

ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926

CLUB NUMBER 4339

DISTRICT 6960

ZONE 34

PRESIDENT – JEFF MEYER

Classification: Vice President, Investments

April 15, 2020

SMILE, the weekly club newsletter

ROTARYCLUBOFSARASOTA.COM

SOCIAL SEPARATION (SS) EDITION #5



LAURA IS INVITING YOU TO A SCHEDULED ZOOM MEETING. TOPIC: ROTARY SOCIAL
TIME: APR 20, 2020 05:30 PM EASTERN TIME (US AND CANADA)

Join Zoom Meeting

<https://us04web.zoom.us/j/206160496?pwd=dzB3Q3Y1VTF2c2ppbitZSUtVT28vZz09>

Meeting ID: 206 160 496
Password 020564

One tap mobile
+13126266799,,206160496#,,#020564# US (Chicago)
+16465588656,,206160496#,,#020564# US (New York)
Find your local number: <https://us04web.zoom.us/u/fd9B2jZa60>

SOME CORONAVIRUS (*really corony*) STAY-AT-HOME LEVITY...

Just be careful because people are going crazy from being in lockdown! Actually, I've just been thinking about this with the microwave and toaster while drinking coffee and all of us agree that things are getting bad. I didn't mention anything to the washing machine as she puts a different spin on everything. Certainly not the fridge as he is acting cold and distant. In the end the iron straightened me out as she said everything will be fine...no situation is too pressing. The Hoover was very unsympathetic...told me just suck it up, but the fan was more optimistic and hoped it would all soon blow over! The toilet looked a bit flushed when I asked its opinion and didn't say anything, but the door knob told me to get a grip. The front door said I was unhinged and so the curtains told me to...yes, you guessed it...pull myself together!

Jeff



EVEN IN QUARANTINE, ROTARIANS, USING THE ROTARY CLUB OF SARASOTA FOUNDATION, ARE CONTINUING TO HELP STUDENTS ACHIEVE GRADE LEVEL EXPECTATIONS BECAUSE THE STUDENTS TAKE HOME BOOKS GIVEN TO THEM BY OUR

ROTARY READING PROJECT.



Presented by the Community Foundation of Sarasota County

NOON APRIL 28 TO
NOON APRIL 29



ZOOOOOOM SOCIAL



Carl Jackson

Don Bruns

Zoomers starting on the top row, left to right Laura, who convened the meeting virtually from Hawaii; Nick, Jim, Judy, and Jeff. Second row: Karen W, George, Andrea, Peg and Steve Cork, and Lee-En, who virtually joined us from Abu Dhabi. Third row: Pam, Garrett, Carl (*no photo on record*), Barry, and Jolly Lou. Fourth row; Don*, District Governor Elect Darryl Keyes, and District Governor Nominee Andy Lyman.

**We could hear Don speak and fiddle with something. Apparently he miraculously did an H.G. Wells thing, and joined the Brady Bunch's Zoom session. Linda told us that the Bunch kids managed to get him back to the future. Don, any chance you write a story about your time travel?*



Pam & Barry on Siesta Beach

While strolling on Siesta Beach one day, they noticed a girl who walked the beach at the same time. She wasn't unusual, except that she carried a travel bag and would approach people who were sitting on the beach, glance around, then speak to them.

Most people would respond negatively, and the girl would walk away. Occasionally someone would nod and quickly exchange money for something from her bag. Pam and Barry naturally assumed the girl was selling drugs and debated calling the police. Since they didn't know for sure, they decided not to.

After a couple of days noticing the same practice, Pam asked, "Barry, have you noticed that she only goes to people with radios and other electronics?"

"No," Barry replied.

Barry and Pam decided to carry a towel and radio the next day. Barry would settle on the towel to see if the girl would approach while Pam watched from a distance, camera in hand. The girl did.

When the girl left, Pam rushed to Barry and asked, "Was she selling drugs?"

"No," Barry replied. "She is selling C cells by the seashore."





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www.rotaryclubofsarasota.com

Bucking the Downward Trend

David Pilston, Membership Committee Chair

June 28, 2013

(Jim Henry Note - The Rotary Club of Sarasota started this Rotary year with seventy-six (76) members. It has inducted eleven (11) new members and lost two, both for health reasons. The club has seven (7) in its membership pipeline. The club's Board of Directors has set a goal to reach one hundred (100) and, due to space limitations, sustain a waiting list.)

Many Rotarians from other Clubs have wondered how the Rotary Club of Sarasota has continued to grow while their Clubs decline in numbers. This trend has not been accidental. We have a very active Membership Committee, including past Chair Tom Zahn, Jayne Cory, Sue Leavis, and Charlotte Ryan. Moreover, over the past year and a half, our Club has made a conscious effort to become more member-centric, with better structure and improved communications. The theory is: a great Club naturally attracts great members. To make our Club as attractive as possible to new and current members, we have pursued the following path.

Step 1 – Listen

In late 2011, we paraphrased Socrates by asking if an unexamined club is really worth joining. We sought to answer that rhetorical question by holding a series of over 15 informal Member Roundtables in early 2012. These Roundtables gathered direct feedback from 80% of our members and generated many great suggestions, many of which have since been implemented. The most sweeping suggestions involved increasing the activities of the Club and improving communications about those activities, both internally and externally.

Step 2 – Organize

In order to increase the breadth of activities offered to our members, we formalized our Committee structure and encouraged our Committees to meet regularly and become more active. Each major committee is now headed by a Board member, the committees meet regularly, and their activities are reported to the Board and to the Club.

Step 3 – Communicate

Once we had restructured and re-energized our Committees, we strove to improve our communications to ensure that current and new members would be aware of all of the wonderful Club activities that are available to them. We see the results of those improved communications informally every week and more formally through our Club Assemblies and this new monthly newsletter. This enhanced communication has increased every member's awareness of what is going on in our Club, enabled new members to integrate more quickly, and ensured that every member is as involved as he or she wishes to be.

Step 4 – Select

With our new structure and improved communications in place, we then re-examined our process for attracting new members. Note that we do not use the word "recruit." We believe that a great and active Club naturally attracts great and active new members. With that in mind, we have become more selective in choosing new members. We take great pains to "qualify" prospective

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new members to ensure that they have a full understanding of Rotary, what they can and cannot expect of us, and what we will expect of them. Only then do we propose them for membership. Several prospective new members have dropped out of the process once they realized that they would be unable to fulfill the responsibilities expected of an active Rotarian. That is preferable to inducting a new member only to lose him or her after a few months because of poorly managed expectations. By being more selective - without being elitist - we believe we will ultimately improve retention.

Step 5 – Engage

Once proper expectations have been set, the key to retention is engagement. Some new members are pro-active and seek out opportunities to get involved in the Club's activities, even before they are formally inducted. Many are not. That's human nature. It is our responsibility as current members to reach out to ALL new members and ensure that they are engaged in our activities as much as they wish to be, and that their overall expectations are being met. If we offer a broad range of activities to new members and they choose not to participate, then they are failing as Rotarians. But if we do not offer that broad range of activities to our members, then we are failing as a Club.

Most Rotary Clubs can count on losing at least 7% of their membership every year, due to personal issues, financial issues, health issues, relocations, etc. That means that a Club must attract at least that many new members just to remain stable. Many Clubs lose even more members because, for one reason or another, Rotary simply has not met their needs. If Clubs set initial expectations correctly, maintain an active and organized Club, and engage members through regular communication, they can minimize the number of members who leave due to disenchantment with Rotary.

ROTARY CLUB ESSENTIALS:

A Club's Customers	Present and Future Members
Rotary's Only Purpose	To Advance the Object of Rotary
Rotary Motto	Service above Self
Rotary Creed	The Four Way Test

Retention Central <http://zone34retentioncentral.blogspot.com/>

Rotary's Circle of Life

<http://zone34retentioncentral.blogspot.com/2013/04/rotarys-circle-of-life.html>

The Object of Rotary and Networking go Hand In Hand

<http://zone34retentioncentral.blogspot.com/2013/04/the-object-of-rotary-networking-go-hand.html>

David Pilston can be contacted by visiting the Rotary Club of Sarasota website www.rotaryclubofsarasota.com and selecting Contact Us.

Jim Henry can be contacted at jrhjr@jimhenrybooks.com.

When emailing either, please put "Rotary Membership" in the topic/subject line.

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