

ROTARACT

(from page 2)

diverse group of individuals — particularly those who are unable or unwilling to join our traditional clubs. While new club models have been emerging for some time, it is up to district governors to make them a reality. In January at the International Assembly, our incoming district governors took part in an exercise called Build Your Own Club Model. It was a wonderful experience that put them in the right frame of mind for the work ahead.

Ultimately, however, it will be up to Rotaractors and young Rotarians to create new club models that are most meaningful to the next generation. We may think we know what young people want from Rotary clubs in the future, but I am confident that what young people say will surprise us. It will be our job to support their innovation, for it will help us grow Rotary as *Rotary Connects the World*.

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Photo: A girl in a school funded in part by Rotary in India. © Rotary International.

MARCH 3, 2020

SOCIAL MEDIA DOS AND DON'TS



Ashley Waters is PR Chair for Rotary District 7620 and Communications Manager for the City of Frederick, MD. A contributor with Sass Magazine, she recently started an organizational development consulting business, Delta by Ashley. She holds a PhD from The University of Baltimore. She will talk about the power of social media for sharing Rotary's (and your own) story.

MARCH 17, 2020

CUSTOMER RELATIONSHIP MANAGEMENT



Barton Goldenberg is founder and President of ISM Inc. and the 2019-20 Rotary District 7620 Governor. He was one of the first three inductees into the CRM Hall of Fame. His latest book, *The Definitive Guide to Social CRM*, is hailed as the roadmap for success at the intersection of social media and CRM. He will talk about the power of CRM for enriching the Rotarian experience.

APRIL 7, 2020

PARTNERSHIPS FOR GLOBAL IMPACTS



Peter Kyle will serve on the Board of Rotary International as of July 2020. A former World Bank Lead Counsel, he is the Dean of the Network of Rotary Representatives to UN and international agencies. He will talk about the power of partnerships to increase Rotary's impact globally in areas such as peace, health, WASH, education, and economic development.