



July 26, 2010

Rotary E-Club of the SouthWest

District Governor 5510 - Club Visitation Address for Rotary Year 2010-2011

Ladies and Gentlemen – I am honored to be your first “Official District Governor” to address you after your official recognition as a Rotary Club. Congratulations! District 5510 is indeed fortunate to have another growing and vibrant Rotary Club in our District. Your presence is already being felt in the District with the appointment of some of your members to my District Leadership Team for 2010-2011. I appreciate their acceptance of my appointments and their involvement in District activities.

I send you greeting from Rotary International President Ray Klinginsmith. I believe that you will find President Ray’s theme for 2010-11 to be very intriguing and very appropriate for your Club and its membership diversity. You are to be commended for your “Building Communities- Bridging Continents”. You are a great example of what he is talking about.

Rotary International’s tri-annual Council on Legislation (COL) took place in April 2010 at RI headquarters in Evanston, IL. In addition to approving your permanent status as a Club, they also enacted several other items related to Rotary Clubs. I will highlight several of them for you. The membership dues fee was increased \$1.00 (US\$) effective July 1, 2011-12 and then \$1.00

additional dollar in Rotary year 2012-13 and 2013-14. This is in addition to the dues increase for insurance on January 1, 2010.

After much debate, new Avenue of Service was added. The current Avenues of Service are:

- Club Service
- Vocational Service
- Community Service
- International Service

The RI Board added **New Generations Service** as the newest Avenue of Service. It recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

I want to return to President Ray's Theme for a moment. There are three other phrases that President Ray has been talking about for several months that need to be discussed with his primary theme of "**Building Communities – Bridging Continents**". You will hear me and others talking about Clubs being "**Bigger – Better – Bolder**". I want to explain how these three words fit into President Ray's 2010-11 strategy to move Rotary into the future and how you can help.

In fact, they all reflect Rotary International's revised Strategic Plan found on the RI website. Please take time to review it and its value to your Club in its planning for the future as the revised plan is designed to take a back-to-basic approach by recognizing the fundamental importance of the individual clubs and RI's strong commitment to supporting them. The revised plan is also designed to unify the strategic direction of RI and the Rotary Foundation by emphasizing high-impact service activities within the Foundation's six areas of focus. There is additional information to be read on this very important forward thinking document.

Let's start with **Bigger Clubs**. By **diversifying our membership** we will improve our recruitment and retention efforts. E-Club of the SWUSA understands this concept. Clubs need to pay attention to four areas relevant to membership. They are 1) Age, 2) Gender, 3) Ethnicity and 4) Race.

Recent demographic surveys tend to indicate some interesting statistics. The male to female ratio is 85% to 15% globally. It's much better in some parts of the world, but still lacking in true gender diversity. Approximately 68% of Rotary members are 50 years old or older while the largest age demographic in our organization is the 50-59 year old age group (29%). It is roughly estimated that our members' average age is approximately 57-58 years. Approximately 79% of the membership base is still working in some capacity

In the area of **improving recruitment** efforts, there are some serious questions we, as Rotarians, need to ask ourselves. Are we attracting the younger business professionals? If not, why not? How can we change our approach to

make it easier and more beneficial for them to join? We must have bigger and better ideas to recruit and retain the leaders in our professions, businesses, and communities. As community leaders, we can have a greater effect on the younger generations.

Next we will look at **Better Clubs**. “**Better Clubs**” focus on five areas: 1) Balancing the five avenues of service, 2) Promoting Rotary’s Core Values, 3) Planning longer-terms {multi-year strategic planning}, 4) Developing leaders and 5) Differentiating ourselves – unifying our image.

Clubs must find a balance in their programming to include all five Avenues of Service: club administration, community service, vocational service, international service and New Generations. Each avenue of service should and could be attractive to individual members.

We must use the core values of Rotary to promote what Rotary is all about. The Core Values are found in the RI Strategic Planning Document. They are service, fellowship, diversity, integrity and leadership.

Clubs should think a longer planning horizon — not just one president’s year. Clubs and rotary districts need to think in 3-5 year strategic planning years. There is a program available to individual clubs and districts to help them facilitate a 3-5 year planning horizon. For Clubs, it is called Club Visioning – D5510 is gearing up to provide this program to its Clubs for a small fee. This is strategic planning tool that was developed in Zone 25/26 and has been tested for the past several years. It is now ready for expansion and D5510 is offering it to its Clubs. RI also has a program to help clubs develop Club Visioning as well as Districts. I will be forming a small District Task Force to begin developing a District Strategic Plan to share with Clubs. I strongly believe that the District needs to lead the way. The Clubs have the right to know where the District is going over the next 3-5 years as it relates to RI Strategic Plan. Stayed tuned!

Clubs need to help develop leaders in their community. Rotary offers an opportunity to advance an individual’s skill set and professional capabilities. By encouraging and providing leadership training to our Club members, we also provide leadership skill training to our Community leaders.

In the long term, we make our product (Rotary) more attractive to all, and clubs find it easier to say we are a better club for that.

The third area of focus is **Bolder Clubs**. All Clubs should strive to be 1) Flexible and innovative, 2) Action oriented, 3) Significant, sustainable projects and 4) Promote networking opportunities and signature activities. Here we begin to step out of the box a bit.

We want Clubs to be flexible and innovative in their programming. However, to foster innovation we must start by empowering our club leaders to actually lead

by stepping beyond management and simply making the clubs better. The leader must determine where the club needs to go and take that club there.

Action oriented club gets things done by taking action to solve community problems. Significant and signature projects in the community will display boldness within the community.

And, let's not forget about promoting Rotary's networking opportunities—it sells today, especially in a down economy. Rotary was started for networking opportunities.

Next we will look at your Club status. Your President has set a Rotary Foundation Goal of \$6,200 for **EREY**. I understand that you currently have 36 Paul Harris Fellows with a goal of at least 4 additional for 2010-11. I also see that you have projected \$3,000 contribution to the Polio-Plus program for 2010-11- excellent.

Your membership has grown very rapidly. You are to be commended for your aggressive program as describe in the material sent to me. Your short membership history is interesting. Your current membership is 71 or a 61.4 % increase over last year's June 30th 44 members. It is also a 184% increase in the last 5 years. You have set the "bar" very high for other Clubs in D5510. You currently have 21 members who have been members for 1-3 years. Your task is to develop a Member Retention Program to keep them in Rotary longer than 3 years. You also have 22 members in the 3-5 years range and 13 over 5 years as members

I have reviewed the programming information for provided me. I am very impressed in the scope of your activities. I would suggest that you share your successes with the other Clubs in District 5510. Most Clubs only know you as an on-line "make-up" Club and are not aware of what you have accomplished since you were "Chartered" as an E-Club. With invaluable help from your PP Larry Levenson, D5510 has a brand new District website at www.rotary5510.org. This site was designed by a Committee that included EClub members and other D5510 website designers. We are now into the correct century for internet technology. This site will allow you and any other D5510 Clubs the opportunity to share their successful programs with the world. Larry can fill you in on the details – take advantage of our new communication tool.

I now want to share with you my Strategic Plan for District 5510. I have chosen to focus my efforts this year toward helping you and your Club to "**Seize the Vision**" – your Rotary vision.

As Rotarians, we need to "**Seize the Vision**". The success of a vision rests on the willingness of people to examine the vision's potential." As Rotary International President Ray Klinginsmith said: We must be "**BIGGER – BETTER – BOLDER**".

A Vision is future oriented. It is not so much a solution to current problems as it is a glimpse of what the future could be if specific things happen. It is a discernment of future possibilities rather than a criticism of the present. Vision always engenders a strategy for making the vision come to pass. It finds its power in a practical prescription for its fulfillment.

Author Bill Carter outlined six steps to fulfilling a vision. I hope you find these helpful in your planning efforts. The first step is to “Seize the Vision.” As Rotarians, we need to “***Seize the Vision***”. If we reject the possibility that it may work, we may miss the opportunity. The success of a vision rests on the willingness of people to examine the vision’s potential. The second step is to “***Clarify the Vision***”. The visionary must have a very compelling insight but be able to put it into a form that those who are called upon to accomplish it can understand. The third step is to “***Test the Vision***”. The vision should be tested among appropriate groups to see how well it is understood and what may be required for its acceptance. The fourth step is to “***Form the Vision***.” Reduce it to a clear, concise statement, express it in terms people will understand. Outline the steps for its completion. The fifth step is to “***Share the Vision***.” Share it with your Club, your District or both. Help those who will accomplish it and those who will benefit from it to buy into the process and accept responsibility for the vision’s fulfillment. The sixth and final step is to “***Incarnate the Vision***.” Bring it down to earth. Make it real. Give it a presence. Help it live.

My goals for District 5510 are short and simple. The first and most important one in my mind is: **District and Club Strategic Planning /Visioning** – Where are you/we going and how will we/you get there? Not only do I believe that it is extremely important to the future of Rotary, but so does RI. They are strongly encouraging Districts and its Clubs to complete their Strategic Planning /Visioning program over the next several years. It is imperative that we know where we are going, how we will get there and why. To quote Past RI President Bill Boyd:

“The strength of Rotary is determined by the strength of the clubs... where clubs are weak Rotary is weak. If your club is not performing as it should the tools are available for you to change. Club Visioning is one of the most effective of those tools.”

The second goal is to continue the Districts **Group Study Exchange** program. Due to the down turn in the economy, i.e. investment income, the Foundation is not able to fund a two-way GSE Program for 2010-11 and 2011-12, In simpler terms, District 5510 will send a GSE team to District 9640 in Australia (Out-bound) and will receive a In-bound team from District 9640 in 2011-12.

My third and most important District Goal is focused on “**Membership Development - Growth and Retention.**” We as a District need to focus on this goal as a Team. The future of our District is dependent on how successful we are in this most important area. RI is also concerned at a global perspective

for Rotary as a whole. The RI Board revised their organizational structure to strength their support to Rotary Clubs around the world. They have coined a new motto specifically for this area of concern. It is “**Each Rotarian: Reach One, Keep One.**” They have developed a new Member Sponsor & Retention Recognition Program effective July 1, 2010. They also restructure the RI Regional Coordinators program. I have also expanded the Districts support along the same structure by establishing a new Membership Committee Structure - District Regional Membership Coordinators (DRMC). This Committee works under the direction of the District Membership Chair and is organized similar to the Assistant Governor program. It is their responsibility to work directly with each Club’s Membership Chair. They have Clubs assigned to them. They are to be my “eyes and ears” to help me monitor the health of our Clubs. They will be reporting back to me and the Membership Chair at least quarterly. A DRMC has been assigned to your Club.

The forth District Goal is focused on The Rotary Foundation. The support and utilization of the Rotary Foundation’s “Every Rotarian – Every Year” (EREY) is always a key element of any District and Club’s annual goals. This is the organization that enables Clubs to fulfill RI President Ray’s “Building Communities – Bridging Continents” Theme. The **EREY** program along with the Foundation giving program is a major funding source for the Matching Grants Program. The Annual Program also supports many other international Rotary programs. District 5510 will be providing a major training opportunity on November 6, 2010 at the East Valley Institute Technology facility in Mesa Arizona, USA. This training opportunity is for all Rotarians wanting to learn all about Grants and Grant utilization for Grant year 2011-12. In addition, I have revised the District Rotary Foundation Committee structure by establishing District Regional Foundation Coordinators (DRFC). They are also assigned Clubs similar to the AG’s Club assignments and come under the DRFC Chair, PDG Barb Feder. They are also my “eyes and ears” as to the health of the Clubs and it is their responsibility to help the Clubs Foundation Chair apply for Grants and grant related issues. They have also been trained in grants.

I believe this is enough information for now. I am looking forward to working with you and your Board during my year as District Governor. My cell phone: 01-928-970-0308, my email: gsmith.dg5510.2010-11@hotmail.com and my Skype and my Facebook accounts are always open to all of you for questions, comments, thought and new ideas. I would love to hear from you and promise to answer any question you may have or will find someone who can answer them. My role as your District Governor is to assist your Club and you as a Rotarian to carry out RIP Ray Klinginsmith’s theme “**Building Communities – Bridging Continents**” by being “**Bigger – Better – Bolder**”. Remember to “**Seize the Vision.**” Thank you for taking the time to get to the END.

Yours in Rotary

Glenn W Smith

**Glenn W. Smith, District Governor 2010-2011
District 5510, USA**

