

# The Piedmont Rotarian

ROTARY DISTRICT 7690 • August 2003 • DISTRICT GOVERNOR'S NEWSLETTER

*"Lend A Hand"*

Robert Newton, District Governor, 1 Gwyn Lane, Greensboro, NC 27403

## MEMBERSHIP-KEY TO LONG TERM VITALITY



**Robert Newton**

In the Rotary world, membership is a constant topic of conversation. Recruiting and retention seem to be the two most prevalent themes, but club extension is also of interest, especially since much of the growth in Rotary membership in the District can be traced directly to the formation of new clubs: Southern Guilford New Generation, Surry Sunrise, Willow Creek and the list goes on.

I attended the Zone membership training seminar last month in Burlington. Our group of about 40 discussed a wide variety of strategies and actions aimed at membership development in one form or another. In virtually every case, the idea offered by one participant had already been tried by at least two others, one with success and one without. Thus at the end of the day we concluded that everything works, or doesn't, depending on what we don't quite know. But some themes did emerge, which I now share with you.

First, take care of the members you already have. An alarming number of Rotarians who drop their membership in Rotary do so within a short time after joining Rotary. The consensus seems to be lack of involvement, and perhaps this applies to longer tenured members as well. These Rotarians simply don't connect, and therefore don't reap the value of Rotary membership. We who are active Rotarians must make it our priority to insure that each of our fellow members is involved, engaged, and encouraged in their Rotary membership. I am reminded of the school principal who took on a school plagued for years by unruly students. Within a year, the school was a model of decorum. Asked about his formula for success, he replied with only three rules: Take care of yourself, take care of each other, and take care of this place. We should follow this example with our own in Rotary.

Secondly, ask. I joined Rotary because I was asked. Indeed, how else can one become a member? It's the way we have structured our new member process. Thus, we have an obligation to ask. New members are not a function of the number of recruits, but rather of the number of recruiters. So the strategy is as follows: Each One Reach One. Each Rotarian should discharge his or her responsibility by bringing to Rotary one prospective member, and do all he/she can to illustrate the values that we ourselves enjoy as members.

(continued on page 2...)

## The "Rotarian Ratio"

Recently I heard from my counterpart Rick Russell in a Florida district. Rick was curious about the number of Rotarians in his district per thousand population. I looked up the numbers and found out it was 1, one Rotarian per 1000 population. He then visualized that 1000 people, and the one Rotarian in the middle of the group, and thought "Surely, in this group of 1000 people there is one more person who would value Rotary, and would be interested in joining." So Rick's goal is a Rotary Ratio of 2, by the end of the year.

I was curious, so I checked our own district. It turns out we are already at 2, almost exactly, but we vary from 1.09 in Area 3 to 2.74 in Guilford County (Areas 4 & 5). Our interest in new clubs at Stoney Creek and Mebane seem to be on target. Lee County leads the pack by county with just over 5 Rotarians per 1000 population, while Yadkin County has only .56 Rotarians per 1000 population. Conclusion: we are doing well, better than many, but with room to grow. Remember, new members need to be asked - by those of us who are already Rotarians. "Lend a Hand."

- DG Bob Newton

**August is Membership and  
Extension Month**

## Attention All Club Secretaries:

Have you completed  
your semi-annual  
report for  
Rotary International?

All club secretaries  
should have  
received this report  
from RI.

It is very important  
that you take the  
time to make  
corrections and  
send it back to

Rotary International  
with a check for  
the club's RI dues.

If you have  
any questions,  
please call  
Margaret Padgett  
at 336-885-7690.

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**Updated Directory:**  
Check [rotary7690.org](http://rotary7690.org)  
for an updated version  
of the 2003-2004  
District Directory.

(...cont. from pg. 1 "Key to Long Term Vitality")

Finally, the question of how many new members are enough? Put another way, how big do you want your club to be? One should not assume that bigger is better. It's not necessarily so, and many clubs have thoughtfully decided that X is the right number for them. The opportunity for membership growth then takes the form of helping new clubs get started, and our success in this regard in recent years is testimony to the fact that it works. So even if your club is at the "right" number, look for an opportunity to help others form a new club, and thereby enjoy the benefits of Rotary.

## October is Fun and Fellowship with Football

The annual football fellowship game will be October 11 at Groves Stadium in Winston-Salem. The game will be Wake Forest vs Georgia Tech. Wake Forest will handle the registration and tickets for this event.

## DISTRICT DUES

Statements have been mailed to each club's treasurer for the 2003-2004 district dues. The dues are \$30 per member based on the membership number reported in the June, 2003 attendance report. Please make sure your club has submitted their dues payment. The check should be made payable to Rotary District 7690 and mailed to Rotary District 7690, 114 Willoughby Park, High Point, NC 27265.



*The Rotary Club of Yadkinville proudly shows their 100% Paul Harris Club banner that was recently presented to them by PDG Arnold King and PDG Everett Padgett.*

## DISTRICT GOVERNOR VISITS FOR AUGUST 2003

8/4 Furnitureland  
8/5 Sanford  
8/6 Randolph  
8/7 Jonesboro  
8/7 Gate City  
8/8 Summit  
8/12 Mount Airy  
8/13 Surry Sunrise  
8/20 Archdale-Trinity  
8/20 Elkin-Jonesville  
8/21 Carthage  
8/22 Southern Pines  
8/26 Eden  
8/27 East Greensboro  
8/28 High Point  
8/28 Willow Creek  
8/29 Reynolda

## 2003-2004

### District Calendar Changes

\*The Football Fellowship Game is between Georgia Tech and Wake Forest.

\*International Assembly is February 14-22, not January.

\*Submission of the Presidential Citation is April 10, not April 1

\*April 3 is the Family Outing to the NC Zoo.

## DISTRICT 7690 HAS MORE 100% PHF CLUBS

Congratulations to the Rotary Club of Yadkinville, Rotary Club of Stoneville and the Rotary Club of Troy for achieving the 100% Paul Harris Fellow club in our district. Currently we have 17 clubs in Rotary District 7690 that have achieved this status, and we are fifth in the world with the number of clubs who have made this accomplishment. Yadkinville is 382 in the world, Stoneville is 416, and Troy is 422 in the world.

## District Golf Outing and Picnic

The district golf tournament will be held at Stoney Creek Country Club beginning at noon with a family picnic at 5:00 pm. Deva Reece of the Alamance Breakfast Club is chairman of this event. Each club will receive information about registration from the golf committee. If you have questions, contact Deva at: 336-449-5688 or [dereece@triad.rr.com](mailto:dereece@triad.rr.com)

# AREA CLUB NEWS

AREA 1 consists of 5 clubs in the western area of Rotary District 7690. The clubs are Elkin-Jonesville, King, Mount Airy, Surry Sunrise and Yadkinville.

Terry Titus from the Yadkinville Rotary Club serves as the Area's Assistant Governor.

## ELKIN-JONESVILLE

### Wednesday, 7:45 am Gary Maxey, President

The Elkin-Jonesville Rotary Club has a membership that hovers around fifty. Annual projects include: a golf tournament held jointly with the Yadkinville Rotary Club with all proceeds going to the Upper Yadkin Valley Habitat for Humanity, participating with the Salvation Army Angel Tree, mentoring with students at Elkin High School, holding a pancake breakfast on the morning of the Elkin-Jonesville Pumpkin Festival, sponsoring a local Drug Awareness Speech Contest, sending one or more to the Youth Leadership Conference, hosting an open house for potential members and sponsoring a Red Cross Blood Drive. The club sponsors the Interact Club at Elkin High School. We celebrate each February with a Charter Night dinner for members and guests. In 2003 we have hosted the GSE team from Nigeria, hosted a dinner for USTA participants, submitted our first cultural ambassadorial scholar, participated in the Polio Eradication campaign, continue to add Paul Harris sustaining members and Paul Harris Fellows and members of the Bequest Society and increased our members involvement on the district level. Again, in 2003 we received both the Governor's Gold Cup Award and the Rotary International Presidential Citation.

## KING

### Thursday, 7:00 am Perry Carroll, President

The King club is currently making plans for its annual fundraising raffle that will be held in September. The lucky winner this year will receive a one hundredth anniversary edition Harley Davidson motorcycle. Proceeds from this fundraiser will finance our major project of providing a \$1000. scholarship, renewable up to four years, to a graduating West Stokes High School senior. Our club will also continue its work in the following areas: support of the West Stokes Interact Club, providing Christmas cards to residents in local nursing homes, and promotion of vocational service and ethics in business.

## MOUNT AIRY

### Tuesday, 12:10 pm Steve Woronoff, President

\*In closing our Sowing the Seeds of Love 2002-03 year we want to remember several very important events that occurred and highlight them for The Rotarian:

In honor and respect of our fellow club members that passed away during the year. We remember J.B. Whitaker, Dr. Harris Bradley, and Pat Barfield. Each contributed to the growth of our club and exemplified Service Above Self.

\*Our club president Dale Badgett honors us, and our country, with his service in the USAF Reserve. Dale's unit was called up earlier this year and he left his family to serve his country.

During the year our club accomplished:

**Red Cross blood drives quarterly** - over 100 units of blood collected to stock blood banks.

**March of Dimes Hot Dog Booth  
Nigeria Clean Water Wells**

**Habitat for Humanity** - Membership shifts to build local habitat homes.

**Keep Roads Clean** - Membership picks up trash along Greenhill Road quarterly.

**Rotary Youth Leadership Camp** - Sponsorship of three local high school students to the camp.

**Salvation Army** - Membership ringing the bell at the coin kettles during the Christmas Holiday Season.

**Sponsorship of both Rotaract and Interact clubs.  
Scholarships to Surry Community College.**

**Annual fundraising event** collected nearly \$10,000.  
**Inducted 27 new Paul Harris Fellows.**

## Wednesday, 7:30 am Jeff Boyles, President

The Surry Sunrise Club is nearing the end of a very good year, its first full year of operation. At 53 members, the club has a solid foundation of dedicated members and many accomplishments for the 2002-03 year:

- 1) representation at every district function including 4 members in attendance at District Conference,
- 2) attendance at or above the 80% goal every month,
- 3) successful participation in several community service functions including Relay for Life, Habitat for Humanity, Red Cross blood drives, and local blood drives,
- 4) several vocational service events including a "vial for life" program, presentation of a Vocational Excellence Award, and a vocational essay contest,
- 5) a very successful club service fundraiser - a community auction with the valuable advice of the Furnitureland Rotary Club, and
- 6) a major contribution to polio eradication, the Afghan ophthalmologist project, and African famine relief in the international service area.

## YADKINVILLE

### Tuesday 7:30 am Mark Brandon, President

Yadkinville Rotary had many successful projects and accomplishment this past year. The club adopted a family from every elementary school in the county for Christmas, continued with the Adopt a Highway Program and donated two park benches at the courthouse. Fundraisers included the annual Christmas pancake breakfast and concessions for all of the Arts Council's concerts. In May the Yadkinville Club and the Elkin-Jonesville club held the annual Habitat for Humanity Golf Tournament fundraiser. The club had its first cultural scholar and provided 2 scholarships to Surry Community College for the fall and spring semesters. The \$100 pledge per member for Polio Eradication was met, and the club became a 100% PHF club.

# Attendance for June, 2003

CLUBS	6/30/02	MBR.	/	MBRS.	/	ATTEND/NET GAIN/LOSS	/	MTGS.	CLUBS	6/30/02	MBR.	/	MBRS.	/	ATTEND/NET GAIN/LOSS	/	MTGS.
Alamance	47	50		70%		+2		4	Mocksville	72	66		64%		-6		4
Alamance Bkft	31	27		80%		0		5	Mount Airy	101	106		76%		-2		4
Archdale/Trinity	32	25		67%		0		4	Oak Hollow	21	20		66%		0		4
Asheboro	118	119		77%		+1		4	Pinehurst	24	25		84%		0		4
Burlington	40	37		62%		0		5	Randolph	67	73		87%		-1		4
Carthage	21	22		76%		0		3	Reidsville	91	87		63%		0		5
Clemmons	120	121		77%		0		3	Reynolda	126	124		61%		0		4
Crescent	124	129		73%		0		5	Sandhills	42	46		67%		0		4
East Greensboro	20	15		72%		0		4	Sanford	91	83		63%		-8		4
Eden	54	57		70%		-2		4	San-Lee	29	29		77%		0		4
Elkin-Jonesville	49	45		67%		-1		4	Siler City	69	70		75%		0		4
Furnitureland	58	58		70%		0		4	Southern Guilford		25		70%		0		3
Gate City	50	52		88%		0		4	Southern Pines	80	77		73%		-3		4
Graham	40	43		74%		0		4	Stoneville	15	17		88%		+1		4
Greensboro	332	337		62%		-2		4	Stratford	148	144		60%		-2		4
Gboro Arpt	34	35		87%		-1		3	Summit	143	132		69%		0		4
Guilford	54	56		81%		+3		3	Surry Sunrise	50	53		75%		0		4
High Point	200	194		65%		+1		4	Thomasville	87	84		62%		0		4
Jamestown	35	33		76%		-2		4	Triad	48	48		60%		-3		4
Jonesboro	63	63		78%		0		3	Troy	30	29		75%		0		4
Kernersville	46	54		78%		0		4	Walnut Cove	18	16		90%		+3		4
King	23	26		71%		0		4	Willow Creek	0	21		83%		0		4
Lexington	55	49		67%		0		4	Winston-Salem	256	256		53%		-2		4
Liberty	21	21		63%		0		4	Yadkinville	23	21		62%		0		4
Madison/Mayodan	44	43		69%		0		4	Yanceyville	22	19		77%		0		4
<b>DISTRICT</b>										<b>3364</b>	<b>3381</b>	<b>72%</b>	<b>-24</b>				

## Special Upcoming Events...

**District Golf Tournament/Family Picnic - Stoney Creek CC**

*September 4, 2003*

**Rotary Foundation Seminar - Clemmons, NC**

*September 18, 2003*

**Rotary Foundation Seminar - Asheboro, NC**

*September 25, 2003*

**District Football Fellowship - Winston-Salem, NC**

*October 11, 2003*

Artwork by Shelley Graphics 2003

**Rotary District 7690 Office**

114 Willoughby Park Dr.

High Point, NC 27265

[www.Rotary7690.org](http://www.Rotary7690.org)  
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