



## Club Updates



### Last Week July 22, 2009



Rev. Jerry Long welcomed our guests for the day and presented our Sunshine Report.

Immediate past-president Carl Cates recognized our most recent Paul Harris Fellow, Rotarian Randy Cox, and introduced our speaker for the day at last Wednesdays meeting



**Dale Lyles** was our guest speaker. Lyles updated the club on the 2009 **Governor's Honors Program** being held at Valdosta State University. **GHP** is a six-week summer instructional program designed to provide intellectually gifted and artistically talented high school students challenging and enriching educational opportunities not usually available during the regular school year.



### Last Week's Attendance & Donations

July 22, 2009

Attendance: 50 of 100 members

Literacy Fund: \$36.48

Happy Dollars: \$10.00



## Membership Commitment



### Reach One, Keep One

The RI Board of Directors adopted a new membership slogan, "Each Rotarian: Reach One, Keep One," at its June meeting.

The slogan emphasizes the need for Rotarians to focus on both recruitment and retention in their membership growth efforts.

"Membership development is each Rotarian's responsibility," said Paul Netzel, a member of RI's Membership Development and Retention Committee and a past RI director.

"'Reach One' reminds us that because Rotary membership is by invitation, it's essential that each Rotarian reaches out and invites someone to join," added Netzel, a member of the Rotary Club of Los Angeles.

"'Keep One' reminds us that it's not sufficient to simply sponsor someone into Rotary; we must also see that new members become active and involved Rotarians. We know this is an essential element in membership retention."

The new slogan complements the Board's long-term membership strategy, which was also adopted at the June meeting.

### Identifying Qualified Prospective Members

Careful selection of active members will increase our club's retention rate and reinforce positive attitudes toward new member induction. Qualified potential members are either

- Currently working in professional, proprietary, executive, or managerial positions or retired from such positions; or
- Community leaders who have demonstrated a commitment to service through personal involvement in community affairs; or
- Rotary Foundation alumni, as defined by the RI Board.

They must also

- Be able to meet the club's weekly attendance and community project participation requirements
- Live or work within the club's area
- Fit into a classification that is not overrepresented in our club (exception: Rotary Foundation alumni)

The two types of Rotary club membership are active and honorary. For recruitment purposes, seek active members who fulfill the criteria listed above.



## RI President's Message



*In his August 2009 message, RI President John Kenny talks about the importance of bringing in new members who share core values with other Rotarians in the club and who can make the club stronger.*

My fellow Rotarians:

I have always thought it important to bear in mind that Rotary is a voluntary organization, composed of people who are all themselves leaders. When addressing such an audience, I have never thought it fitting to exhort or demand. Every Rotary club is and must be autonomous: The leadership of Rotary International exists not to control, but to motivate and guide.

And so when we in Rotary speak about the importance of membership, I believe it of the utmost importance to bear in mind that the primary experience of Rotary, for the overwhelming majority of Rotarians, is of the club: of club meetings, club projects, and fellow club members.

When Paul Harris began the first Rotary club 104 years ago, he did not initially think of service. Instead, he had in mind a place where people of good character, intelligence, and morals could enjoy each other's fellowship and friendship. The service came later, as a natural outgrowth of the gathering of such people.

Every good Rotarian, every member who shares our core values, will make a club that much stronger, and that much more attractive for others to join. Unfortunately, it is also the case that bringing in the wrong person can have the opposite effect. Rotarians are and must be people of a certain caliber – people with the capacity to do great deeds, the sense to do them wisely, and the strength of character to do them honestly and well.

In the end, I believe that the best way to bring new members into Rotary is the way it has been done for generations: One member invites a carefully chosen friend, client, or colleague to a meeting and, if the match is a good one, proposes that individual for membership. This is the way that our clubs remain harmonious; it is the way that new clubs become old clubs, and new members become Rotarians for life.

The membership challenges that we face today are considerable, and in many ways new. There is no denying the difficulties posed by the current global financial situation. But in the words of Henry Ford, "If money is your hope for independence you will never have it. The only real security that a man will have in this world is a reserve of knowledge, experience, and ability." And as long as we all do our jobs well, and bring in new members carefully, this is a security we in Rotary will never lack.

John Kenny  
President, Rotary International

## Upcoming Programs/Meetings

- **August 5 The Guardian Bank Business Plan** - Speakers will be Parrish Clark of the bank and Robbin Miller, the winner of this year's competition.
- **August 12 Keep Lowndes Valdosta Beautiful.** Aaron Strickland will be presenting.
- **August 19 Parks & Rec Authority.** Gary Moser, Russ Mast, Eric Hahn will present the program.

Check us out on the web!  
[www.valdostarotary.org](http://www.valdostarotary.org)

## Upcoming Greeter Schedule

Date	Greeter 1	Greeter 2
July 29	Ed Willis	Ryan Williams
August 5	Clint Wills	Rich Yokeley
August 12	Joyce Aigen	Sam Allen
August 19	Cobb Atkinson	Ronald Moore

## The Four Way Test

*of the things we think, say, or do:*

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

## Area Meetings

**Nashville** Tues. Noon,  
Cadillac Ranch

**Madison, Fla.** Wed. Noon,  
E & J's Restaurant

**Valdosta North** Tues. 12:30 p.m.,  
Conference Center

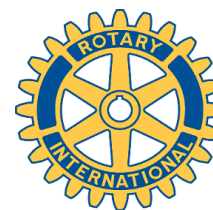
**Tifton** Tues & Wed. Noon,  
Holiday Inn

**Quitman** Thurs. 12:30 p.m.,  
Presbyterian Home

**Valdosta Sunrise** Thurs. 7:30 a.m.,  
Kinderlou-Ravine

## Rotarians

h Joyce Aigen	h John Gaston	Giuseppe Pistelli
h Sam Allen	h Chuck Gibson	pp*h*w Jennifer Powell
h Cobb Atkinson	h Bill Givler	Chris Prine
h Myrna Ballard	h Wendell Godbee	pp*h*w Malcolm Rainey
pp*h Richard Barnes	h Bob Goddard, III	h Greg Reid
h*w Keith Barrett	h Tim Golden	h Chris Roan
Willie Beasley	h Tom Gooding	h*w Randy Sauls
pp*h*w Bill Booth	h Owen Harris	h Wes Sewell
h Ron Borders	h Jack Hartley	Corinne Simmons
h Rebecca Brice	h Jack Hearn	h Arthur Smith
pp*h James Bridges	h Arthur Herndon	h Steven Smith
h Bo Broadfoot	h Al Howell	h Richard Stalvey
h Nathan Brown	h John Johnston	h Joe Stubbs
h Stacy Bush	h Bill Kent	h Robert Stump
h Sandy Campbell	h Sharon LaBranche	h John Thomas
Mason Caracciolo	h John Lahood	pp*h*w Al Turner
pp*h Carl Cates	h Claire Lee	h Patsy Tyler
Brian Childress	h Bill Lester	pp*h Nicholas Valenti
h Patti Clark	Jerry Long	h Donnie Warren
h Russ Collett	h Terri Lupo	h Nancy Warren
pp*h Marshall Conner	p*h Dennis Marks	h Ed Willis
pp*h* Joe Cordova	pp*w*h Billy Martin	h Clint Wills
h Bruce Cousins	h Greg Martin	h Rich Yokeley
h Randy Cox	h Traycee Martin	w — Will Watt Fellow
pp*h*w Ed Crane	h Thomas Mason	pp — Past President
pp*h*w V.L. Daughtery Jr.	pp*h*w Richard May	h — Paul Harris Fellow
h Donald Davis	h*w Alex McFadden	p — Club President
h Keven Davis	pp*h* Arthur McLane	
pp*h James Dominey	h Tyson McLane	
h Beverly Edwards	h Roy McNeal	
h John Edwards	h Harriet Messcher	
h Moshe Elbaz	h Willis Miller, III	
h Walter Elliott	h Ronald Moore	
h Ottis Fausett, III	h Kerry Morris	
h Bill Feimster	h Casey Music	
h John Fretti	h Tyrone O'Steen	
h Bob Ganzak	pp*h John Page	
h Laverne Gaskins	h Henry Parrish	
	pp*h Suzannah Patterson	



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# Rota-Reel

*"Service Above Self"*

## The Rotary Club of Valdosta

*A 100% Paul Harris Fellow Club*

Club No. 4220

Est. 1919

### Officers

**President**

Dennis Marks

**President Elect**

Walter Elliott

**Past President**

Carl Cates

**Treasurer**

Nick Valenti

**Secretary**

Barbara Knight

**Sergeant at Arms**

Christine Roan

### Board of Directors

Cobb Atkinson

Bo Broadfoot

Patti Clark

Moshe Elbaz

Bob Ganzak

Laverne Gaskins

Sharon LaBranche

Kerry Morris

Greg Reid

### District 6920 Gov.

Clyde A. Taylor

### District 6920 Dir.

Bill Booth

### District 6920 A. G.

Bob Harrison

### RI President

John Kenny

July 29, 2009

## Today's Program

July 29, 2009

## Rotary Membership

Today our own Greg Reid will be speaking to the club to share the Membership Committee's goals for the 2009-2010 Rotary year.

The Rotary Club of Valdosta has set an aggressive goal of +10 new members for our club this year.

