

The Catalyst



A Monthly Membership Newsletter for Rotary International District 6890 • December 2019

I Guess the Joke was on Me!

Early in my career as a supermarket store director, I set out to prove a point among my department leaders, all fairly mature in their roles. For months we had been working on providing line-level employees with a greater understanding of our business, including key performance metrics (KPIs) and individual roles in achieving them. I was convinced that, despite their good intentions, my leadership team had been deficient in communicating departmental business objectives and issuing periodic "report cards" on our progress. My solution was to facilitate meetings in which I would ask associates to describe how they felt their department was performing and why. Assuming respondents would be bewildered, having no idea if their team was performing well or not, I drew some satisfaction anticipating the "I told you so," I would subsequently deliver to the surely embarrassed department managers. Our meetings did not go exactly as I had planned.

Qualitatively, our staff was surprisingly in tune to the general health of our business (or at least their portion of it). "I think we're doing well" or "I know we have room to improve" or "We seem to be doing great," were directionally accurate in their respective areas. However, when came to the justification, a shockingly high number of people cited their awareness of their department's affinity for "cutting scheduled hours" as the key metric by which they gauged their success. Clearly, our department managers were making this a highly publicized, though somewhat disproportionate priority. But, instead of enjoying the spoils of being right, I had to look inward for the real source of the information problem. Our company had become such micromanagers that they required stores to send in daily departmental payroll variations from plan. So, guess what I was talking about to my managers every morning? It was a valuable lesson and a *catalyst* for me to begin better emphasizing *sales, conditions, and inventory management*.

In most of our Rotary clubs, we meticulously track our giving to The Rotary Foundation. And we recognize our most generous donors with plaques and pins. We frequently brag about our fundraising activities. We regularly promote our community and international projects. But how many meetings, or portions of meetings, are spent discussing *membership trends*? How much energy is placed on improving member (or visitor) *experience, venue conditions, or meeting management*? If our clubs facilitated similar meetings to those described above, how many Rotarians would include membership statistics in their assessment of club health? Who would be embarrassed? What will be the *catalyst* for clubs to prioritize membership with the same passion we emphasize other endeavors?

February 29, 2020

"LEAP INTO ROTARY"
It's not too late to make a plan!

Membership Resources Online

"Club Membership Committee" is a 24-page RI publication, outlining numerous membership-related responsibilities and resources. It begins with a reiteration of club flexibility created by the 2016 Council on Legislation; and continues with suggestions for attracting, educating, and retaining Rotarians. The PDF document is posted on our district website (Rotary6890.org). From the home page, you will need to click: **Documents > Membership > Club Membership Committee**.

TIP: It may be helpful to click "File Name" at the top of the Membership page in order to first put the files in alphabetical order (otherwise they randomly appear in the order in which they were uploaded).

Each month, excluding editions that list quarterly membership statistics, The Catalyst will highlight select resources from the Membership Resource Guide. The guide is located at Rotary6890.org.

Please enjoy this month's edition of Zone 34 **MEMBERSHIPPLUS** on the following pages!

MEMBERSHIP PLUS

A NEWSLETTER FROM YOUR ZONE 34 ROTARY COORDINATOR AND MEMBERSHIP TEAMS

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Goodbye 2019, Hello 2020

So we are already virtually half way through our Rotary year, but that does mean that we have as much time left to make a difference, as we have already expended. So after the festive season is a great time to take stock - are our plans working, do we need to adjust, or do we need added concentration on specific areas of concern.

RI President Mark, charged us with the responsibility to grow Rotary this Rotary year, and continuing the growth in subsequent years. We must not be lulled into a false sense of security, small or medium growth figures while welcome, are soon eradicated by clubs clearing the rolls this month (fully reflected in January) and the more major clearing which takes place in a June, prior to the new Rotary year semi-annual invoice.

I congratulate all of those with positive growth, and trust that your success can be sustained. An early new year meeting with the Membership Team, identifying where you are, reinforcing what is working and dropping what is not, will pay dividends for a positive end to this year of service. It is also certainly not too late to commence new initiatives to secure growth, and please consider a Leap Into Rotary event, as identified on page 2. A well run party can not only give an opportunity for growth, but also engage current members in a productive fellowship, and a fun event.

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Communicate!!

Being a Club Or District Membership Chair can be a very lonely existence, sometimes it appears that you are the only one caring about growing you Club or District. Of course generally this is not true and good and consistent communication can allay that fear or belief that you are working in a vacuum. Keeping your Club or District aware of your efforts, initiatives, successes and challenges, broadens the possibilities for growth, involvement and success. Give regular Membership updates at Club meetings, and communicate with other District Leaders, to ensure that membership growth remains a top topic.

Zone 34 Membership 2019/20 Start figures as compared to the 2018/19 year start figures.

Zone 34 progress to MembershipPlus. This is a simple +/- table. For full details of Attraction and Retention figures, please see full report from ROTARY INTL. Figures as of 12/15/19

District	Start Membership 7/1/19	Current Membership	+/- for the 2019/20 year
District 7020	2384	2463	79
District 6980	1729	1785	56
District 6970	3272	3327	55
District 6910	3195	3239	44
District 7000	941	984	43
District 6930	1520	1553	33
District 6960	2278	2306	28
District 6940	2204	2231	27
District 7030	2228	2254	26
District 6920	3005	3030	25
District 6950	1833	1850	17
District 6990	1842	1859	17
District 6900	4188	4203	15
District 6890	1709	1693	-16
	32328	32777	449