

Concentrating on members' needs is a sophisticated and complex process, which is probably why it is generally ignored. It requires understanding that present and potential members, be they individuals or clubs, are the ultimate target audience. It requires leaders with the vision to recognize that Rotary at all levels must be target-audience centered, not self-centered. It requires knowing what the target audiences' needs and wants are. It requires knowing the target audiences' expectations and how they match with club and RI expectations. It requires constantly evaluating and evolving practices, projects, programs, and attitudes to meet

the target audiences' ever-changing needs and expectations. When examined under these microscopes, recruiting a new member is much more attractive because it is easier. From this mentality also comes the desire to start new clubs instead of the will and effort needed to redirect existing clubs – another myopic and organizational point of view that circumvents the sophisticated and complex issues that should have been addressed since the club's initial organizational meeting.

This shift in direction requires strong leadership at all levels. It requires aligning brands,<sup>1</sup> core values, and strategic plans with the target audiences' points of view. After all, if an organization does not recognize the wants and needs of its target audience, it can't have a clear vision on where to go, much less how to outline the path to get there. Leadership must set the example and center on delivering value to the target audience.

The name Rotary still holds a degree of Respect in many North American communities as indicated by the number of new members inducted in the past years. That hard-earned Respect is slowly melting away due to the number of members that leave because their reasons for joining were not satisfied, often because they were misled, or not led at all, regarding the benefits to them for joining a local club. The target audience for clubs and RI is, in fact, expanding in most geographical areas. Unfortunately, the number of those who have left Rotary is also expanding, many of whom will not return or recommend membership to others. Rotary in North America<sup>2</sup> could very well forebode Rotary's international future.

To continue **Building Communities Bridging Continents**, we must **Reach Within to Embrace Humanity** as clubs and RI adapt to the target audiences' wants and needs. Club and RI associates have to concentrate on retaining members. This will only be accomplished when clubs and RI recognize to whom they must deliver value – the target audience, present and potential members – and that a retention-and-growth rate index is an effective measure.



Rotary clubs do not make communities, Rotary clubs make communiti

<sup>1</sup> The Anarchy of Misaligned Core Essences, Brand Promises, and Target Audiences, <http://membership33-34.blogspot.com> December, 2011

<sup>2</sup> The North American Problem, <http://membership33-34.blogspot.com> February, 2010.

# PETS 2011

Rotary leaders gather in Nashville for training and fellowship







## Keep it Simple

by Ray Klinginsmith



My fellow Rotarians,

When I first joined Rotary in 1961, I often heard Rotary leaders say “Keep Rotary Simple.” In fact, that phrase was part of the RI theme in 1956-57! However, as Rotary has grown in both the number of members and the number of programs during the last 50 years, simplicity has become more difficult.

The revised RI Strategic Plan for 2010-13 is a refreshingly simple approach to keeping Rotary strong and vibrant in the future. The three priorities of the plan are clear and brief statements calling us to (1) support and strengthen our clubs, (2) focus and increase our humanitarian service, and (3) enhance our public image and awareness.

It is a true strategic plan because each of the three priorities has a list of measurable goals, and in turn, there is a scorecard to track progress of all the goals. We are realigning the RI budget to reflect the new priorities, and we are trying to balance the priorities in all RI activities. Even the breakout sessions at the 2011 convention in New Orleans will be balanced between the three priorities. The new plan with the simply stated priorities will not be left to merely gather dust on an office shelf!

Please note the interdependence of the three priorities. We have recognized for many years that Rotary cannot provide exemplary service projects without strong clubs and that clubs cannot recruit and retain high-quality members without significant service projects. The third priority now recognizes that in the modern world, Rotary needs the support of our communities, of partner organizations, and sometimes of governments, to conduct larger service projects, which in turn build stronger clubs.

Rotary is now on the world stage due to PolioPlus. But we are still a grassroots organization, and our strength is dependent on the health of our clubs. The three priorities of the strategic plan remind us that the success of Rotary is based on a simple formula of strong clubs, significant service projects, and a favorable public image. Thanks to Paul Harris and other Rotary pioneers, it is a simple formula that produces extraordinary results – and a better world!

Ray Klinginsmith  
President, Rotary International

## Andalusia Rotary Club welcomes new Paul Harris Fellows

District Governor Joe Saloom, third from left, welcomes three Andalusians as new Paul Harris Fellows. Shown (from left) are Bobbie Ray, who received the Rotary Club of Andalusia's Spirit of Andalusia Award for both her commitment to the community and her support of Rotary activities; Riley Taylor, past president; and Gail Burnham, who served the club as secretary for five years. The awards were presented at the club's annual awards dinner, when it also awarded \$17,780 in grants and gifts to international, state and local charities. The club raises its funds by hosting the World Championship Domino Tournament, held the second weekend in July.



## Register now for District Assembly training for club officers

District Assembly is scheduled for Saturday, April 16, 2011. This is a very important meeting for all Rotarians in the District who will be assuming or continuing in a club administrative office. We will be meeting with the President Elects for 2011-2012 for final preparations for what needs to be accomplished during the upcoming Rotary year.

This will also be the opportunity for Secretary and Treasurer elects for 2011-2012 to go through final training exercises in preparation for their upcoming obligations this year as well. There will also be an opportunity for training and familiarization with the District and Club Database system (DaCdb) which will make all aspects of your job as President, Secretary or Treasurer much easier. You cannot afford to miss this opportunity! It will be your last one before your year starts!

Your District leaders are both expecting and depending on you to attend!

**IMPORTANT NOTE: Online registration for this event is a must!** Logistically, it is very difficult to organize this event if registration and payments are not made online, prior to the event. We apologize for any inconvenience this may cause you, but it is an effort by the District leaders to provide the best, and most affordable training event possible.

Please register online ASAP!

### Agenda and Logistics:

9:00am to 3:00pm, Saturday, April 16, 2011 Lurleen B Wallace Community College: Greenville Campus, 750 Greenville Byp, Greenville, AL 36037-3704

A Continental Breakfast will be available prior to 9:00am, and lunch will be provided at 12:00.

Registration fee is \$25.00 (Please see your Club Treasurer for reimbursement. An invoice will be provided at the time of registration!)

Please register ASAP online here: <http://www.regonline.com/2011districtassembly>

Questions? Contact DGE Tom Mann at [dg6880tmann@gmail.com](mailto:dg6880tmann@gmail.com)

# Rotary International Convention 2011

## Poster by Mark Rosenbohm

This commemorative poster was created by New Orleans artist Mark Rosenbohm as a celebration of all things that define New Orleans.

Rendered in bright and energetic colors meant to evoke the lively spirit of New Orleans, this poster is a dedication to the deep appreciation of all Rotary members worldwide who have participated in the restoration of *New Orleans and the Gulf Coast*.

It is available in 18 x 24 standard poster format, as well as an artist signature and remarque edition. Show your continued support and purchase this commemorative poster as a souvenir of the 2011 convention.

*You may order posters anytime before May 2011, but they will not be available for pick-up until the Convention, or can be shipped after the Convention for an additional charge of \$7.00.*



**ROTARY**  
INTERNATIONAL CONVENTION  
**NEW ORLEANS USA**  
21-25 MAY 2011

[www.rotarycon2011.com](http://www.rotarycon2011.com)



18 x 24 Poster w/ mailing tube ..... \$30.00 x \_\_\_\_ (# of prints) = \_\_\_\_\_  
 18 x 24 Poster Signed By Artist ..... \$50.00 x \_\_\_\_ (# of prints) = \_\_\_\_\_  
 18 x 24 Poster w/Artist Remarque...\$100.00 x \_\_\_\_ (# of prints) = \_\_\_\_\_  
 Add Pre-Paid Postage for Continental USA ..... +\$7.00

(Posters will be available in May, 2011) **TOTAL ORDER \$** \_\_\_\_\_

check one:  Will Pick-Up at Convention  Mail to Address Below After Convention

**PRE-ORDER YOUR COPY NOW**

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Card Number \_\_\_\_\_ CID # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

Mail Orders To: Rotary Posters - 2310 Park Place Drive - Gretna, Louisiana 70056 USA

Club	Members 02/10	Current Members	Net Change	Meetings Held	Attend %
Andalusia	64	65	+1	4	51%
Atmore	42	43	+1	4	59%
Auburn	123	121	-2	4	61%
Bay Minette	27	33	+6	4	81%
Brewton	72	66	-6	3	61%
Brundidge	36	30	-6	4	90%
Chilton County	13	11	-2	4	69%
Daphne/Spanish Fort	36	36	0	N/A	N/A
Demopolis	46	47	+1	4	63%
Dothan	174	170	-4	3	72%
Dothan-Houston County	141	139	+2	4	68%
Elba	18	18	0	4	74%
Enterprise	77	81	+4	4	69%
Enterprise Sunrise	16	16	0	N/A	N/A
Eufaula	46	39	-7	4	57%
Evergreen	21	18	-3	4	89%
Fairhope	98	88	-10	4	81%
Fairhope Sunset	26	23	-3	4	80%
Foley	51	52	+1	N/A	N/A
Geneva	30	27	-3	3	73%
Greene Co.	21	21	0	N/A	N/A
Greenville	46	45	-1	N/A	N/A
Jackson	33	32	-1	4	89%
Lee County Sunrise	30	30	0	4	77%
Linden	11	11	0	N/A	N/A
Luverne	36	34	-2	3	91%
Mobile	270	272	+2	4	48%
Mobile Sunrise	99	101	+2	4	60%
Mobile West	35	37	+2	4	61%
Monroeville	14	13	-1	4	69%
Montgomery	128	120	-8	3	52%
Montgomery Capital	47	43	-4	N/A	N/A
Montgomery Sunrise	30	34	+4	4	64%
North Mobile	22	21	-1	4	57%
Opelika	55	55	0	N/A	N/A
Opp	23	22	-1	4	81%
Ozark	81	81	0	N/A	N/A
Phenix City	48	39	-9	3	53%
Pleasure Island/Gulf Shores	25	24	-1	4	80%
Point Clear	79	77	-2	4	70%
Prattville	40	47	+7	4	65%
Prattville/Millbrook Sunrise	27	25	-2	3	65%
Robertsdale	51	54	+3	4	62%
Selma	47	41	-6	N/A	N/A
Tallassee	24	28	+4	N/A	N/A
Troy	79	85	+6	4	62%
Tuskegee	16	19	+3	N/A	N/A
Wetumpka	25	22	-3	4	70%
York	10	9	-1	4	84%
<b>Total</b>	<b>2609</b>	<b>2565</b>	<b>-44</b>	<b>-</b>	<b>-</b>

## District 6880 Officers

Joe Saloom .....	District Governor
Tom Mann .....	District Governor Elect
Jim Golson .....	District Governor Nominee
Carol Franks .....	Past District Governor
Bob Kelley.....	District Treasurer
Tonya Jones .....	District Secretary
Chris Dunn .....	Assistant Governor Coordinator

## Assistant Governors and Areas

Jan McDonald .....	Area 1
Barry Cavan .....	Area 2
Jim Golson .....	Area 3
Olaf Lieb .....	Area 4
Frank Nalty . .....	Area 5
Bob Callahan .....	Area 6
Tonita Sauls .....	Area 7
Bruce McNeal .....	Area 8
Linda Mong .....	Area 9

## District 6880 Contact Information

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[info@rotary6880.org](mailto:info@rotary6880.org)

Tonya Jones  
13536 Opp Highway  
Brantley, AL 36009  
334-527-3007  
[tonya.jones@nsgcorp.com](mailto:tonya.jones@nsgcorp.com)

**Rotary International The 4-Way Test** - Of the things we think, say or do -

1. Is it the **Truth**?
2. Is it **Fair** to all concerned?
3. Will it build **Goodwill** and **Better Friendships**?
4. Will it be **Beneficial** to all concerned?

For six decades Rotarians have been using The 4-Way Test as a practical yard stick in their business, community, and personal affairs.

The 4-Way Test, you will note, does not provide answers. It asks questions which the user must answer. One of the world's most widely printed and quoted statements was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy.

In 1943, Rotary International adopted The 4- Way Test.