



Take advantage of RI's resources by subscribing to its email publications on membership, public relations and more. See page 5.

Table of Contents	
Calendar	1
Message from DG	2
Program Ideas	3,6
Membership Dev Ideas	4,5

Club & District News	
Presidents' Corner	5
GSE Info	1
District News	3
2011 RI Convention	5

Foundation, Membership, and Public Relations Seminar next month. See page 3.

The District Dispatch

District 6840

July 2008

Make Dreams Real

Make Dreams Real

2008-09 RI Theme

It's a new year and time to Make Dreams Real. RI President D.K. Lee states: "This year, the time has come to show the world what we can do to reduce child mortality. Rotary has an array of programs in place that can help achieve this goal by addressing the underlying problems in communities where children often do not live to reach five years of age. When passionate Rotarians harness their energies to provide food and the means to raise more, create access to clean water, provide the small loans parents need to start the businesses that will support their families, and immunize the world's children against the diseases that cripple or rob them of their lives, then we bring the Rotary movement to the fullest expression. When we carry out the tasks that save children's lives, we *Make Dreams Real*."

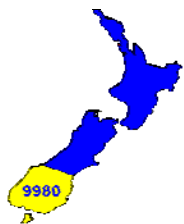
We've Got a Lot Goin' On!

As the calendar to the right shows, the District will be really busy during the next eight weeks. There will be applications due and interviews for the 2011-12 District Governor, Ambassadorial Scholarships, University Teacher Grants and Group Study Exchange Leader. Be sure you are familiar with the dates. The District leadership is depending on you to put the best candidates forward. More info on page 3.

GSE Team to Visit New Zealand

Our Group Study Exchange Team is departing early so it's time to get ready. Our team will visit District 9980 located in the south half of the South Island of New Zealand in late February-late March 2009, the summer months in the Southern Hemisphere.

The team will be composed of a Rotarian team leader and non-Rotarian team members. The team leader applications are due on August 16, 2008 and the team leader interviews will be on August 23, 2008. The team member applications are due on September 27, 2008 and the interviews will be held on October 4. All interviews will be held at the Slidell Chamber of Commerce (now the East St. Tammany Chamber of Commerce).



Details on the criteria for team leader and members are published in the 2008 GSE Bulletin, posted on the GSE page on the district website, rotary6840.org. This bulletin can be printed and distributed to club members to solicit applications. Turn the page for breath taking photos of the south island of New Zealand.

Calendar of Events

July

- 1 Remit RI & District Dues
- 16 HOC meeting , 5:30p.m
- 19 Rotary Night with the Zephyrs
- 19-22 RYLA Camp
- 31 Deadline to RSVP for District Foundation, Membership and Public Relations Seminar
- 1-31 DG Visits

August-Membership & Extension Month

- 4 Deadline to submit application for 2011-12 District Governor
- 4 Deadline to submit Ambassadorial Scholarship & University Teacher Grant applications
- 9 Foundation, Membership and Public Relations Seminar- Poplarville, Mississippi
- 16 Deadline to submit GSE Team Leader application
- 23 GSE Team Leader Interviews at Slidell Chamber of Commerce
- 23 Ambassadorial Scholar interviews
- 1-31 DG Visits

September-New Generations Month

- 6 DG candidate interviews
- 27 GSE Team Member Apps due
- 1-30 DG Visits

October-Vocational Service Month

- 4 GSE Team Member Interviews at Slidell Chamber of Commerce
- 1-21 DG Visits



Scenes from District 9980
South Island, New Zealand,
2008-09 GSE Team Partner



Upcoming DG Visits

*** Remember that no other speaker should be scheduled on the date of the DG visit and your club business should be limited to afford the DG ample time to present his 20-30 minute program.

July

- | | |
|--------------------------------------|---------------------------------|
| 1 LaPlace | 15 Amite |
| 2 Algiers | 16 North Bay Biloxi/d'Iberville |
| 7 N.O. Int'l Airport | 17 Metairie Sunrise |
| 8 Westbank/Gretna | 17 Metairie |
| 9 Poplarville | 18 Slidell |
| 10 Gulfport | 28 Westwego |
| 11 Edgewater Sunrisers | 29 St. Charles Parish |
| 15 Hammond/
Ponchatoula Sunrisers | 30 New Orleans |

2008-09 District Membership Goals

1. Each club increase membership by a net gain of four members by implementing effective recruiting and retention programs.
2. Charter two new clubs
3. Invite 10 Rotary Alumni to join Rotary
4. Invite 10 Community Leaders to join Rotary

RI Presidential Citation Award Membership Criteria

1. Achieve a net increase of one member
2. Complete one activity in the Membership category
3. Club President to bring in a new member

Message from the District Governor

As we start the new Rotary year, I want to take this opportunity to once again thank Milton Wheeler for serving as District Governor last year. Milton stepped up to the plate after the tragic death of our friend Ray Hymel and served the District with distinction. Record numbers in membership growth, annual giving and attendance at the District Conference attest to the banner year we had last year. Milton truly showed us that Rotary Shares!

Our theme this year is Make Dreams Real. I think this theme describes what we do best. We take an idea and turn it into a course of action that helps people in need. Whether its feeding the hungry, literacy, disaster relief and recovery, scholarships or countless other projects, our efforts turn dreams into reality.

We have set many ambitious goals for the coming year. Our goals for health, hunger and literacy mirror the criteria set out in RI President D.K. Lee's Presidential Citation. Accomplishing these goals will require planning, hard work and the dedication that Rotarians are known for. With your efforts, we will build upon the successes of last year. As we move forward, I encourage you to partner with other clubs in our district and to embrace new ideas and new ways of doing things. It is through innovation that we grow and Make Dreams Real.

Finally, I would like this monthly newsletter to become a monthly snapshot of our District. To accomplish that, I need your help. Please send me your success stories including photos. I look forward to working with all of you this year to Make Dreams Real.

Greg

DISTRICT NEWS

District Governor applications

Applications are now being accepted for the position of 2011-12 District Governor. The application can be found on the district website on the forms page. Consult the RI Manual of Procedure located on the RI website (rotary.org) and the District Policy Manual located on the resources page on the district website for the DG qualifications. Applications are due no later than August 4 and should be delivered to DG Greg Lier by fax at 504.368.6388 or by mail to P.O. Box 157, Harvey, La 70059 or by express delivery or hand delivery to 100 Paillet St., Harvey, LA 70058.

The interviews will be held on September 16, 2008 in Slidell.

Contact DG Greg Lier at greglier@rathborne.com or 504.364.9584 if you have any questions.

Foundation, Membership and Public Relations Seminar

August 9, 2008 at Pearl River Community College in Poplarville, Mississippi

RSVP by July 31 to Neil at neil@alfordlegal.com, tel: 985643.6440 or fax: 985.643.6442.

Who should attend? Presidents, Presidents-Elect, Secretaries, Club Officers, Foundation Chairmen, Membership Chairmen, Public Relations Chairmen, District Officers and Committee Chairmen and all interested Rotarians.

Deadlines for applications for Ambassadorial Scholarships and University Teacher Grants extended

The deadline to submit applications for the Ambassadorial Scholarships and University Teacher Grants is now August 4. The interviews will be held on August 23, at the Slidell Chamber of Commerce. The Ambassadorial Scholarship application is on the forms page of the district website, rotary6840.org and the university teacher grant application is at rotary.org.

DISTRICT RELATED SPEAKERS FOR CLUB MEETINGS

These Ambassadorial Scholars are available for speaking at club meetings. Please consider reimbursing these speakers for their gas expense.

Josiah Burns

Studied Dunedin, New Zealand, 2006-07

Telephone: 601.310.6821

Chrissy Gilder

Studied in Prague, 2006-07

Telephone: 601.818.4497

Vanessa Ulmer

Studied in United Kingdom, 2006-07

Telephone: 504.717.5903 (cell)

Telephone: 504.988.6841 (work)

Currently employed by Tulane

Sponsored by RC of Wash. DC/Dist. 7620

Phillip Londeree

Studied in Belfast, Northern Ireland 2007-08

Telephone: 601.583.6300

Will be entering law school in Fall 2008, so is available for speaking engagements during the summer and school holidays.

GSE Team Members are available to speak at club meetings. Sharron Newton (in Slidell) was the team leader to Italy in 2007 and to The Netherlands in 2008. Contact Sharron for names and contact information on team members. Sharron can be reached at snewton0959@earthlink.net or by telephone at 985.661.0718.

NEWSLETTER SUBSCRIPTION AND POSTING

If you would like to add a club officer, club committee chairman or an interested club member to this newsletter email list, just send the name and email address to lydia@alfordlegal.com. Copies of *The District Dispatch* will be posted to the District website throughout the Rotary year. The website also includes an archive of past District Governor newsletters and various other newsletters on The Foundation, literacy, membership and other topics.

Membership Recruitment and Retention Success Stories

August is Membership Development Month. Here are a few tested membership recruitment and retention ideas to get your club prepared for next month and the entire year. Continuously check the ideas posted at the Membership Best Practices page on the Rotary International website, rotary.org.

1. ***Pledge to propose new member.*** After holding a membership drive, all new members signed a pledge that they would propose a new member within 3-6 months of joining the club (another club used 12 months). You just have to follow up with the new members and remind them of their promise. Club doubled its membership in five years.
2. ***Football.*** District membership drive that can be adopted on the club level. Rotary clubs in an Indiana district used football as an inspiration and model for its membership development program. Clubs divided their membership into groups of 10, each group charged with proposing a new member who would be the eleventh member (the number of players on a football team). Teams received one point for proposing a candidate and six points if the candidate was inducted. Teams with the most points advanced through a playoff cycle until one district winner was crowned.
3. ***Deck of Cards.*** The Rotary Club of El Paso developed a “Deal Me In” recruitment approach to increase its Rotary club by 52 members by using a deck of playing cards. At year’s end, the sponsors and the new members have a chance for a reward.
4. ***Poker Table.*** One club in New Hampshire left its membership development program to chance—in this case, the game of poker. During one five week period, members divided into groups, and each group sat at its own table each week. At each table, each member anted \$2. If someone proposed a new member, he/she would get to draw a card. At the end of the five weeks, the member holding the best poker hand won the money.
5. ***Business Cards.*** Rotarians of the Rotary Club of West Chicago pass out business cards to potential members. The cards have the Rotary emblem and the words “Be My Guest” at the top as well as the day, time and location of the club’s meeting and a blank line for the member’s name. The cards serve as an invitation to attend a club meeting at the club’s expense.
6. ***Award.*** Offer a New Generations Rotarian Award as an incentive for members to get involved in youth activities; this creates mentoring opportunities to new Rotarians and recruit younger members.
7. ***Business Mixer.*** Club got a local bank where two members work to sponsor a business card exchange after work. The club committee advertised the event primarily by visiting local businesses with flyers, getting 10 new prospective members to a single event.
8. ***Dedicated meeting.*** Hold a special program on membership rather than rely on the random “Bring a Guest” methodology. First, the club develops a targeted list of prospective Rotarians and appoints a board member to sponsor the candidate. The Club President sends each a formal letter inviting each candidate to a Rotary international program. The board member follows up. The program is held in lieu of a regular program and stresses information about RI and the Club with handouts and presentations on the Avenues of Service. The board member then follows up.
9. One club president asked a new member to develop a format for a New Leaders Group (NLG). The new member enlisted three Rotarians who were also new but had more tenure, so they could contribute ideas for NLG. The result was a monthly (later bi-monthly) evening meeting in a new member’s home. Announcements are made at the weekly Rotary meeting to encourage both new and more tenured members to attend, so the newer members benefit from the experience and knowledge of the more tenured members. The purpose of the meetings is to increase fellowship and involvement while learning about Rotary through invited speakers from the club who share information about their Rotary community events selected by the group. The club’s attendance and retention increased the first year of NLG. Membership retention continued to be stronger, and new members reported being involved and feeling more comfortable at an earlier time in their new membership. Another result has been the involvement of tenured Rotarians, as the NLG strives to avoid being a “club within a club” and to encourage participation of all club members. An article about NLG, “A Group of Their Own”, by Anthony G. Craine, appeared in the August 2004 issue of *The Rotarian* magazine and gives additional details about starting a successful NLG.



Rotarians Race to the Finish for Successful Membership Development

Start Your Engines: Membership Development starts with membership recruitment.

And, it's as easy as just asking. All Rotarians became members because someone asked. So, ask your colleagues, relatives and acquaintances to visit a meeting and then follow up with an invitation to join, if appropriate.



Make sure "Rotarians" are in the driver's seat.

All clubs recruit quality members. It's not a numbers race, but a steady drive for "Rotarians". The goal is to find members who will remain members for a long time and actively participate in club projects.

Avoid a false start.

Make sure new Rotarians are immediately active in some phase of club administration and service projects. Generally, members who do not become active have a limited membership life span.

Make the ride fun and comfortable.

To keep members interested, it's important to have good fellowship, fun, interesting speakers and end the meetings on time.



Keep the engine running continuously.

All Rotarians need to be energized. So, make sure the entire membership stays active and interested. Finally, membership recruitment, development and retention is an ongoing effort, year round, year to year.

****Sign up for these email publications.** All begin at rotary.org.

**The Membership Minute*—click on Members, then click on General Information, then The Membership Minute (bottom left tab).

**Rotary PR Tips*—click on Members, next click on Running a Club, then click on Public Relations and scroll to the bottom of the page.

**Navigating the Global Network*—click on About Us, then click on Rotary International, next click on Who we work with, finally click on Navigating the Global Network and scroll to the bottom of the page.

*Check out Membership Best Practices—click on Members (top tab), then click on Membership Development under "Running a Club", then click on Membership Development Best Practices (left side).

Resources for Membership Development on District Website

- Rotary Membership Newsletters
- Membership Development Booklet
- Membership Development Resource Guide
- Ten Easy Ways to Attract and Retain Members
- Membership articles in the 2005-06 District Newsletters

PRESIDENTS' CORNER

See Calendar page 1, District News on page 3 and the DG visit schedule on page 2.

President's Checklist:

- ◆ Pay RI and District dues.
- ◆ Plan and convene a club assembly to discuss club goals for 2008-09.
- ◆ Prepare 2008-09 administrative and charitable donations budgets.
- ◆ Plan and convene board meeting and board orientation.
- ◆ RSVP for Foundation, Membership & Public Relations Seminar.
- ◆ Send out quarterly billing.
- ◆ Prepare for District Governor visit
- ◆ Determine if any club meetings fall on holidays. See forms page of district website for list of 2008-09 holidays.
- ◆ Send monthly membership attendance report to District Secretary, Gill Miller at norler@cableone.net.
- ◆ Email club newsletter or info on club activities to District Newsletter editor: Lydia J. Alford at lydia@alfordlegal.com
- ◆ Plan membership campaign to be announced and launched in August-Membership Month
- ◆ Mail copy of club newsletter to DG Greg Lier for award selection.
- ◆ Monitor requirements for RI Presidential Citation Award. See rotary6840.org or rotary.org for criteria.
- ◆ Encourage members to submit application for Group Study Exchange Team Leader.
- ◆ Encourage members to nominate GSE Team members (25-40 yrs old; non-Rotarians).
- ◆ Encourage qualified club member to submit application for 2011-12 District Governor.
- ◆ Encourage your membership chairman to subscribe to *The Membership Minute*.
- ◆ Encourage your committee chairmen, club officers (especially your President Elect and Vice President) to subscribe to the Rotary email publications listed to the left.
- ◆ Notify your 2009-10 club president that the Old Man River Multi-District PETS will be held March 6-7 at the Vicksburg Convention Center.

Monthly Membership Attendance Report

Club	July 1, 2007	June 30, 2008	Change	% Attendance
Algiers	10	12	2	73
Amite	28	36	8	77
Bay St. Louis	63	68	5	
Belle Chasse	23	24	1	57
Biloxi	79	74	-5	54
Bogalusa	34	34	0	42
Carrollton	28	28	0	41
Columbia	51	49	-2	73
Covington	24	27	3	
East N.O.	7	14	7	57
Edgewater	58	54	-4	88
Edgewater Sunrisers	18	9	-9	89
Franklinton	19	26	7	67
Gautier	42	52	10	62
Greene County	20	18	-2	63
Gulfport	152	162	10	
Gulfport-OG	33	33	0	78
Hammond	52	57	5	51
Hammond Pont Sun	25	44	19	51
Harahan	13	16	3	56
Hattiesburg	112	115	3	56
Hattiesburg Sunrise	36	35	-1	64
Kenner	16	14	-2	
Kentwood	18	16	-2	90
LaPlace	36	36	0	
Long Beach	10	13	3	74
Lucedale	47	49	2	66

Club	July 1, 2007	June 30, 2008	Change	% Attendance
McComb	100	106	6	71
Metairie	61	80	21	
Metairie Sunrise	20	20	0	
Moss Point	17	16	-1	62
New Orleans	153	150	-3	46
N.O. Int'l Airport	20	24	4	72
North Bay Biloxi/d'Ibr		22		83
Northlake/Mandeville	68	65	-3	50
Ocean Springs	69	79	10	60
Pascagoula	121	131	10	38
Pass Christian	24	26	2	
Petal	55	55	0	56
Picayune	33	33	0	50
Plaquemines Parish So.				
Ponchatoula	48	43	-5	50
Poplarville	39	39	0	45
Richton	25	27	2	61
St. Bernard	12	17	5	62
St. Charles Parish	62	61	-1	75
Slidell	61	62	1	45
Slidell Northshore	61	66	5	64
Stennis Space Center	20	17	-3	67
Summit	10	11	1	80
Tylertown	29	27	-2	72
Westbank/Gretna	83	72	-11	54
Westwego	29	29	0	46
Wiggins	32	28	-4	72
Total	2306	2516	210	

Reminder! Report monthly club attendance to Gill Miller, District Secretary, at norler@cableone.net no later than the 5th of the month.

Program Ideas

RI prepared presentations on Rotary history, Foundation, membership and more at rotary.org.

Club assembly. Start the Rotary year with a discussion and report of your club goals for 2008-09.

Hurricane Preparedness. Parish/City Gov't officials; Weather Station personnel. There are evacuation contraflow rules that effect Louisiana and Mississippi.

RYLA student. RYLA will be held in July. Invite the students your club sponsored to report on their experience. Your club members will be inspired by the energy of the youth.

Mark Grant, Acting Special Agent in charge for the FBI in New Orleans.

2011 RI Convention In New Orleans

Contact PDG Subhash Kulkarni at Rotarianone@aol.com for information on the 2011 Convention.

Wanted: volunteers to help plan and organize the Convention. If interested contact Subhash Kulkarni at Rotarianone@aol.com to volunteer.

Project Ideas

Dictionary Project. For info, materials and prices, see dictionaryproject.com.

Don't reinvent the wheel. Consult the District Resource Guide for ideas covering all four avenues of service. See rotary6840.org, resources page.

Donations to The Rotary Foundation

Wanted:
\$100 Every Rotarian, Every Year

Wanted: \$100 to purchase

- Textbooks for a school in Zambia
- A hearing aid for a child in Pakistan
- Deworming tablets for 112 children in the Philippines
- Cataract operations for three blind individuals in India
- 230 blankets for elderly in winter months in Korea

"Help make life better for someone, somehow, someplace, now. Today, get on Life's Tollway-\$30 per day for someone you will never see or meet but will wake up tomorrow feeling better because you support The Rotary Foundation." Rotary materials.