

UPCOMING EVENTS

October 24
World Polio Day Breakfast
National 4-H Conference Center

November 3
Rotary Foundation Dinner
5:30pm to 8:30pm
Manor County Club

November 16
Rotary Leadership Institute
Frederick

November 21 or 22
Youth Conference sponsored by
Rotary Club of Washington DC

February 8, 2020
PETS (A) Bowie

February 22, 2020
PETS (B) Columbia

February 22, 2020
Rotary Leadership Institute
Towson

Chesapeake PETS
March 5-7, 2020

May 8-10, 2020
Rotary District Conference
Hyatt Golf Resort and Spa
Cambridge

May 16-17, 2020
Rotary Leadership Institute
New Faculty and Refresher
Training in Annapolis



HONOLULU
HAWAII 2020

June 6-10, 2020
Rotary International
Convention

ROTARY MEMBERSHIP SUMMIT: SUMMARY

(continued from page 1)

The second session focused on ways to grow clubs and exploit the new flexibility in club meetings (such as holding only two traditional meetings per month, and allocating more time to service work). Jennifer Coppit talked about satellite clubs – these are essentially mini-clubs with a minimum of 8 members who typically meet separately from their sponsoring club, but are full Rotarians and members of the sponsoring club. Satellite clubs can be used as a way to expand membership, for example in a specific local community, or with a particular group of individuals such as employees of a local organization or corporation. Satellite clubs can also serve as a “test drive” before chartering a new club, which requires at least 20 members. Mark Rom and Mary Barry talked next about how to nurture new members and make sure that they are fully engaged in the activities of their new clubs. One approach used by several clubs is the “red to blue badge” list (other labels are used as well), whereby new members are asked to perform a number of tasks as they join their new club. The aim of these tasks is to make sure that the new members are fully engaged, while also learning about Rotary. One activity often required is to visit another club. Finally, Lynn Holec and Chris Zabriskie talked about the importance and potential benefits of club flagship events, including for membership. Many clubs in our district have been successful in organizing such signature events, which have strengthened their presence and visibility in their community.

The last session was about retaining and growing members. Daniel Fisher

talked about the importance of engaging new members in service activities, with a presentation (with lots of pictures!) of the many opportunities for service that are available in his club. Frank Andracchi also talked about service, and more broadly about how his club engages new members through multiple committees and “lanes” or avenues of service. Pam Kreis talked about the opportunities for new (as well as not so new) members to learn more about Rotary (or refresh their knowledge) by attending trainings sessions organized



by the Rotary Leadership Institute. Finally, DG Barton Goldenberg talked about the fact that the upcoming Rotary Family Vacation & District Conference 2020 will have a discount rate for new members ... as well as yachts for hospitality suites!

He showed a great video featuring the Hyatt Golf Resort & Marina in Cambridge, Maryland, where the conference will be held on May 8-10. Barton also mentioned his call for action for youth initiative whereby a series of events will be organized by Rotaract and Rotary clubs throughout the district in coming months.

This was a fun and interesting day, and I will try to go more in depth in some of the topics that were discussed in subsequent articles for the District newsletter! If any of the topics mentioned above resonate with you or your club, do not hesitate to contact the individual Rotarians who generously gave their time at the summit to share their experience and expertise. We will also put together a number of resources from the event and post them on the district’s website in coming weeks. If you have any questions, don’t hesitate to contact me by phone or email at rotarianeconomist@gmail.com.