

# EARLY BIRD WEEKLY



NewbergRotaryEarlybirds.org

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Last week was a visit from our District leadership, Julie Fugate, Assistant Governor, and Jim Boyle, District Governor.

"How many of you have heard a district governor speak?" Most hands went up. "How many of you have heard a district governor say something that changed your world?"

Contrary to how that may read, this wasn't self important grandstanding. It was him taking his role seriously enough to invest in a message that would inspire thoughtful action.

Jim's theme for his year as District Governor is FIRE. Flexibility, Impact, Reach, and Engagement. More on that in a moment.

Under a model of servitude leadership, how do we measure our impact and effectiveness? It's not like we have shareholders or upper management to answer to. But the misquoted phrase, you cannot manage that which you will not measure, actually applies. You can't fire a servant leader for being ineffective.

As an exercise Jim had us all envision in our own minds the person on our lives that had the greatest impact. Then, thinking about that character attribute, was it God given? Or was it an attitude? Attitude is a choice.

Jim's original reason for joining Rotary was completely self-serving. He joined to network and get to know people that could make a difference for him.

A couple months in he participated in a club effort to fill a 40' container at a local school gym with clothing and essentials for women and children in crisis. That was the initial shift from self-service to service above self.

Fellowship: Jim and Nancy had forty people over to celebrate their married life and noticed that 25% of them were fellow Rotarians.

Flexibility: Rotary is comprised of 1.2 million members, 40% of which are American. And the average age is 59.5 years old. These statistics have remained static for many years.

The average age in the workforce is 39.

So the question becomes, "What are we doing to make Rotary attractive to the 39s?"



Did you know that only 15% of Rotarians sponsor new Rotarians? If we love it so much why aren't we sharing it?

Diminishing that number is the fact that only 70% of new members continue past their second year of membership. Those are measurable numbers.

"What is our 'Product?'" It's the club experience. Service, socials, meetings, firesides. Is that experience attractive to new members?

A story about Ben. Ben is a 24 year old, Division 1 baseball playing California transplant. "This is our ideal member," Jim observed.

Jim had noticed that Ben wasn't clicking with other members and approached him. Turns out, Jim's West Linn Rotary club just wasn't really a great fit for Ben.

So Jim gave up, right? Nope. Jim's home club created a new club, a satellite club, to fit the needs of Ben and others like

him. That's a great example of flexibility, impact, reach and engagement!

Reach: It's more than public image. Joy Mutare Fashu just shipped baseball equipment to a village in Zimbabwe and will be sending Ben (remember Ben the misfit?) next year to teach baseball.

Engagement: Perfect attendance is easily measured. But how do you measure perfect engagement? Well first you have to define what engagement means to your club!

Grow Rotary: District 5100 has an incentive program called "[The Power of 1](#)" that could get you a paid registration Houston's Rotary International Convention 2022 or the District Celebration in Seaside.

Another initiative is [Story Slam](#). Craft a 3-5 minute true story about your Rotary experience and present it to our club. The best will be advanced to Regionals in Seaside and get \$500 cash. [Rules are simple](#).

In Jim's career he was considered a turnaround guy, hired to make change happen.

His final message to us? "If joy comes from giving. If giving leads to a life of significance. Share Rotary!"

Congratulations to Rachel Powell (not present) and Bob Travers for earning District 5100's Avenues of Service Award.

