



District Governor's Newsletter

February 2018

Second Life for New Sight

In late January, I wrote to club Presidents to ask that they launch a campaign to collect used eye glasses and cases for use by the working poor in developing countries. Dr. Scott Ream, an optometrist and a Rotarian in the Thayer/Mammoth Spring Rotary Club with a practice in West Plains, has made more than 50 trips to 21 countries to perform eye examinations, dispense medicine to treat vision problems, and to issue used eye glasses to those whose sight is limiting their ability to do work and support their families. I am asking that every Rotarian in our District collect old eye glasses and cases from friends, neighbors, and co-workers and bring them to club meetings where they will be placed in bags and given to the Assistant Governor in their club area. When all bags are collected, they will be given to Dr. Ream to take on future trips abroad so that people in need may have new sight. The deadline for collecting old eye glasses is February 28—which is less than two weeks away. Please take action now to find old glasses and help others see better. You will be giving better vision at no cost to people in need.

Rotary License Plates

Did you know that you can buy Rotary license plates for your car for only \$15 more than the \$15 charge for regular license plates? Having Rotary plates on your car is a great way to raise awareness about Rotary. The Rotary plates contain the Rotary wheel on the left and the words "Service Above Self" at the bottom. Each purchaser of Rotary plates for cars will have space for six characters of his or her choosing (provided someone else has not already chosen them) or five letters or numbers plus one space, dash, or apostrophe. You can learn more by going to Rotary6080.org and look for Rotary License Plates. For more information and to order plates, click on the Missouri Department of Revenue website for specialty license plates at <https://sa.dor.mo.gov/mv/plates4u/available>. All applications for Rotary plates should be submitted before May 1.

Tree Planting

I have visited ten clubs since January 1 and am very pleased to learn that a number of clubs are making plans to plant trees for every club member in response to RI President Ian Riseley's request. Free trees are available from Forest ReLeaf in St. Louis. A roster different



trees and an application form will be available on <http://moreleaf.org/plant/project-communitree/> in early March. In the meantime, clubs are working with community officials to determine the best place to plant trees, which must be planted on public property, church property, school and university grounds, and conservation areas. Trees to be planted on private music be purchased. Young trees come in three-gallon containers and typically stand three to five feet tall. All trees are free to Rotary clubs in Missouri. Please act now to be ready to submit your club's tree order early in March. The demand will be high, because Rotary clubs in neighboring Rotary districts will also be ordering free trees to plant

Youth Exchange

Rotarians working with District 6080 Youth Exchange have announced that the Elizabeth J. Upton Foundation, a non-profit organization based in Columbia, MO, has recently awarded \$5,000 in scholarship money to students traveling abroad during the upcoming school year. In addition to funding seven outbound students, the Elizabeth J. Upton Foundation also donated \$750 to the Jefferson City Evening Club, which will assist in funding an inbound student during the upcoming school year.

Founded in the memory of Elizabeth Upton, the foundation's main purpose is to support inbound and outbound students who wish to travel abroad with Rotary Youth Exchange, and are in need of some degree of financial assistance. Elizabeth traveled to Lyon, France during her junior year of high school, and spoke often about her life-changing experience of spending a year abroad. With Elizabeth's adventurous spirit in mind, her mother and father, Marilyn and Gary Upton, set out to carry on her memory by giving the gift of global experience to students who wanted to spend a year abroad, but were not financially capable of funding such a courageous endeavor alone. Since its founding in 2016, the foundation has raised almost \$60,000, which it plans to distribute to students beginning with its first round of scholarship donations to Youth Exchange students planning to study abroad in Fall 2018.

The recipients of this year's award are going to countries all across the globe, including Spain, France, The People's Republic of China, Chile, Mexico, and Thailand. Prior to receiving the award, all YE students faced a rigorous interview process that began with a club level

interview, followed by a district level interview. Throughout the process, the students were evaluated based on character, individual desire to travel, level of maturity, and academic records. In addition to in-person interviews, students were also given a cost and hardship questionnaire, which helped District Committee interviewers to evaluate the level of financial assistance required by each selected student. Students with the most need were then put in contact with the Elizabeth J. Upton Foundation, and Marilyn Upton conducted further interviews in order to assess the appropriate amount to distribute to each student.

The Elizabeth J. Upton Foundation's main fundraising will be May 6 from 10:00-1:00 p.m. at Hoss's Market and Rotisserie in Columbia, where coffee and crepes are sold in order to raise money for future students in need. To donate to the Elizabeth J. Upton Foundation online, visit <http://www.elizabethjuptonfoundation.com/donate-2/>, or like us on Facebook at <https://www.facebook.com/ElizabethJUptonFoundation/>

Congratulations to this year's scholarship recipients!

Lily Hobbs, senior English major at Mizzou and best friend of Elizabeth Upton

Rotary Insurance Protection for Districts and Clubs



I want to remind all Rotarians that Larry Mertens, an insurance professional in Jefferson City and member of the Jefferson City Breakfast Rotary Club, has been appointed as our District Risk Management Chair. I have received a couple of inquiries recently about insurance protection of events sponsored by Rotary clubs. If you should have questions, please don't hesitate to contact Larry at larry.mertens@centralbank.net or at 573-634-1384.

Banish the "R" Word

Suppose a salesman comes to your door and asks you to buy the latest widget he is selling. So you ask him, "Why should I buy this? How will it benefit me? Why should I spend money on this instead of something else?" His response, "Well I don't know how it will benefit you or if you would even need it. But it would sure help me make more money." What will be your response? **SLAM!**

Welcome to the wonderful world of Rotary recruiting! Because whether we realize it or not, 99% of Rotary clubs approach membership growth just like the self-centered (and probably starving) salesman. We talk about "recruiting" members so we can grow. Our first (and often only) thought is club-centered. We don't think of the customer – the member! And the primary thing she is thinking about is "what would I gain from joining Rotary?" The result? If we are successful in recruiting members, they seldom last long in Rotary. You have seen this and the numbers bear it out. Every year in North America 44,000 new Rotarians join. That's a lot of people - enough to result in significant growth! But also every

year 55,000 Rotarians quit! Why? Because these busy people feel the clubs aren't giving them enough value to justify the time and money membership in Rotary requires.

Sadly, we give hardly a thought to how we can attract people to Rotary by showing them the tremendous value that Rotary holds for them! Equally sadly, we too often don't evaluate our clubs by asking the most important question: *Are we providing activities and services the current and future members want?* Or do we cling to unpopular, tired programs and activities because "we've always done it that way"?

A "recruiting" mindset focuses only on how the club will grow in numbers, and always produces only temporary results, with long-term attrition resulting in a smaller and weaker club. However, a focus on attracting members through a diverse menu of service, social, and professional development activities and programs results in the club gaining productive long-term members who will gain from Rotary and in turn build a stronger club.



When we ask someone to join Rotary, we are asking them to invest their time and money in Rotary instead of somewhere else. So they naturally ask (as you asked the widget salesman), "what's in it for me? How will I benefit? And will I benefit more than if I invested that time and money elsewhere?" My friend PDG John Adams (D6740) has a great way to express membership growth as a formula: "Membership is gained and retained when the value of membership to the Rotarian is equal to or greater than the cost of membership."

Let's lose the recruiting mindset and focus instead on making our clubs attractive to "seasoned" members, newer members, and potential members. You will be amazed not only at how your club grows, but how the energy and enthusiasm do as well. And that will in turn *attract* even more members!

Brent Rosenthal, Rotary Zone 30 Coordinator,
Columbus, Ohio

If You Are Not Criticized, You May Not Be Doing Much

What a great line to remember if you are a leader breaking away from the buffalo herd! In the South, there are creatures called Blue Crabs. Let's say you catch a bunch of Blue Crabs, and you put them in a bucket. You can walk away, leave your bucket, and you don't have to worry about any of the crabs escaping, because when one of those crabs gets up to the top of the bucket rim, another crab pulls it back in the bucket.

Now, if you are brave enough to try something different or new as a leader, some other folks will try to pull you back in that bucket. Because that's just the way things are around here! Who do you think you are, after all, to try something different? Pull, pull, and pull down into the bucket.

Well, my friend, don't let those crabs keep you from escaping the status quo bucket. You need to fight that criticism by continuing to innovate and lead. Follow your good judgment. Anytime you try to do anything new or different, someone somewhere is going to criticize. It could be someone whose imagination and initiative have withered, or maybe it's just a sourpuss who is the local critic-in-residence. Or it could be a competitor who has a little dash of fear you are going to take some market share away. It's a scarcity mentality, and it's fear.

On the other hand, if there's an abundance of good will, people will be glad you are making change for the better and succeeding in your work. Unfortunately, it's a rarity to find proactive thinking such as this. I'm relatively sure you and I will always be criticized because we will always be climbing out of the bucket!

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