



San Antonio Northeast Rotary Club
Chartered May 19, 1987 - District 5840 - Club #24625
www.sanortheastrotary.com



the Nor'easter



Rotary
Club of San Antonio
Northeast

**CREATE HOPE
in the WORLD**

April 9, 2024

Salsalito Cantina Mexican Restaurant, 14535 Nacogdoches Road, San Antonio, TX 78247
Meeting from 6:00 p.m. - 7:00 p.m.



Rotary's 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?

Our program this evening will be a brainstorming session on how we can increase membership in our club, and how to get current members more involved with club activities. The following article contains excerpts from an article by Geoffrey Johnson found at rotary.org

**Step right up
In Rotary's membership game, everyone's a winner**

When it comes to finding new members for his Minnesota Rotary club, there is no better guide to follow than Tom Gump, president of the Rotary Club of Edina/Morningside, makes boosting membership a priority. The tips have proven so effective that Gump has taken the Edina/Morningside show on the road, using a PowerPoint presentation to coach other clubs on specific ways they can expand their membership. "I have been called a good salesman," says Gump (who, for the record, is a real estate lawyer and a developer). "But to me, recruiting new Rotary members is not really selling. It's matching up potential members with what he or she wants in a club."

Create a list of all the great things about your club

The point is not just growing your club, but boosting Rotary's capacity to make a difference around the world. List your star members, the advantages of your meeting location, how many members you have, the kinds of projects and events you host, and so on.

Keep a list of potential members

It doesn't matter if it's a paper list or if it's kept on the desktop of your computer. Either way, it makes you think about those people who might be a fit for your club. Discuss the list at board meetings – not just the concept of bringing in new members, but the specific names and who's going to contact them and when. And don't overlook some obvious suspects, such as members' spouses.

Know your club's strengths

Most things are strengths if you target the right audience. If you meet in the morning, you're probably a good fit for someone working 9 to 5. Meet at noon and you're more likely to appeal to retirees or parents of schoolchildren. "Not every club is right for every potential member," Gump says. "If someone doesn't fit your format, recommend them to another club." Keep in mind that the point is not just growing your club, but boosting Rotary's capacity to make a difference in communities around the world.

Make membership growth your club's top priority

Make sure every member understands that. "I always tell presidents and presidents-elect that the best way to make their year as president easier is to bring in more members," says Gump. New members bring new energy to a club, he explains, and mean more people to serve on committees, work on projects and events, and raise money for The Rotary Foundation.

Look to young Rotarians for fresh perspectives

The world is changing. Rotary is changing. And getting ready for the future. The young Rotarians are the future of Rotary. We are working towards bringing together these Young Rotarians from across the world, creating stronger friendships and understandings in this youth so as to together create a better future for our Rotary.

Appeal to local volunteers

Encourage participants to connect with each other during and after the meeting and find new ways to collaborate and partner based on what they have heard each other say.

Talk about Rotary wherever you go

At work, family gatherings, neighborhood get-togethers, parties. You will be amazed how easy it is after you practice awhile. Remember that it's never not a good time to invite a potential member to a meeting. Nor is there a bad place to talk about Rotary: Gump landed one new member he met at Chipotle.

Make a list of club members' responsibilities

It's important to engage with potential members beforehand. They will want to know how they can fit in with your club and what opportunities there are for serving. The list should also include information about dues, attendance guidelines, and other club expectations – and it should emphasize the many benefits that come with being a Rotary member.

Realize there is no finish line

Even if your club is the optimum size, it's no reason to stop recruiting. There are always reasons people leave. "You're either growing or you're dying as a club," Gump says.

Continued on next column

Celebrate when you get a new member

"You have to make potential members feel wanted," Gump says. "Our club makes a poster of the individuals after they've been voted in, and we put it in the front of the room at our next meeting. They love it. Some ask if they can take the poster home. If you ensure that they are having a good experience and realizing the full value of their membership, the club's current members will be proud to invite a guest to a meeting – and those guests will want to join an attractive and welcoming club."

Be persistent

At times, it will take more than one or two requests to get someone to attend a meeting. Keep asking. "It took my workout partner two years to convince me to come to a meeting," says Gump, who joined the club in 2013 after attending just one meeting.

Be vibrant

If Gump's fowl finery is any indication, this is a tip he takes to heart, dignity be damned. "The week before Thanksgiving, I contacted people on my recruitment list and told them I would be wearing a turkey suit to the next meeting and that they should come and see it," he says. "A few took me up on the offer – and some of them joined. It's all about making club meetings and events fun and vibrant. Other simple things we've done is make outrageous centerpieces for our meeting tables. It gets people talking. For example, at Easter we put baskets in the middle of the tables with plastic eggs, and inside the eggs were blue and gold M&Ms with the Rotary logo on them. At St. Patrick's Day, we had shamrocks with members' pictures on them; same thing at Christmas, but on foil trees."

Get them in the door

In April, at his induction ceremony into the Arch Klumph Society, Rustico "Chito" Recto Jr. explained how, almost against his will, he came to join Rotary in 1980 when he was 26 years old. "A close friend of mine had recently joined," Recto explained, "and he attended the Rotary Convention in Chicago, the year Rotary was celebrating its 75th anniversary. Upon coming home to the Philippines, he was so upbeat about Rotary that he practically twisted my arm to attend a meeting."

Initially, as Recto confessed after the ceremony, he did not share his friend's enthusiasm. Not easily deterred, his friend picked him up for a lunch date one day. Unbeknownst to Recto, their destination was a Rotary meeting. "I was a little surprised," he says today, but once introduced to the organization, he was hooked: "I became a member, and from there on, there was no stopping me."

Emphasize service

Make the most of your service projects. Every time your club conducts a service project (which is hopefully often); promote Rotary to those you're serving. If your club makes a contribution to a local charity, ask the staff members to visit your club.



UPCOMING CLUB CALENDAR

Thursday, April 11th	<i>Rotary Night at the Missions</i>
Tuesday, April 16th	<i>Weekly Rotary meeting</i>
Saturday, April 20th	<i>Rotary Leadership Institute (RLI) Training</i>

NOTE - Registration closes on April 10th.

Birthdays & Anniversaries

Trina Forcey's birthday is TODAY. Happy Birthday, Trina.



At the start of tonight our Happy Bucks pot is at \$262. That means if your ticket is drawn tonight and you pull the Joker out of the deck, who will leave with at least \$131.



INVITE A FRIEND TO ROTARY

Our guest speakers last week were members of the Bexar County Buffalo Soldiers Association. Troopers Vincent Porter, Turner McGarity, and Bernice Brown talked to us about the Buffalo Soldiers, one of six military regiments of U.S. Colored Troops into the regular U.S. Army created by an Act of Congress in July 1866. The Bexar County Buffalo Soldiers' Association, a multicultural organization, are dedicated to educating the general public through media and educational systems about the history of the Buffalo Soldiers and Black Indian Scouts. Their contributions in settling the Western Sector of the United States during the 1800's.



Special thanks go out to Russell Sturgeon and Debbie Degollado for volunteering to judge the Senior Fiesta King and Queen Contest at Blessed Angels Community Center last Wednesday. Debbie also brought her co-worker Lauren Wiltjer to the event.



Blessed Angels Community Center has provided emergency relief to seniors, children, low-income Veterans, homeless, and families in need since 2014. Blessed Angels has provided groceries, diapers, pet food, gift cards, medical equipment, heaters, fans, backpacks, school supplies, toys, and more to over 1,142,080 and still counting.



All Rotarians are invited to attend the Installation Dinner for 2024-2025 District Governor Kristen Salazar on Wednesday, June 26th at the Old San Francisco Steakhouse, 10223 Sahara Dr, San Antonio, TX 78216.

The evening will begin at 6:00 PM for cocktails, followed by dinner at 6:30PM. Dress code is Roaring 20's. Cost is \$40/person or \$300 for a table of 8. Click the link below to Register.

<https://rotary5840.org/events/district-installation-dinner/>

The Alamo Heights Rotary Club will present its 36th Annual Alamo Heights Night® (AHN) on Friday, April 19, 2024, on the University of the Incarnate Word campus at the Convocation Center. The event is an official San Antonio Fiesta® Commission event. AHN will open at 5:30 pm and close at 11:30 pm. AHN is known for its wide variety of great foods available and there will be continuous entertainment on two stages including Hotcakes, Finding Friday, Rick Cavender, Stereomonde, the Regimes, and other Bands. The event is the best family friendly event during Fiesta and there is plenty for kids of all ages to enjoy. In the first 35 years, AHN raised over \$2.4M in support of Rotary charities, scholarships and community service activities.



The District 5840 District Annual Fund Raffle tickets were passed out at our meeting last week. Please sell as many tickets as you can to raise as much money as possible for the Annual Fund.

Why give money to the Annual Fund? Because the service projects funded by the Annual Fund help change lives across the globe, in each of our communities and in ourselves. Each Rotary club in our District can receive funds from the Annual Fund for their own unique projects.

The prize for the Raffle winners is a \$1,000 gift card. There are seven (7) prizes. The winner of the third drawing is the SELLER of the ticket so please be sure to complete that information on the ticket stubs. All ticket stubs must be turned into PDG Jerry Hardy by May 25, 2024.



There will be a Rotary Leadership Institute (RLI) on Saturday, April 20th, 2024 from 8:30AM to 4:30PM at the Spring Creek United Methodist Church, 28970 Old Fredericksburg Rd, Fair Oaks, TX 78015. Classes will begin at 9AM. **Registration closes on April 10th.** No walk-ins allowed.

The institute is \$50 and is open to all Rotarians. The San Antonio Northeast Rotary Club will reimburse those club members that would like to participate.

RLI is a very informative and fun day. You will enjoy a program that is well-planned and presented by district leaders. There is great inter-action amongst attendees and you will learn quite a bit about leadership qualities and the "nuts and bolts" of Rotary. This program will prove invaluable in preparing you or your fellow Rotarians for leadership positions within your club and district.

RLI seeks to provide quality education in Rotary knowledge and leadership skills to Rotarians interested in developing their Rotary participation and to those identified by Rotary Clubs as having a potential in club leadership. These educational opportunities will teach skills that will benefit the members in their lives and in their volunteer service.

Cancellation policy: Must cancel 48 hours in advance to receive a refund. No shows will not receive a refund nor credit for a future class.

For questions, contact PDG Kathy Hubbard at monk7105@gmail.com.

Arden Riley - District Learning Facilitator



What was your most memorable Rotary service project?

Every year my club, North Central Rotary, delivers ingredients for a full Thanksgiving Turkey dinner to families in our community. We purchase the food, bag the items for delivery, and deliver directly to the family's homes. Seeing the appreciation and joy from the families is such a personal reward and knowing they will have a wonderful meal during their holiday.

What part of your cultural heritage are you most proud of?

My mom played an important role in instilling valuable qualities in me, such as independence, motivation, and loyalty. These qualities have continued to my personal growth and success. I am very proud of the values and traits that have been passed down to me from my mom.

What was the most important professional decision you made?

I am going to make an important decision in my professional life in the next two years when I finally decide to retire from a company I have worked for almost 40 years. This will be a significant milestone for me, and it will be a time to reflect on my achievements and consider the next chapter of my life. I am looking forward to the next phase in my professional journey.

From District Governor Monica Gutierrez

Our Rotary District 5840 - South Central Texas Interactors are AMAZING! They accepted the challenge and completed stringing all 1,000 #CranesForHope at The Winston School on Saturday, April 6th. Of course our own Madison High School Interactors participated in this event. And thank you to all D5840 Rotary Clubs that helped fold cranes this year.

