

Midland Rotary News

Founded in 1920 by 26 charter members on a mission to make lasting change

March 2022



PRESIDENT'S MESSAGE



Happy March, Rotary family!

While I don't think we're out of the woods for another blast of winter, spring IS just around the corner! Imagine my surprise when I opened the door to let my dog out this morning and heard the beautiful sound of birds singing - love it!

I personally am looking forward to what March will bring. As we heard at our meeting last week, the COVID cases are decreasing and the mask advisory has been lifted. I am noticing our attendance rising at meetings and more guests arriving each week to see what Rotary is all about. To everyone who has brought a guest to a meeting, thank YOU! I encourage you to reach back out to them (and bring them again!). To those who have yet to bring a guest, I encourage you to think of someone that would be a great Rotarian. We have some great programs coming up in March, so check those out on page 2 to see what speaks to you and your invited guest.

by Dallas Rau



March's theme is Water and Sanitation and we have a fantastic article from our Water and Sanitation District Chair, Andreas Teich on page 6. Our club has been in partnership with other clubs in an effort to assist those around the world, specifically the Dominican Republic and Muko, Uganda. Rotary International says, "When people have access to clean water and sanitation, waterborne diseases decrease, children stay healthier and attend school more regularly, and mothers can spend less time carrying water and more time helping their families.". For more information on this topic, please visit <https://www.rotary.org/en/our-causes/providing-clean-water>.

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PAUL HARRIS FELLOW RECIPIENTS

Sharon Mortensen +3
 Reva Curry +2
 Jon Lynch
 Michael J. Flint
 Kathy McCreedy (non-member)
 Judy Timmons (non-member)
 Steve Wilde +8
 Jeanne Lound Schaller +2
 Gail Hoffman +2
 Tim Dyste +2
 Kate Hessling
 Sam McKenzie
 Jeanne Schaller +1
 Dr. Jim Bakeman +6

MAJOR DONOR

Dr. Tom Lane
 Jim Brozzo

ROTARY CLUB OF MIDLAND LINKS

Facebook

<https://www.facebook.com/MidlandNoonRotaryClub/>

Instagram:

<https://www.instagram.com/midlandminoonrotary/>

Twitter

<https://twitter.com/MidNoonRotary>

Official logos/Rotary Global Rewards:

<http://midlandrotaryclub.org>

Club Website

<https://www.midlandrotaryclub.org>

UPCOMING MEETINGS OF INTEREST

March 3

Focus on Youth

March 10

Wellbeing through Community

March 17

Creation Coffee

March 24

SVSU

March 31

Sanford Mural Project

April 7

Uganda Global Grant Update

April 14

Rotary Centennial +2 Bday Celebration

April 21

Energy Policy

April 28

Michigan Made Advanced Athletics

April 29-30

District Conference, Park Place Hotel, Traverse City

May 5

Update from the City of Midland

Our membership goal: 200

YOU CAN EASILY VIEW NEW MEMBER APPLICATIONS ONLINE BY FOLLOWING THE EASY STEPS BELOW!

Rotary Engagement Via E-Resources

Midland Rotary Club's Website: <http://midlandrotaryclub.org>

From our Club's website, you have two options:

1. My Rotary (RI): Click for access to tools, information, and resources OR to make online donations.
2. DACdb: Click on Member Login, <https://www.dacdb.com>, Login, My CLUB Shortcuts, Club Members icon to see our Club Officers, members' contact information, your profile, and your Club membership.

To view New Member Applications:

- Follow the DACdb steps above and click on Club Files instead of Club Members icon
- Click on Secure Files and scroll down to see apps.
- Click on Nomination Forms

Annual club dues announcement

The Board of Directors recently voted to continue financial assistance for annual club dues in light of the continued disruption caused by the COVID-19 pandemic with the remaining funds that were donated in 2020-2021 to members that may have difficulty paying their dues for the 2021-2022 fiscal year. Requests for assistance must be received to club Treasurer, Kellie Bos (kellie.bos@ahpplc.com). As originally designated in the 2020- 2021 plan, any remaining monies will be sent to Rotary International at year's end.



SERVE TO CHANGE LIVES

Meet our newest members!

February



Stephanie Davis

Sponsored by Dallas Rau
President of the Greater
Michigan Construction
Academy



Bob Brentin

Sponsored by Christian
Velasquez
Marketing Consultant



Jeff DeHaven

Sponsored by Amanda
Oster and Jennifer West
President/CEO of Digital
Mitten



Sara Eastman

(Returning Member)
Sponsored by Herb Scogg
Legal Attorney

January



Krista Blaser

Sponsored by Kate Hessling
President/Co-Founder, Coach
Crabb Community Charities,
Applied Training Solutions
LLC



Jeremy Rau

Sponsored by Dallas Rau
Senior Field Leader of
Capital Projects for Gas
Transmission Operations,
Consumers Energy



Who will you bring?

Rotary International President, Shekhar Mehta has challenged Rotary Districts and Clubs to increase membership to 1.3 million by July 1, 2022 through his Each One, Bring One initiative, which asks every member to bring one person to join Rotary within the next 17 months.



We're social!

Facebook:

<https://www.facebook.com/MidlandNoonRotaryClub/>

Instagram:

[Midlandnoonrotaryclub](https://www.instagram.com/midlandnoonrotaryclub)

Twitter: @NoonRotary



Midland Noon Rotary Club

@MidlandNoonRotaryClub · Nonprofit organization

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Midland Noon Rotary Club

7 Tweets



SERVICE ABOVE SELF

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@NoonRotary

President, continued...

At the end of this month, we will be ¾ of the way through this Rotary year (which is REALLY hard to believe!), but we still have much to look forward to - and accomplish! We still have a lofty goal of 200 members (currently at 176, so I need your help!), 18 members to attend the District Conference (check out page 7 to register!), Grove Park spring clean-up, our club's Centennial (+2) birthday celebration, and Midland Blooms - to name a few! Ronald Reagan said, "By working together, pooling our resources and building on our strengths, we can accomplish great things.", which reminds me of the strength and versatility within our club. I am so grateful for all of you and what you bring to the table. I can't wait to see what we accomplish over the next four months.

Yours in Rotary Service,

Dallas Rau

March is Water and Sanitation month

By: Andreas Teich, Water and Sanitation District Chair

During the course of my daily activities, I never think about access to water, the quality of the water that flows from my tap or where I will go to the bathroom. For most people living in North America or much of the developed world, this is the case. We take clean water and access to water and toilets for granted. On occasion, natural disasters or human errors make us aware of the water. But, these are typically temporary inconveniences rather than permanent realities.

In many parts of the world, clean water, proper sanitation, and good hygiene are not a given. That leads to increased disease levels and prevents communities from experiencing life to its fullest. When the Bill & Melinda Gates Foundation joined the fight to eradicate polio, they stressed the importance of focusing on the source of the disease and not just the disease itself.

Providing clean water is one of the seven areas of focus for Rotary International. Based on the notion that clean water, sanitation, and hygiene education are basic necessities for a healthy environment and a productive life, Rotary clubs around the world work to make that happen. We know that when people have access to clean water and sanitation, waterborne diseases decrease, children stay healthier and attend school more regularly, and mothers can spend less time carrying water and more time helping their families. Through water, sanitation, and hygiene (WASH) programs, Rotary's people of action mobilize resources, form partnerships, and invest in infrastructure and training that yield long-term change.

Here are a few examples of such projects.

- In Lebanon, the country's 24 Rotary clubs came together with the government, World Vision, Unicef and the Red Cross to create programs which deliver clean water to every public school in the country.
- In Madan, India, Rotary clubs partnered with a local organization to install a rainwater harvesting and distribution center for 4000 people.
- Rotary clubs in Guatemala improved conditions for as many as 1793 children in 10 schools in Escuintla by providing toilets, washing stations, water tanks and handwashing training.
- A dozen Rotary clubs collaborated with local partners to establish a water supply and delivery system for 1500 people in the village of Kigogo, Tanzania. They also taught the community how to maintain the system and practice good water hygiene.

For the past dozen years, our district has worked with clubs in the Dominican Republic to bring WASH projects to fruition in the communities in that nation. Slowly but surely, our efforts bring clean water and healthy lives to individuals in that place. Two more grants are in development with the hope that someday, all citizens of the Dominican Republic along with citizens of every nation will think about water and sanitation as little as we do.

(For more information about Rotary and clean water, visit <https://www.rotary.org/en/our-causes/providing-clean-water>.)



Register today for District Conference

There is still time to register! Registration has been extended to March 31st.

Events to include Flashbacks performance; breakout sessions; shopping; and keynote address

Rotarians, we would like to invite you to attend our annual District Conference on April 29-30 at the Park Place Hotel in beautiful Traverse City. Friday night will feature the musical talents of the Flashbacks, a six-piece band featuring some Rotarians from the Pigeon club.

After breakfast on Saturday, we'll conduct our annual District Business Meeting, at which time Rotarians who have passed away during the past year will be honored. There will be breakout sessions to expand your knowledge of Rotary, technology and our environment. On Saturday afternoon, we'll explore the many businesses in the Traverse City area, many of which will offer a Rotary discount. Our conference team suggests a tour of the Traverse City Commons, Fustini's, Traverse City Whiskey, or Wine Tasting on the Mission Peninsula.

Saturday evening's final banquet will bring us our very special Keynote speaker, Retired U.S. Army Staff Sgt. Travis Mills, a recalibrated warrior. You will not want to miss his powerful story of courage and perseverance.

Don't delay and make your reservations for the conference and hotel accommodations today!!! Register online at <https://rotary6310.myeventscenter.com/event/Rotary-District-6310-Annual-Conference-2022-57580>

“Whatever Rotary may mean to us, to the world it will be known by the results it achieves.”

Paul Harris, Rotary Founder



March 14 is scholarship deadline

The Midland Rotary Foundation Scholarship Committee is currently accepting applications through March 14, 2022. The committee awards six scholarships annually from funds that were established by families of late club members. Scholarship applications can be viewed here: <https://www.midlandrotaryclub.org/grants-awards>

The William Dixon Scholarship offers three awards of \$1,200 each. The Herbert H. Hardy Scholarship features two awards of \$2,500 each. The C.A. Campbell Scholarship offers one award of \$1,300

If you have further questions on these scholarships, please email midlandnoonrotary@gmail.com. In addition, you can find other scholarship opportunities at Midland Area Community Foundation by visiting midlandfoundation.org/scholarships.

Heads up: Polio Plus Society is growing!

The POLIO PLUS SOCIETY is growing! Join the PPS and commit to at least a \$100 donation annually to the Rotary International Foundation Polio Plus Fund until Polio is eradicated from the world. Fill out the Polio Plus Society Commitment form and submit it to your Club Foundation Chair or your Club President. To make your donation, go to MY ROTARY and donate online, or submit a check with your commitment form made payable to Rotary International Foundation. Either way, indicate you are selecting the Polio Plus Fund! The form can be found by clicking [HERE](#).

Q&A: Recruiting, retaining and engaging our members

By Gail Hoffman, Amanda Oster and Tom Lane

Q: How many members do we currently have?

A: It depends on how you count.

There are three categories of membership: (1) Active, (2) Active-R85, and (3) Honorary. (R85 is age + years in Rotary. A minimum of 20 years in the club is required. The total of age plus years in Rotary must be equal to or greater than 85.)

With that said, we have 158 active members and 20 active-R85 members, for a total of 178 members recognized by Rotary International. We have seven honorary members, which takes our total to 185. Our membership goal for the Rotary Year 2021-22 is 200.

Q: How many members have we lost over the past year?

A: On the surface, one might be tempted to say little has changed in the Midland Noon Rotary Club over the last five or even more years. Yes, it is true that our membership numbers are fairly constant in the mid to upper 170s. The ratio of women-to-men and even the relative age distribution in the Club has remained, well, unremarkable. Even who we are in our broad classifications has not changed very much. However, if the truth were to be told, there has been tremendous change in the Club over the last 13 years.

Over the last 13 calendar-year period, the Club has lost (terminated) 229 members! Our membership bucket is leaking, on average, 18 members per year. That means we need to add at least 18 new members a year to maintain our current membership. Over the last five calendar-year period, the Club lost a total of 110 members. Five members left the Club before completing one year of service. Of those leaving the Club during this period, 36% had fewer than two years of service; and 46% had fewer than three years of service to Rotary. We need a retention strategy, and we need to know what folks were looking for when they joined.

In 2022, the Club tried to better understand some of the reasons members left the Club. During the period 2009-2021, the reasons that members gave (most frequent to least) were business obligations (28%), relocation (24%), personal/health (12%), attendance (10%), death (7%), joining a new club (5%), other (5%), non-payment (4%), and family obligations (4%). Attendance is no longer an excuse, as we dropped that requirement several years ago.

Looking at only the last five years (2017-21), the reasons that members gave (most frequent to least) did not change much: business obligations (26%), relocation (23%), personal/health (12%), attendance (1%), death (8%), joining a new club (9%), other (8%), non-payment (11%), and family obligations (2%). The most notable change during these last five years was termination due to non-payment of membership dues.

There is a lot more going on in the Rotary Club of Midland than meets the eye. Hats off to the Club leadership for making it look effortless and steady as she goes.

Q&A continued on next page

[Recruiting and retention Q&A continued from Page 9](#)

Q: What are some ways the club has increased membership in the past? Are there certain things we know help bring in new members, something as easily as making sure to bring guests with us each week to expose as many newcomers as possible to our awesome club?

A: The single best way to increase our membership is by word of mouth and inviting those in our community that you think would be interested and/or make a great Rotarian.

We would like our club to try to "see" our red badge members at meetings, sit by them, make them feel welcome, learn about them and maybe answer any questions they may have. Making them feel welcome and part of our Rotary family will help retain them as well. It's easy to get caught up in sitting with the same group each week, but we encourage our members to switch it up sometimes. We also will be holding a social event likely in May. We usually ask people to bring a guest for these events, which are a fun way for prospective members to get their foot in the door.

Engagement is key, though, so let's keep our eyes out for future Rotarians and our newer members so we can help them stay a member and feel welcome.

Q: What are some other ideas to help retain new members and make them feel welcome to our club suggested by our Board and recorded by Jonathan Laundra, 2020 interim chair?

1. Have a new member breakfast on a routine basis. Explain what the Rotary committees do and see where new members would like to help. Invite the sponsors to the new member breakfasts.
2. Update the Rotary Application and instead of areas of interest add the available committees. This will educate new members on what committees are out there and encourage new members to get involved on a committee sooner.
3. Have a focus group of new members to gather information about their expectations.
4. Have the sponsor check in at 3-, 6-, 9- and 12-month intervals with the new member. We need to set up a process to train sponsors of what is expected of them. Sponsors should be checking in with their new members to help them understand Rotary and to check in if they haven't attended Rotary to see if they can help.
5. Have a mentor for each new member in addition to their sponsor. Ultimately, this is the sponsor's responsibility. Also, work with Stewards of Rotary to have them engage with the new members.
6. Have a loop of new member pictures up on the screen before Rotary starts each week so their faces and names become familiar.
7. Have all Red Badge members stand up at each meeting. Introduce each of them at every meeting so people start to associate the name with the face.
8. Reach out to members who haven't attended Rotary in a while to say, "We care, noticed you've not been here in awhile, can we help? This is what we have coming the next few weeks in our Rotary meetings."
9. Send a weekly e-mail every Friday to tell members what the next week's program is. Keep it simple.
10. Consider new forms of membership; e.g., young professionals, associate membership, family membership, retiree membership, etc.
11. Look to young professional groups for potential new members for our Club.
12. Explain the expectations of a new member when she/he joins Rotary.
13. Get new members more active sooner. Look for ways get them involved. New member breakfast/lunch will help to let them know what more they can do.

MRF grant application deadline is April 1

By Tim Dyste

The spring grant application deadline for your Midland Rotary Foundation is April 1. Applications require a Rotarian sponsor. Please consider sponsoring an application from a worthy local organization. Applications can be found here. (<https://bit.ly/35qqy9a>)

The Midland Rotary Foundation (MRF) is a separate 501(c)(3) charitable corporation established in 1977 so that Rotarians could make tax-deductible contributions that would benefit the Midland area community. The current investment balance is a little over \$1 million and allows the MRF to donate \$35,000 to \$40,000 in scholarships and grants each year, mostly benefiting disadvantaged youth. MRF has its own bylaws and an 11-member Board of Directors (drawn from the Midland Noon Rotary Club.)

Most of our grants focus on projects benefitting disadvantaged youth. Applications are available on our club's website. We avoid funding organizations' ongoing operating budgets. The scholarship program is managed by a separate scholarship committee headed by Carol Feider.

Foundation project-specific grants for 2021 went to these projects:

- \$4,000 to King's Daughters and Sons of Midland, Inc. to support Community Closet which provides new clothing for school children K-12.
- \$3,500 to Family & Children's Services to provide assistance with the cost of supplies needed as part of their COVID-19 re-opening plan.
- \$5,000 to Midland Area Community Foundation/Kiwassee Kiwanis Foundation to support the Midland Public School's purchase of Chromebooks that were lost or destroyed by flooding from the 2020 mid-Michigan dam failures.
- \$5,000 to Midland Kids First to purchase items that reduce physical, psychological and emotional stress experienced by court youth who have suffered trauma.
- \$150 to Mid-Michigan Community Action – Early Head Start to support an event.
- \$3,000 to Caregiving Network, Inc. to support the after-school mentoring program for children in the Grove Park neighborhood helping to create a new computer lab.

You are encouraged to contribute both to the Midland Rotary Foundation and the Rotary International Foundation as a part of our current 2021-22 Rotary Foundation Fundraising Challenge.