

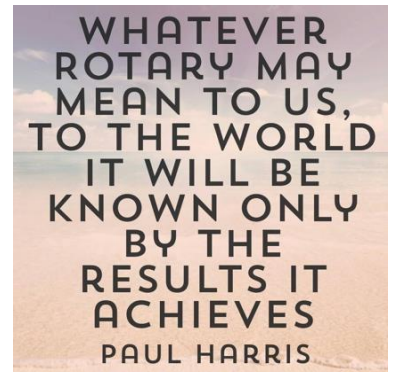


# THE DAYBREAKER

November 7th, 2024



Today we had 14 in person attendees and 6 ZOOM attendees.



## GUESTS:

**VISITING ROTARIANS:** Jack Kelly and Betty Tonsing

**INVOCATION:** Ken Ritchey

## Service Opportunity:

1. The Noon Club is organizing a Blood Drive on November 12<sup>th</sup>. If interested use the link that follows to sign up for that worthwhile event.  
<https://www.redcrossblood.org/give.html/drive-results?zipSponsor=lafayetterotary>
2. The 4<sup>th</sup> Quarter Birthday table will be next week – if your birthday falls in the last quarter this is a great opportunity to donate to the Rotary Foundation

## Fellowship Opportunity:

Save the date for Thursday, December 12<sup>th</sup> @ 6 PM for our Holiday Party. It will be held at the Stonebridge

**Clubhouse@ 4600 Ironstone Lane in West Lafayette. More details will follow.**



**We had the opportunity today to welcome our newest member, Dean (Dino) Smoll into membership.**



**We also welcomed 5 visitors from Tajikistan. These are being hosted by the Noon Club and are part of the Open World program to let people from previously Soviet countries make contacts in the US.**

**These ladies are all involved with STEM in their home country.**

**Rangina Davlatmirova – works with digital programs for students**

**Habibakohn Aslonova – works with digital learning in STEM**

**Zahina Nazarova – works with diversity in STEM fields**

**Najmiya Ozodbekova – university Dean working to attract women to STEM studies**

**Mavluda Davlatmamadova - also works to attract women in academia**

**Zarrina Achilova – University administrator**

### **Program: Stan Jacobs – Club Membership**

Our program today was given by Stan Jacobs. Stan has been involved in the hospitality industry for a number of years, working with the Hilton chain. He moved to Indianapolis in 2009 and joined Rotary in 2015. He has been involved with membership committees in his home club but is also now the District membership chair.



Stan explained that the issue is really membership growth and retention, using the analogy of the leaky bucket. Each year volunteer organizations add members to the top of the bucket, but the bucket always has holes that allow members to leak out, and Rotary is no different. We need to attract new members and engage them with Rotary. To do this Stan has worked to develop best practices to recruit and retain members and conduct workshops to

help Rotary clubs.

He presented some statistics, noting that women now comprise 39% of membership in the district, but total attendance hovers around 52%. Rotary now attracts more middle managers and not as many executives and more not-for-profit leaders. A major shift has been that a large majority of members now pay their own dues, where in the past these were paid by their employers. He noted that our club has a 19.7% attraction rate, but a 26% attrition rate. In discussion after the meeting, it was noted that this may be high due to the Satellite club folding.

Stan explained that their attributes of a strong Rotary Club are:

- Strong leadership
- Continuous and frequent events and projects
- Visibility in the community
- Active and intentional membership engagement
- Clear goals and defined growth plan

Most growth comes from current members inviting new prospective members, but there should then be a defined and efficient mechanism to add them to membership. In particular, there should not be long delays in bringing in new members and there should be a strong orientation and mentoring process. It is also important that prospective members have a positive first experience. This is sometimes linked to a good venue but also to a welcoming attitude.

Once members are brought in they should quickly be involved in the activities of the club, whether this be service projects or committee assignments and there should be a survey process to see if new members are getting what they need from the club; In these ways it is hoped that we can have a positive growth trajectory and stronger clubs.

**Thought of the Week:** The most common way people give up their power is by thinking they don't have any. ~ Alice Walker

**Trivia Question for the week:** Why is the US the only country to use an electoral college?

**The answer to last week's trivia question:** What candy bar was named after its inventor's family horse?

The Snickers bar has a fascinating story behind its name. Introduced to the public in 1930 by Franklin and Ethel Mars, it was named after their beloved family horse, Snickers. When the horse passed away, they honored it by naming their new candy bar after it. Interestingly, Snickers lived on a farm called Milky Way Farm, sharing its name with another famous candy from the Mars family, the Milky Way bar. With over \$380 million in global sales just last year, Snickers is widely considered the bestselling and most popular candy bar in the world.



#### **UPCOMING PROGRAMS:**

**November 14 – Pat Harrington – Tippecanoe County Prosecutor**

**November 21 – Rep. Chris Campbell – High School Diploma Update**

**November 28 – Thanksgiving – No meeting**

**December 5 – The First Edition**

**December 19 – Adam Baxmeyer – Purdue Airport Upgrade**

