



Stafford Rotary Highlighter



CLUB SCHEDULE

October - Economic and Community Development Month

Oct 9 - speaker from the Fredericksburg Food Coop.

10/9 – 10: Fredericksburg Chamber of Commerce Discover Your Future event. Opportunity to sponsor, volunteer- Location: Fredericksburg Expo Center.

<http://www.fredericksburgchamber.org/DiscoverYourFuture>

Oct. 15 - **WHO:** Stafford County Board of Supervisors

WHAT: Presentation to Stafford Rotarians a PROCLAMATION RECOGNIZING OCTOBER 24 AS WORLD POLIO DAY IN STAFFORD COUNTY

WHEN: Tuesday, October 15 at 3:00 PM (come 30 minutes early by 2:30)

TIME: Arrive by 2:30 - meeting begins at 3:00 PM

WHERE: Stafford Board Chambers in the Stafford County Administration Center, 1300 Courthouse Road.

Oct 16 - MC Morris from the R-Board

Oct. 16, 8-10 am – Operation Warm. Sign up here

<https://forms.gle/1bhuBfnTTb2EE1zW6>



Oct 23 - Speaker or Jake on his travels.

Oct. 24 World Polio Day

Oct 30 – Social, no noon meeting.

Nov. District 7610 RLI

Dec. 4 - Climate Reality Project's Initiative - Truth in Action

Dec. 11 DG Official Visit

This Week's Speaker: Rich Larochelle



Rich is currently an Adjunct Instructor at the University of Mary Washington (UMW) where he co-teaches a course on Cooperative Business. He is Chair of the Cooperative Development Foundation, a national c (3) organization that supports the creation of cooperatives as a way of positively impacting economic and social problems.

Rich worked for cooperatives for 40 years prior to moving to Fredericksburg in 2014 with his wife Linda who is an accomplished artist, retired art teacher and member of Art First, a co-op art gallery on Caroline Street in Downtown Fredericksburg. Rich was Senior Vice President at the Cooperative Finance Corporation until retiring from there at the end of 2013, and Legislative Director at the National Rural Electric Cooperative Association where he worked for 12 years. He began his coop career in 1974 with the Rural Electrification Administration (now RUS). Rich was inducted into the Cooperative Hall of Fame in 2017. Rich is active in volunteer activities and is a founding director of the Fredericksburg Food Cooperative.

Rich and Linda have two sons, including Jeremy who is a professor at UMW and David who lives in California. They are the proud grandparents of a wonderful 7 year old.

Rotary Leadership Institute (RLI)



We are excited to bring you our Rotary Leadership Institute (RLI) near Fredericksburg at Germanna Community College, 2130 Germanna Hwy, Locust Grove, VA (just off Rt. 3 toward Culpeper). RLI offers a series of three multi-district, one-day courses in sequential order that are offered to refine a Rotarian's leadership skills and increase their base of knowledge of Rotary. The course sessions are fast-paced, interactive and emphasize both leadership skills and knowledge of Rotary around the world. Courses are also geared toward Rotarians of all knowledge ranges, from new Rotarians to those with 20 or more years of Rotary experience who want to enhance their Rotary knowledge. To register: log into DACdb, click on "calendar" – scroll down to date: November 9, Fredericksburg RLI and click on "Register Now" just as you always register for district events.

5 Steps to Club Growth: Why Membership Matters



Ainsley Brown, left, receives his pin as Vocational Service Director from then-president Gemelia Davis at the club's 2017 installation banquet.

By Ainsley Brown, Rotary Club of St. Andrew, Jamaica

My club, the Rotary Club of St. Andrew, Jamaica, has a storied history. We were chartered in 1966, four years after Jamaica's independence from the United Kingdom, as the third Rotary club in Jamaica. We have a pioneering spirit as demonstrated by being the first Rotary club in Jamaica to allow women to join.

Rotary is a wonderful global movement that allows individuals to come together and take actions that are an expression of our collective will to make this world a

better place. Our members are our greatest strength, and membership matters. But our greatest strength is also our greatest challenge. Like a lot of clubs, we struggle with membership. How do we recruit new members, retain existing members, transition members of Rotaract into Rotary, and re-engage current or former members?

I won't be so bold as to suggest we have found the solution to membership growth. But I do believe we have found a solution. And the funny thing is it was staring us in the face the whole time: The Four Way Test. The best way to grow membership, in my opinion, is by "building goodwill and better friendships."

The club carried out five initiatives in August 2019, spearheaded by our director of club administration and the membership chair, that we hope will re-engage, retain, and recruit past, present, and future members:

- ✚ Member call – Calling members to ask how they are doing and encouraging them to attend. While this is certainly not a new idea, it goes a long way in saying to members you are appreciated and it is proven to get people out to meetings and events.
- ✚ A games night – a fun-filled night of fellowship, relaxation, and networking.
- ✚ A membership mixer – Yet another fun-filled night of fellowship, relaxation, and networking, this one with an eye toward corporate relationships. The club has engaged a major financial institution in Jamaica to sponsor the mixer geared toward allowing prospective members to interact with existing Rotarians outside of our mid-day meeting time on Tuesdays.
- ✚ The Membership Challenge – Attracting members is a challenge, why not make the effort into a contest. Each club member is challenged to invite a guest to a club meeting or service project. Members earn additional points if the guest joins, represents a vocation not presently in the club, or is a young professional between the ages of 25-45.
- ✚ Tell your story, Why am I a Rotarian? – We know stories not stats attract people to Rotary. This initiative creates an avenue for members to tell their Rotary story. By sharing our journeys, members better understand, appreciate, and learn from each other's experiences.

Through these and other efforts we will build goodwill and better friendships proving that membership matters.