

With the new Rotary year coming up, how will your club shape up?

## Excerpts from “If I Could Be President Again”

By PRID Cliff Dochterman

*(Submitted by Diana Barden)*

Past Rotary International President Clifford Dochterman uses his humorous style to motivate the new team of incoming Rotary Club Presidents each year at the Presidents-elect Training Seminar (PETS).

Here are some of his tips for a successful Rotary year:

- Have interesting meetings every week for member retention.
- Make sure the meeting room has good atmosphere and looks like a Rotary meeting is going on.
- No empty tables in front.
- Have a meaningful gift for speaker and send thank you notes.
- Don't forget to go up to the speaker afterwards and thank them for their time and program.
- Introduce guests and visiting Rotarians in a warm, friendly, sincere manner.
- Early leavers are not acceptable.
- Take a weekly “Rotary Minute” and give members a chance to educate the group about some small piece of Rotary information.
- Biggest reason for drop in membership is that clubs are not worth the time or effort.
- Do hands on projects - Put Rotary to work and take pride in what you do.
- A club must be relevant to attract members.
- If you want people to join, you have to give them something to do.
- Let people know there is a Rotary club in our community- that it's not just a check writing organization.
- Let the community know we are doing things in and for the community.
- Rotary = "doers".
- Rotary means service and must be relevant to the community.
- Set goals that are high and strive to achieve them. Write goals out. Talk about goals at your meetings. "If you don't know where you are going, you might not get there", (Yogi Bera). Set goals and measure your progress.

