

# THE SPOKE NEWSLETTER DISTRICT 6740

# Rotary



## MESSAGE FROM DISTRICT GOVERNOR SEEMA SACHDEVA

Rotary is a champion for fighting poverty and disease, promoting peace, maternal and child health and literacy, assisting access to clean water and sanitation as well as protecting our environment. These are the seven areas of focus of The Rotary Foundation. November is Rotary Foundation Month. I would like the clubs to focus on the transformational impact this Foundation has had since it was first initiated in 1917 by Arch Klumph with the initial contribution of \$26.50.

The contributions that Rotary members make to The Rotary Foundation help fund Global Grants, Peace Scholars, PolioPlus Program as well as District Grants. Last Rotary year, the Foundation raised \$430 million, and funded over 1190 Global Grants, 470 District Grants and 225 Disaster Relief Grants. Our district has a reverse Global Grant funded at \$172,000 to install septic systems in 20 homes and provide clean water hook-up to 15 homes in the remote areas of Leslie County in Appalachian Kentucky. We received a Disaster Relief Grant worth \$25,000 to assist the people of eastern Kentucky affected by the devastating floods in July 2022. Our district is a lead participant in a Global Grant, The Butterfly Project: Empowering Girls in the pastoral communities of Northern Kenya. We are contributing \$20,000 towards this project. This year our district received 19 Grant requests from our clubs to fund various projects to serve a myriad of community needs. I am happy to report that we were able to accommodate all grant requests. The clubs in our district are engaged in fulfilling the tremendous needs of their communities. Many clubs are addressing food insecurity, Empowering Girls initiative, supporting youth activities, promoting literacy, just to name a few. Not only do these projects fill the important niche, they also bring Rotary to the local forefront.

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## MESSAGE FROM DISTRICT GOVERNOR SEEMA SACHDEVA

One of the side impacts is gaining like-minded members who are looking for an avenue for hands on service.

I would like to express my sincere thanks to all the clubs that promoted World Polio Day in their communities. Many hosted World Polio Day Proclamations and awareness programs in their towns and cities, donated to the cause and joined PolioPlus Society. We are very appreciative of our District Rotary Foundation and Polio Chair, PDG Rakesh Sachdeva, for hosting a district wide informational presentation on Polio via Zoom on October 24, 2022.

November is also the month of celebrating Thanksgiving holiday. Rotary members will not only be sharing meals with their cherished family and friends, many will also be serving meals to the ones in need in their communities. Our members are true epitome of Service above Self. Rakesh and I wish everyone Happy Thanksgiving and hope everyone has a fantastic holiday!



For article submissions please email

Brian Dopp

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## Message from District Membership Chair C. Dale Elifrits, PDG

C. Dale Elifrits, PDG Dale has been a Rotarian since being inducted into the Rotary Club of Rolla, MO in 1985. He was a DG in Missouri 1996-97 for a district that no longer exists! Missouri Rotarians re-districted themselves during the 1990s due to two of their four districts' falling membership. Elifrits was elected the Chair of the old four-district state-wide committee of 16 Rotarians to propose a new district boundary system that would give the whole area new districts of more than 1,600 members each since two of the old districts were less than or barley over 1,200 members. The three new districts went into operation in Rotary year 1999-2000. These districts have prospered since then and have provided many leaders for our Zones and beyond!



I feel certain everyone knows that District Governor Seema has set **membership goals for this Rotary year of an increase in overall membership in the Rotary Clubs of our district by 10% and 20% growth in women members in our Rotary Clubs.**

These are achievable goals, in fact, we should exceed these goals! Here are some thoughts about how to exceed these goals:

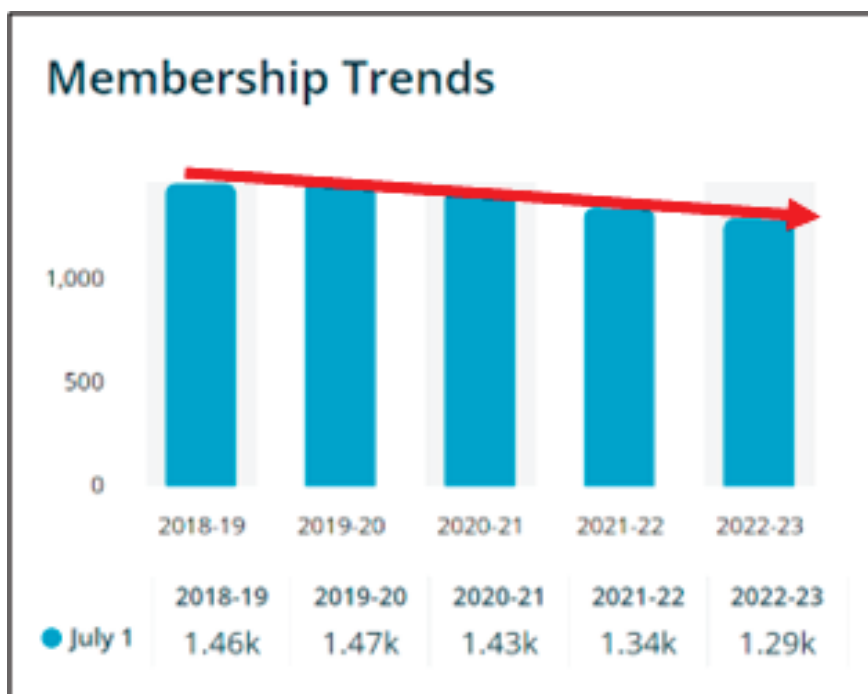
- Re-connect with members who have not continued to be active in your Rotary Club during the COVID-19 pandemic interference with your Club's meeting schedules and service projects. These are most likely candidates for membership recovery – bring them back into the folds of your Rotary Club!
- Remember the Classification List of Professions represented in your club? Examine the active professional folks in you Rotary Club's community and compare this with the current professions whose members are active in your Club. This comparison will yield a list of potential professions not represented in your Club's membership - find them and bring them into your Rotary Club!
- The world lives on competition! Create "member getting" teams within your Rotary Club with the goal of increasing your Rotary Club's membership by 20%. This has worked well in many volunteer organizations and in many Rotary Clubs! Set the goal and establish a date at which the team that brings in the largest number of new members receives its award and the other team(s) receive their consolation award(s).
- Propose/use a "trial" member period - offer a three-month membership plan where new members can pay for only those months to get a better feel for what it means to be part of your club. This way, they don't have to worry about investing money/time for the entire year. Alternatively, use a "pay-as-you-go" for this trial period.
- Host an open house and promote it via Facebook ads. You can set your own budget and reach a wider audience.

## Message from District Membership Chair C. Dale Elifrits, PDG

- List the benefits of joining your club right on your Internet site or Facebook site. Add a video showcasing the fun your members have evoking a feeling of being part of a club or team.
- Ask your guests and speakers to join your club, even if they choose to join as honorary members.
- Consider novel meeting schedules and places, company/corporate memberships, satellite clubs ...

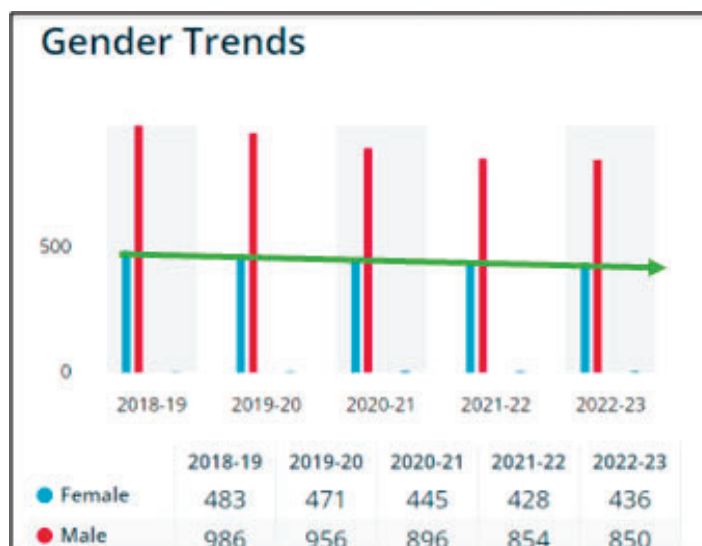
Be creative, imagine new strategies beyond this list of suggestions and take action. Enjoy Rotary and share that enjoyment across your community with new members!

### Where We Stand in Membership in District 6740



This graph, taken from <https://rcc.rotary.org/#/dashboard> (Club Central), represents the past five years of membership data for District 6740. These data are current as of 22 October 2022. The obvious trend, as shown by the red arrow, is profound evidence of the immediate need to grow the number of members in our District! Based upon experience with membership numbers in Clubs/Districts in Missouri, Rotary International becomes pushy about redistricting when the number of members in a district approaches 1,200! We in D-6740 are trending toward this threshold precipitously and are perilously near to it NOW! Hence the urgency of DG Seema's goal of **10% growth – 130 additional members** -- this year it is absolute and essential to be achieved.

## Gender Trends in Rotary Membership in District 6740



This graph from the same source as the one above shows the distribution of members by gender in the Rotary Clubs of our District. These data are current as of 22 October 2022. The green arrow shows this trend – disappointingly similar to the overall membership trend in the graph above. DG Seema’s goal for this year is to increase the percent of women in our Rotary Clubs by 20% -- 88 additional female members this year. As this graph shows, this is clearly an achievable goal. Further, by achieving this goal we will reach a significant proportion of the goal of 10% overall membership gain in District 6740 this year.

### Summary:

It is abundantly obvious that we Rotarians in District 6740 have membership development work to do! Rotary International provides copious ideas and tools to help us on its various Internet sites. I suggest that each Rotary Club’s membership chair (if you don’t have a membership chair, then the club president) start by careful examination and consideration of the information at this site:

<https://www.rotary.org/en/tips-increasing-club-membership> Club Presidents -- Appoint a team to pursue with immense and immediate diligence the ideas offered at this site to renew previously active club members and find and induct new members from your community – they are out there, anxious to be of service and to network with your Rotary Club members. Go get them. Further ideas and tools for your Membership Teams to use from Rotary International may be found at this site:

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

All the foregoing said, the easy action is for Every Rotary Club member to ASK SOMEONE to join their Rotary Club and follow through with delivery of this new member.



## Taste of Fleming County Fleming County Rotary Club

The 3rd annual Taste of Fleming County was held on October 15 on the grounds of the Fleming-Mason RECC. This is one of the key fundraisers that the Rotary Club holds each year to fund our scholarships and community support. Members of the Maysville Rotary Club were in attendance to support the event. A good meal and fellowship was enjoyed, money was raised and awareness was made for World Polio Day and the service work of Rotary.



## A ROTARY NIGHT AT THE OPERA

Rotary Club of Lexington

Peggy Trafton, Executive Director

“Opera is when a tenor and a baritone want to make love, but are prevented from doing so by a baritone.” Anonymous

This past Thursday the Rotary Club of Lexington went uptown as nearly 100 members and guests gathered at the Lexington Opera House for the UK Opera Theatre’s final dress rehearsal of the Mozart opera *The Magic Flute*. Opera aficionados and neophytes alike enjoyed drinks, hors d’oeuvres and lively conversation in the Pub before being called into the theatre and its best seats, where they were treated to presentations by honorary Rotarian and UK Opera Theatre and Executive Producer Everett McCorvey and many others responsible for the multi-discipline performance about to unfold. McCorvey highlighted the fact that graduates from UK can be seen in opera companies throughout the nation, including the prestigious Metropolitan Opera.

Our Night at the Opera was a clear success for our Club’s Fifth Thursday initiative, which involves getting us away from our traditional lunch meeting and out into the community for a special evening of fellowship, adventure and perhaps even something new. Like opera!



## Fleming County Rotary Club Shares

The Fleming County Rotary Club promotes World Polio Day on October 24. We utilized the promotional items from Rotary International on our social media in the weeks leading up to October 24th to inform the public of the accomplishments toward the eradication of polio but also the need to finish the job. We shared this information at our Taste of Fleming County fundraising event held on October 15. Fleming County Judge Executive signed a proclamation naming October 24th as World Polio Day in Fleming County and made the presentation at our Rotary club meeting. Articles and photographs were submitted to both local newspapers to share the information. 100% of the members of the Fleming County Rotary Club contributed to PolioPlus financially to complete the eradication of polio.





## Russel Rotary Club Shares Earl Twinam, Club President



Induction of our newest member John Morton. The Induction Ceremony was conducted by Rotarian Ron Lewis.



Members of the Russell Rotary Club presented Dictionaries to the 3rd Graders at Russell-McDowell School.



Russell Rotary Club President Scott Hill presenting a donation check for Mammograms to Doretha Pridemore, Supervisor of the Breast Care Center at King's Daughters Medical Center.



## Richmond Rotary Club Shares Judy Flavell, Club President

Richmond Rotary is busy as usual. We had a field trip meeting to Baldwin Farms in Madison County and welcomed new member Pastor Patrick Messer from Richmond's First Christian Church. The club is busy planning its 100th anniversary celebration which is on November 19th. Thanks to President Judy and all club members for all their hard work. And yes it was cold.





## Richmond Rotary Club Shares Judy Flavell, Club President



Luthier and musician Scott James, being pinned by his wife Katie, is a new member of Richmond Rotary Club, sponsored by Rusty Rechenbach.



PDG Ron Coffman, sponsor, pins Richmond Rotary Club's newest member Patrick Messer, pastor at First Christian Church of Richmond.



President Judy Flavell pins new Richmond Rotary Club member Chad Aldridge, Business Development Officer at First Southern National Bank. Chad's membership is sponsored by David Ward.

## Rotary Club of Kenton County Shares Noelle H. Grimes, Social Media Representative

### ***Rotary Club of Kenton County, Club 3764***

September and October were extremely busy for the Rotary Club of Kenton County. We ended September with a hands-on Pack Day at Go Pantry as well as participating in the Erlanger Summer Sendoff Festival with a Rotary Information Booth.



We kicked off October with our first Go Pantry delivery to our adopted school, Miles Elementary. Boxes loaded with weekend food bags were delivered at the beginning of the month for the school to hand out every Friday. Each bag provides food and snacks for one child for the weekend. This is an ongoing project throughout the school year.



We confirmed that our most recent fundraiser, "Music In The Vines", netted our club over \$1500 to put toward local projects. With no sponsor, we were thrilled with the amount raised and the opportunity the event gave us to educate our community about Rotary. We also received notification that we were awarded one of the District Grants to allow us to help fund and provide hands on assistance to Milestones, Inc, a local therapeutic riding facility.

Our next fundraiser, a 1920s inspired Murder Mystery Dinner, will be on February 11. Tickets will go on sale December 1. More on that in the next newsletter....





# ***SAVE THE DATES***

**District 6740**

**Virtual Rotary Leadership Institute**

**January 28 & February 4, 2023**

**8:00 AM - 11:30 AM**

**On ZOOM**



# Meet the District Leadership Team

## DISTRICT GOVERNOR (DG)

Seema Sachdeva

Term: 2022-2023

## DISTRICT GOVERNOR-ELECT (DGE)

Mrs. Jeanne Williamson Clark (Jeanne)

Term: 2022-2023

## DISTRICT FINANCE CHAIR\*

PDG John R. Hutchings IV (John)

Term: 2022-2023

## DISTRICT MEMBERSHIP CHAIR\* (3-YEAR TERM)

PDG C. Dale Elifrits (Dale)

Term: 2020-2023

## DISTRICT ROTARY FOUNDATION CHAIR (DRFC)\* (3-YEAR TERM)

PDG Rakesh Sachdeva

Term: 2021-2023

## DISTRICT ROTARY PUBLIC IMAGE CHAIR\*

AG Gilmer Davis Fauber Jr.

Term: 2022-2023

## DISTRICT TRAINER\*

Martha C. Riddell and Judy Worth

Term: 2022-2023

## DISTRICT ALUMNI CHAIR

PDG James Glass

Term: 2022-2023

## DISTRICT CONFERENCE CHAIR

PDG Rakesh Sachdeva

Term: 2022-2023

## DISTRICT DIVERSITY, EQUITY AND INCLUSION CHAIR (3-YEAR TERM)

AG William H. Wilson

Term: 2022-2025

## DISTRICT ENDOWMENT/MAJOR GIFTS SUBCOMMITTEE CHAIR

PDG Keith Key

Term: 2022-2023

## DISTRICT GRANTS SUBCOMMITTEE CHAIR

PDG Kathryn Hardman

Term: 2022-2023

## DISTRICT INTERACT CHAIR

Joanna Foley

Term: 2022-2023

## DISTRICT NEW CLUB DEVELOPMENT CHAIR

Patton R. Hart

Term: 2022-2023

## DISTRICT NEW GENERATIONS SERVICE EXCHANGE CHAIR

Martha C. Riddell

Term: 2022-2023

## DISTRICT PAUL HARRIS SOCIETY COORDINATOR

PDG Keith Key

Term: 2022-2023

## DISTRICT POLIOPLUS SUBCOMMITTEE CHAIR

PDG Rakesh Sachdeva

Term: 2022-2023

## DISTRICT RI CONVENTION PROMOTION CHAIR

PDG James Glass

Term: 2022-2023

## DISTRICT ROTARACT CHAIR

AG David C. O'Meara

Term: 2022-2023

## DISTRICT RYLA CHAIR

Christopher Hickey and PDG Dean Hammond

Term: 2022-2023

## DISTRICT YOUTH EXCHANGE CHAIR

Mr. Arnold Taylor

Term: 2022-2023

## DISTRICT YOUTH PROTECTION OFFICER

Mr. Arnold Taylor

Term: 2022-2023



**IMAGINE  
ROTARY**