



District 6000
Charter No. 26188

Ames Morning Rotary Club Newsletter

"Service Above Self"

Four-Way Test

1. Is it the Truth?
2. Is it Fair to All Concerned?
3. Will it Build Good Will and Better Friendships?
4. Will it be Beneficial for all Concerned?

Vol. 4, No. 8

August 2006

Club Officers
President: Sandy Horton
President-elect: Dave Kraemer
Secretary: Terry Adams
Treasurer: Jim Ziebold
Past President: Dave Miller

Membership Growth and Retention
by Jill Guffy



Here's to the start of a new fiscal year! To be eligible for the Presidential Citation, a club is required to have a net gain of one new member. Last year our club lost eight with a gain of two, leaving us with sixty-six members. We live in a somewhat

transient community, losing some members to relocation, retirement. Likewise, with new community residents, we have a great potential for recruitment.

Recently at the 2006 International Assembly, RI President William "Bill" Boyd offered the following comments†:

"Around the world, since before any of us here were born, Rotary has been changing lives in too many ways to count. As Rotary leaders, it is our responsibility to ensure that Rotary remains strong and able to help for many years to come.

New Rotarians join our clubs every day. Unfortunately, every day, some of those Rotarians leave. I know you all know this, because it's a message you've heard many times before. Whenever anybody gets up in front of a room of Rotarians and starts talking about membership, you see a lot of eyes start to glaze over.

The truth is that our time is not best spent talking about how to attract new members. Our time would be far better spent in strengthening our clubs. Because Rotary, working properly, is attractive enough to retain existing members and attract new ones.

New Rotarians leave because of poor leadership, cost, and a lack of service opportunities. That's what they tell us. So I ask all of you to focus on strengthening the clubs in your districts in those three ways: making sure that there is a strong and effective club administration, that the cost of membership gives good value, and that every club runs a variety of engaging, useful, and productive projects, both in its own community and with partner clubs.

There are so many ways to make Rotary more

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August Programs and Events
August 2 Speaker: Bucky Wolford Position: Developer of the Proposed Mall at 13th Street and Interstate 35
August 8 Board of Directors Meeting Pine Room, Memorial Union, ISU 7:00 am
August 9 Speaker: Reno Berg Position: Chief Executive Officer, Mainstream Living Topic: New Plans for Mainstream Living
August 16 Speaker: Kate Schwennsen, Position: President, American Inst. of Architects (also Assoc. Dean, College of Design, ISU)
August 23 Speaker: Ron Andrews Position: Furbearer Specialist, Iowa DNR Topic: Cougars in Iowa
August 30 Speaker: Doug Yetman Position: Lincoln Way Chapter, American Red Cross Topic: Be Prepared (Tips for Surviving Disaster)

August Membership	
New Members:	None
Resignations:	None
Total Membership	66

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accessible and more friendly to new members. A meeting doesn't need to involve a hotel meal; breakfast meetings are both more affordable and easier to fit into a busy schedule. Encourage your club presidents to listen to their members and value their opinions. Encourage your clubs to break out of their established routines and to explore new ideas for projects.

As Rotarians, we are not content to let matters stay the way they have always been, in our clubs or in our communities. We are not content with the status quo, and we do not look at a problem only to say someone else will solve it. We are the ones who ask why not us? We are the ones with the skills and the desire to build a better future. And we are the ones who must Lead the Way."

†Taken from Rotary International Membership Minutes Archives, Vol. 3, Ed. 1 – July 2006. See www.rotary.org/membership/resources/membminute_archives.html.

Ames Morning Rotary Club Charitable Contributions July 1, 2005– June 30, 2006 Prepared by James Ziebold, Treasurer	
FAMSCO - Hurricane Katrina Aid	\$2,578
Nevada Rotary Club	\$400
Youth & Shelter Services – Mentoring Program	\$500
Youth & Shelter Services – Adopt a Family	\$100
Ames Chapter / United Way	\$100
Access	\$200
United Way of Story County	\$100
People to People Europe Trip	\$100
Iowa Teacher of the Year Award (3 Teachers Honored)	\$300
District 6000 Special Olympics	\$1,300
Ames Rotary Scholarship Foundation	\$1,000
Children's Literacy Program – Baby Talk	\$1,000
Main Stream Living Capital Campaign	\$1,000
TOTAL	\$8,678

Minutes of Board of Directors Meeting, July 11, 2006	
<p>The July 11 meeting of the Ames Morning Rotary Board of Directors was called to order at 7:09 a.m. in the Pine Room of the Memorial Union. Those present were Sandy Horton, Dave Kraemer, Dale Ruigh, Jill Guffy, Jane Acker, Angie Weber, Terry Adams, Jim Obrecht, Rick Elbert, Jim Ziebold and Scott Sanders.</p> <p>The minutes of the June meeting were approved, with the term Main Street Living corrected to read Main Stream Living.</p> <p>The treasurer presented his report, including the list of charitable contributions from July 1, 2005 through June 30, 2006.</p> <p>President Horton distributed sheets listing Ames Morning Rotary Committees, those responsible for each committee, and subdivisions within each committee on developing club relationships. Guffy brought up the possibility of alternative memberships for those with financial limitations. Discussion involved not soliciting membership for those of financial limits, and attracting those from a younger age group. Kraemer moved that provisional membership be allowed at the discretion of the Board, with meals to be paid for and the remainder of fees to be paid by the provisional member, for a maximum term of one year. Motion was seconded by Ruigh. Motion passed on a 6 to 1 vote.</p> <p>President Horton distributed sheets regarding club planning for 2006 – 2007. Topics involved were our strengths, our weakness, our opportunities, our threats, and what we as a club would do. Board discussion found club strengths to be community involvement, diversity of membership, camaraderie,</p>	
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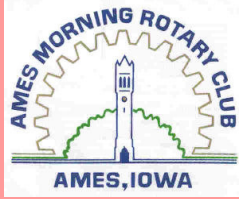
August Birthdays	
4	Dorothy Schumer
8	Dave Coe
21	Jane Acker
30	Doug Ward

August Wedding Anniversaries	
1	Paul and Deb McGee (9 years)
4	Russ and Beth Cross (27 years)
12	Tim and Tara Gartin (17 years)
15	Jim and Hilary Ziebold (42 years)
16	Jim and Valree Dickson (18 years)
17	Joel and Michele Rogers (15 years)
17	Les and Karen Wolfe (16 years)
18	Carolyn and Chuck Jons (43 years)
24	John and Janet Lott (32 years)
25	Jill and Michael Guffy (33 years)
26	Sandy and Dick Horton (44 years)
28	Myrna and Keith Whigham (42 years)
29	Arch and Margie Oldehoeft (41 years)

August Club Anniversaries	
13	Mary Harms (3 years)
23	Scott Bauer (6 years)
28	Kurt Mackey (4 years)

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<p>programs, and location. Discussion found club weaknesses failure to follow up on members who do little or nothing in the club; the club receiving only two new members last year; and the need to get members more involved. Opportunities suggested were flagship project; erecting a sign stating Mortensen Road clean-up sponsored by Ames Morning Rotary; and books for Xicotepec. Our threats were declining membership; the external threat of a strong noon Rotary club; and weakness in connections with Rotary International. Suggestions on what to do included having table discussions once a quarter. Kraemer suggested having the discussions during the breakfast, rather than as a program time, and having members sit at tables by committee.</p> <p>The meeting was adjourned at 8:05 a.m.</p> <p>Respectfully submitted, Terry Adams, Secretary</p>	

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Please send all comments regarding this newsletter to:

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