

# Rotary



## District 6560

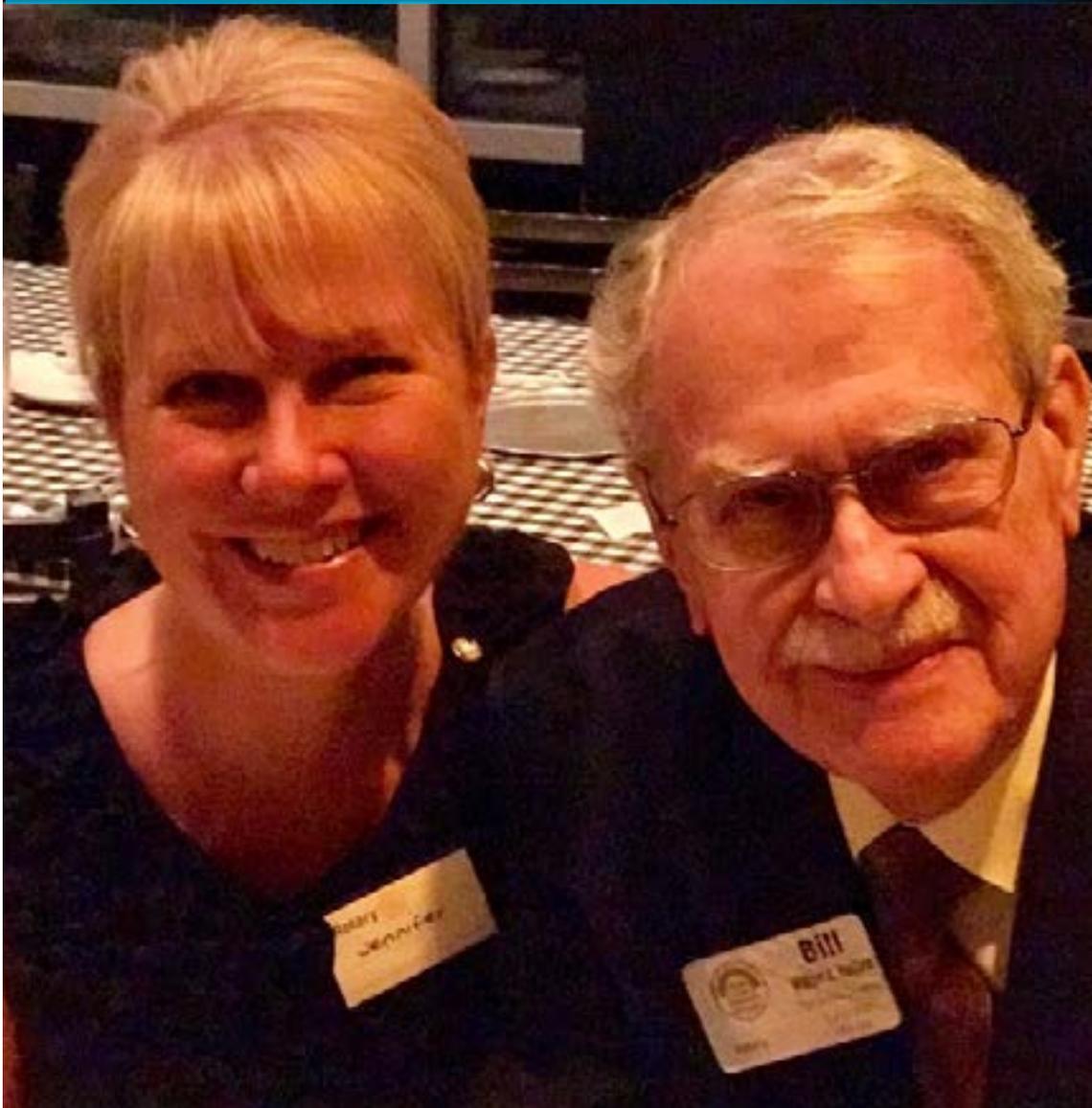
NEWSLETTER | [www.rotary6560.org](http://www.rotary6560.org) | [www.DACdb.com](http://www.DACdb.com)

**Joseph Collings**

DISTRICT GOVERNOR

Volume XXXIV No.2

## An historic first!



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### DISTRICT CALENDAR | 2020-2021

#### September

##### **BASIC EDUCATION & LITERACY**

15 Club Presidents' Zoom –  
7 PM

#### October

##### **ECONOMIC & COMMUNITY DEVELOPMENT**

7-10 District Governor Elect  
Training Seminar (GETS)  
and Governor Nominee  
Advanced Training  
Seminar (GNATS) –  
Normal, OK **cancelled**  
**Zoom**

9-10 Rotary International  
Zone Leadership  
Summit, Zones 30-31,  
Normal, OK **cancelled**  
**Zoom**

20 Club Presidents' Zoom –  
7 PM

**RI President Nominee Jennifer Jones with  
District 6560 PDG William Hatfield**

[www.rotary.org](http://www.rotary.org)

**ROTARY OPENS OPPORTUNITIES**



# Wheels Up!!

## "Gentlemen, Start Your Engines!"

This well-known directive was given the 23rd of August in front of over 300,000 empty seats. For the first time in track history, the Indianapolis 500 – *The Greatest Spectacle in Racing* – ran without fans, the blackout was lifted, and we were allowed to view the race live on our televisions.

Yes, times they are a-changing. We are in our **sixth month** of quarantine-like conditions, social distancing, daily mask requirements, and Zoom becoming our standard Rotary meeting format. Hybrid versions (partially in-person and with Zoom) are also being utilized, with caution, as the daily virus incident count continues to remain constant.



*The Indianapolis Northeast Rotary Club enjoys an outdoor meeting .*

How in the world do we continue to attract our Rotarian friends and maintain our membership engagement? Knowing the normal decline in members for the past several years, what can be done to reduce the downward spiral? **Two programs having direct positive impact are club membership and new club development.**

In our **club membership model**, District Membership Chair and Westfield Rotarian Bruce Watson is addressing each club in the district. Our clubs are asked to chart their future and initiate a three- to five-year strategic plan outlining their goals. An annual review will help to determine the effectiveness of their plan.

Rotary International has allowed changes to its previous club

membership requirements. No longer do we have a weekly attendance requirement or strict classification. Flexibility allowing each club to determine what best fits their need is the new standard. The meeting hurdles of time, date, frequency, and meeting style are no longer present. These were found to be factors in membership resistance. We now have clubs meeting at alternate times, meeting as part of their service projects, meeting in-person or virtually (and even a hybrid of the two). Clubs are using the new model to gather socially to showcase their clubs and service projects to prospective members.

Working diligently is Indianapolis Rotarian Jeff Lake who chairs the new **club development project**. Using the new club models now available, we are providing the tools to meet specific membership needs. The attractive **satellite model** is sponsored by an existing club and only requires eight new individuals to initiate, aspiring to an eventual twenty members for independent club status. The **passport club** allows traveling Rotarians to catch a meeting while on the go, on vacation, or on business. The **corporate membership** allows clubs to set their own regulations for those to participate with consideration to regular club members for compensation on membership. **Family memberships** are viable where there is interest from a partner.

To best illustrate our need for making membership memorable; why do members of Rotary leave?

- 40% due to cost and time constraints
- 29% our club environment and organizational structure
- 16% due to unmet expectations

Conversely, why do our members stay in Rotary?

- 18% to positively impact their community
- 10% to connect with others in the community
- 9% for friendship and fellowship

Choosing members wisely, meeting their expectations, and helping them feel welcome must become **Goal One**. Please



review how you treat new members, engage them, and value them.

Joe Collings, D6560 Governor

**SEPTEMBER is Basic Education & Literacy month!**

## Stay Connected through Rotary's Online Learning Center.

Rotary's online Learning Center has resources that can help you stay connected to the organization and to one another. Instead of a meeting one week, for instance, everyone in your club might choose a topic to learn more about and then report back to the other club members. The Learning Center courses could be used for general knowledge and brain-

- Is Your Club Healthy?
- Building A Diverse Club
- Committing to Diversity, Equity, and Inclusion
- Practicing Flexibility and Innovation
- Kick-Start New Member Orientation
- All About Rotary Peace Fellowships
- Building Rotary's Public Image
- Planning Your Projects: Service Projects Committee
- Rotary Foundation Basics
- Becoming an Effective Facilitator
- Mentoring Basics
- Essentials of Understanding Conflict
- Leading Change

## Africa Certified Wild Polio-Free

Rotary International announces that the African region has just been certified wild poliovirus-free. Rotary members have played an invaluable role in this effort. This progress is the result of a decades-long effort across the 47 countries of the African region. It has involved millions of health workers traveling by foot, boat, bike and bus, innovative strategies to vaccinate children amid conflict and insecurity, and a huge disease surveillance network to test cases of paralysis and check sewage for the virus.

**Will you recommit yourselves to ending polio?** We need every one of you to help finish this fight and continue raising \$50 million each year for PolioPlus. Our hard work, partnerships and financial commitment continue to propel us forward, even during a global pandemic. [Watch here.](#)

## Centennial Project Dedicated



On August 7 the **Rotary Club of Lebanon** dedicated the Shelter House in Lebanon Memorial Park (Lebanon Parks & Recreation) with a ribbon-cutting ceremony. The year 2020 marks the 100-year anniversary of both the Rotary club and Memorial Park. The recently completed renovation of this historic landmark was Rotary's contribution to Lebanon and the greater Lebanon community. We are so grateful to have wonderful clubs and groups that help make Lebanon and Boone County a better place to live, work, and play!

storming, action planning and idea sharing. Often, first time Rotarians use the Learning Center when they are elected to club office. With more than 600 courses in over a dozen languages, the Learning Center has something to interest every Rotarian. Here are a few to pique your interest; find them all at [www.rotary.org/learn](http://www.rotary.org/learn).

## Covid-19 Relief Given to Wheeler Mission



The **Rotary Club of Indianapolis** made a \$25,000 donation to benefit the Wheeler Mission on August 18, 2020. The money will provide Covid relief at the Center for Women and Children on the east side of Indianapolis. Wheeler Mission was given the grant through the Rotary Disaster Response Grant made available through our District and The Rotary Foundation of RI. Steve Kerr, Executive VP of Advancement, indicated the generosity of the club is a statement to the community as to what the people of Indianapolis mean to them, and their commitment to help those who are less fortunate and in need.

Founded in 1893, Wheeler Mission is a holistic ministry providing Christ-centered programs and services for people who are homeless and in need. It addresses the root of each crisis and addiction, advancing guests toward recovery, stability, and self-sufficiency. It is the largest and most diverse agency of its kind in the state. In 2019, Wheeler assisted 9,640 men, women, and children, served 339,315 meals, and provided 255,359 nights of shelter. Beyond meeting basic needs, Wheeler Mission provides vital services such as addiction recovery, counseling, job and life skills training, adult education, mentorship, aftercare, and more.

[www.Wheelermission.org/about-us/press-room/wheeler-missions-facts-figures/](http://www.Wheelermission.org/about-us/press-room/wheeler-missions-facts-figures/)



## Jennifer E. Jones makes history, becomes first woman named Rotary president-nominee

Jennifer E. Jones, a member of the Rotary Club of Windsor-Roseland, Ontario, Canada, has been nominated to become Rotary International's president for 2022-23, a groundbreaking selection that will make her the first woman to hold that office in the organization's 115-year history.

Jones will officially become president-nominee on 1 October if no other candidates challenge her. Jones says she sees Rotary's Action Plan as a catalyst for increasing Rotary's impact.

"As we reflect upon our new strategic priorities, we could have never envisioned that our ability to adapt would become our North Star during what is inarguably the most profound time in recent history," Jones said in her vision statement. "Silver linings rise out of the most challenging circumstances. Using metric-driven goals, I will harness this historic landscape to innovate, educate, and communicate opportunities that reflect today's reality."

As the first woman to be nominated to be president, Jones understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion (DEI) Statement. "I believe that diversity, equity, and inclusion ... begins at the top and for us to realize growth in female membership and members under the age of forty — these demographics need to see their own reflection in leadership," Jones said. "I will champion double-digit growth in both categories while never losing sight of our entire family."

Jones is founder and president of Media Street Productions Inc., an award-winning media company in Windsor. She was chair of the board of governors of the University of Windsor

and chair of the Windsor-Essex Regional Chamber of Commerce. She has been recognized for her service with the YMCA Peace Medallion, the Queen's Diamond Jubilee Medal, and Wayne State University's Peacemaker of the Year Award, a first for a Canadian. Jones holds a Doctor of Laws (LL.D.).

A current Rotary Foundation trustee, Jones has been a Rotary member since 1997 and has served Rotary as RI vice president, director, training leader, committee chair, moderator, and district governor. She played a lead role in Rotary's rebranding effort by serving as chair of the Strengthening Rotary's Advisory Group. She is the co-chair of the End Polio Now Countdown to History Campaign Committee, which aims to raise \$150 million for polio eradication efforts.

Jones recently led the successful #RotaryResponds telethon, which raised critical funds for COVID-19 relief and was viewed by more than 65,000. Jones has also received Rotary International's Service Above Self Award and The Rotary Foundation Citation for Meritorious Service. She and her husband, Nick Krayacich, are members of The Rotary Foundation's Arch Klumph Society, Paul Harris Society, and the Bequest Society.



*"There are very few opportunities in our lifetime to make a difference on a global stage. It's something that moves me profoundly."*

—JENNIFER JONES