



ZONE HAPPENINGS

Presidential Membership Conference

Excerpts from an article by Brenda Cressey, DG 2001-02, District 5240



Rotary International President (2007-08) **Wilf Wilkinson** gives the “**Charge to Action**” at the Presidential Membership Conference held in San Jose on Friday, August 17 and Saturday, August 18, 2007 with over 615 Rotarians in attendance from California, Oregon, Washington, Hawaii and Nevada. The conference was co-chaired by Past RI Director, Sam Greene, RC of Westlake Village and Past Regional RI Membership Coordinator, Brenda Cressey, RC of Paso Robles Sunrise, both from RI District 5240.

The speakers presented new and innovative approaches to membership including volunteering trends and demographics. Effective membership tools are now available on the RI Website. Clubs were challenged over and over to really think about what they are doing and how they might begin to change. In a speech entitled “Friendly Fire”, given by Past RI President Cliff Dochterman, in his usual humorous way, clubs were asked to think about why it is they are losing so many potentially great Rotarians each year. Membership loss each year continues at a rate of 12 to 15% or higher and if we can find ways to reduce that percentage we won’t have a membership problem and can then concentrate on serving others.

From DG Dick Wyatt—Those that attended RI President Wilf Wilkinson’s membership seminar in San Jose received a very insightful look at Rotary’s membership dilemma and good ideas as to how to confront it. We must pay attention to retaining members by providing meaningful ways to serve. Clubs that are attractive to new members are those that have (1) long range plans, (2) annual goals, (3) assemblies with dissemination of Rotary knowledge, (4) good internal communication and (5) continuity of leadership. One speaker suggested that if we want new members we should “Get our ASK in Gear”.



SIGN UP NOW! HOTELS ARE GOING FAST!

**ROTARY INTERNATIONAL CONVENTION
LOS ANGELES JUNE 15-18, 2008
REGISTER AT [http://www.rotary.org/events/
conventions/2008/](http://www.rotary.org/events/conventions/2008/)**

DON'T MISS THE DISTRICT 5220 CONFERENCE

APRIL 18-20, 2008

THE NUGGET, AT SPARKS, NV

WE'LL DO GOOD AND DEFINITELY HAVE FUN!!