



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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“Where to from here?”

Article by PDG Noel Trevaskis, Rotary Coordinator



A lot of Rotarians have seen the Membership Plan for Australia, New Zealand and the South Pacific Islands which has been presented at various PETS and District Assemblies across the Zone over the last few months. The goal of the Membership Development Committee is to have a minimum growth of 3% of our membership per year for at least the next three years this target fits in with the overall target set by Rotary International.

It is all very well to have a plan but it needs to be presented to as wide an audience as possible for us to have any chance of achieving our goal. The Membership Development Committee will continue to roll out the plan to clubs and districts over the next few months.

District Membership Chairs and members of Membership Committees, Assistant Governors, and District Trainers will all have the opportunity to be trained on the plan. Club members will also be able to participate in those sessions. The committee will be organising Webinars on membership later in the year for Rotarians to be able to participate in.

The Membership Development plan has the support and commitment of RI Director John Boag, and all of the District Governors, District Governors Elect and District Governor Nominees. It is that type of support that will help us achieve our target.

Some clubs and members may feel overwhelmed when they hear of the 3% target; I want to put that into perspective so that people can see that it isn't such a daunting task.

If your club has 30 members it means your membership in the next twelve months will increase to 31, fifty members will have 52 members. Clubs will need to replace any members who leave their club plus gain the extra members required to give it a net gain of 3%. Retention of our current membership will be critical if we want to achieve our target.

If each club were to form their club into teams of three members with each team given the goal of bringing in a minimum of one new member each year the target would be easily achieved. A club of thirty members, ten teams of three, each team brings in a minimum of one new member, result ten new members!

I believe it is practical for every club to form their club into teams of three. If every team brought in a minimum of one new member each year our membership problems would be solved. However our clubs need to be “right” for the new members. I cannot emphasise how critical it is for our clubs to be “right”. Well run, organised, involved in the community, locally and internationally, welcoming and friendly to all people. Clubs need to have all their members involved in the club and involved in Rotary. All clubs need to make sure that they retain their current members; they need to look after all of their members. Members need to feel needed and they need to be involved, if they feel needed and if they are involved they will stay, Rotary has to be fun for them! If people are having fun in a club they will stay, fun is infectious and will contribute to the life of your club.

So, where to from here? For the Membership Development plan to be successful we need every Rotarian and every club involved in helping gain new members and helping to keep our membership. Club Presidents and Presidents Elect have to drive membership in their club without their support and commitment it won't happen.

“UMMM?”

Article posted September, 2012 on <http://zone34retentioncentral.blogspot.com/>

Article by Jim Henry, PDG D6960. Email: jrhjr@jimhenrybooks.com

President, Rotary Club of Sarasota, 1988-89; 2011-12. Rotary Leadership Institute – Sunshine Division Chairman Emeritus.

Rotarian of the Decade, D-6960 2001-2010. Recipient 2011 R.I. Service above Self Award.

Rotary Foundation Major Donor and Bequest Society Members.

Regional Rotary International Membership Coordinator, Zone 34, 2008-10. Rotary Coordinator, Zone 34, 2010-11.

Rotary International North American Regional Membership Development & Retention Committee.



During the research phase, Siegel+Gale, the company guiding Rotary International through its rebranding initiative, asked, “What is Rotary?”

The number one response from Rotarians... including some senior leaders...was “Ummm.” An audible pause ... a hesitance.

This underscores the importance of being able to quickly and consistently portray what “Rotary” is, not only in our personal relations but in public information, at the International Assembly and the Coordinators, Presidents-Elect, and Governors-Elect Training Seminars. Clearly we have been talking to ourselves too long because we know what Rotary is. It is us! But how do we capture the attention of our target audiences – local business, professional, and community leaders? How do, or can, we measure our success? Perhaps a critical look from a slightly different point of view will help us grasp what Rotary is and alter the “Ummm.”

In North America, what we Rotarians do is not much different than what other ‘service’ clubs or charitable organizations do. In fact, many do a great deal more of what we do than we do. So what we do is really not a point that would consistently attract or hold the attention of potential members. Now some Rotarians are going to pounce on me waving the polio eradication flag. I welcome the pounce, but keep reading – we’ll come to that.

Is how we Rotarians do what we do significant? Not really. What we do doesn’t take any heavy equipment or complicated technology. It does take some personal interest and special attributes that commonly reside in our select target audiences. Virtually all organizations similar to Rotary have charitable foundations that support what they do. Even more *are* charitable organizations that our target audiences could support without having to join a local club or chapter.

If there is no difference in what we do or how we do it, what about why we do it? What is it that keeps us in Rotary; that attracts others to Rotary? Why does RI and its network of autonomous local Rotary clubs exist? Why should local business, professional, and community leaders join and stay in local clubs? The answers lay in Who Rotarians Are (or should be).

Rotarians blend commerce and causes because we believe that both improve our community and the world. Rotary International’s 34,000+ member clubs are local networks of each area’s commercial and community leaders whose goal is simply to make their local area a better place to live. That’s an uncomplicated generalization of who we are and why we stay engaged doing what we do.

WHY HAS ROTARY’S INVOLVEMENT IN POLIO ERADICATION BEEN SO EFFECTIVE?

Historically, various national and international health organizations have attempted to eradicate polio for almost a century. So why has Rotary’s involvement proven to be the catalyst that has brought the world so close to virtually eliminating polio? The polio eradication web site <http://www.polioeradication.org/> says, “Through its PolioPlus programme, established in 1985, Rotary was the first to have the vision of a polio-free world. Rotary’s primary responsibilities include fundraising, advocacy, and volunteer recruitment. More than one million Rotary members have volunteered their time and personal resources to polio eradication. Rotary members also provide valuable field support during National Immunization Days through social mobilization and by administering the oral polio vaccine to children.”

Did someone at RI direct local Rotarians throughout the world on what to do and how to do it? Could this vision have been accomplished without Rotary International’s thousands of member clubs scattered in villages, towns, and cities throughout the world, each populated by local, trusted, and influential business, professional, and community leaders? The answer to both questions is an emphatic **NO!** So what solidified the cooperation of millions of independent commercial and community leaders of various ethnicities, religious orders, economic systems, and political structures? It was a dream, their dream, of having a polio free village, town, city, and country.

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It was their dream that spurred them to use their resources and their leadership skills to influence local and national political, religious, and tribal leaders to commit to freeing their children from the scourge of polio.

This accomplishment is changing the world. For twenty-seven years, millions of Rotarians have banded together and, even after ridding their own country of polio, expended personal time, resources, and influence to sustain the cause. That alone is worthy of the Nobel Peace Prize. But why these local groups of commercial and community leaders undertook this almost insurmountable effort was the core to its success. They did it simply to make their own village, town, city, country, and the world a better and safer place to live.

It is not difficult to measure what an organization does or explain and demonstrate how it does what it does. The most difficult fundamental to explain and measure is **Why** organizations do what they do. For example, in the polio eradication effort, what has been done is constantly measured and publicized. How it has been accomplished is vividly portrayed in thousands of photos, videos, and personal stories. But how can we verbalize, portray, or measure polio eradication's **Why** factor? That's not so easy.

Can we verbalize or measure **Why** we remain engaged in our clubs? The *Ummm* demonstrates that verbalization is difficult, but, believe it or not, it's actually easy to measure the **Why** factor. How? **The Retention and Growth (RG) Index** (*Measuring Club Effectiveness* <http://zone34retentioncentral.blogspot.com/2012/08/how-is-it-possible-to-measure-effective.html>). Its simplicity is probably why this measure has evaded us for decades. The Retention portion is an indication of how many members are actively engaged in their club. And we all know that engaged commercial and community leaders will naturally attract others, which the Growth portion indicates.

As the "*Ummm*" demonstrates and most Rotarians have experienced, **Why** we do what we do is not so easy to explain probably because Rotarians exist in over 34,000 different social fabrics.

Personally, when someone asks me what is Rotary, I respond with something like, "*Rotary is a network of active or retired business, professional, and community leaders dedicated to making Sarasota a better place to live.*" If the person asking is an active or retired commercial or community leader – our external target audience – this response, in well over 90% of the cases, stimulates additional conversation.

That's my *Ummm*. What's yours?

ROTARY CLUBS DO NOT MAKE COMMUNITIES - ROTARY CLUBS MAKE COMMUNITIES BETTER.

"Some of the benefits of being a Rotarian"

Article supplied by ARC PDG Ross Skinner

Here is a selection of statements from Rotarians around the world that will help clarify for us why we want to maximise the opportunities that being a Rotarian offers.



- *"Being a Rotarian means serving your community, networking, making friends, and building international relationships."*
- *"Rotary creates the perfect venue for me to give back to the community I live in while enjoying the camaraderie of positive and active individuals."*
- *"Rotary provides an environment for developing strong friendships and business relationships."*
- *"A week doesn't go by that I don't learn something new from the speaker at our club or just from working on projects with people. It's an opportunity to grow indefinitely."*
- *"Leadership is a key focus of Rotary. Through Rotary, you have the opportunity to expand your leadership skills and achieve your goals."*
- *"Every Rotary club in the world, no matter how big or small, has one thing in common: friendship; and it's from this base of friendship that we serve our community."*
- *"If you truly want to give back to the community – and to the world at large – you join Rotary. It has an arm that reaches across all barriers. To be part of that is very powerful."*

“Our ‘Top 10’ Membership Development Resources”

Article supplied by ARC PDG Jessie Harman

This is our (ARC PDG Jessie Harman and RC PDG Noel Trevaskis) ‘Top 10’ list, and our views do not necessarily reflect the views of others in Rotary International. If you think we’ve missed an important membership development resource email us at: j.harman@ballarat.edu.au



PDG J. Harman



PDG N. Trevaskis

1. ‘Rotary Basics’

This colourful, 8 page ‘glossy’ brochure, produced by RI, outlines Rotary and its many projects. Great for prospective and new members. It also comes in a snappy multi-media version, just perfect as a link on a club website. All versions are available for purchase and free download from RI website.

Visit: <http://www.rotary.org/en/MediaAndNews/MorePublications/MostRequested/Pages/ridefault.aspx>

2. ‘Membership Development Resource Guide’

Despite its 40 pages, this is an easy to read guide for clubs wishing to get serious about membership development and growth. It’s ideally suited for Presidents, Boards and Membership Chairs/Directors who are responsible for membership strategy. Available for free download from the RI website: http://www.rotary.org/RIdocuments/en_pdf/417en.pdf

3. ‘Club Assessment Tools’

Not sure how your club is travelling? RI’s Club Assessment Tools are a great starting point, and a companion to the ‘Membership Development Resource Guide’. The tools provide ‘survey like’ resources which clubs can use and adapt to assess things like member satisfaction, club diversity and classification diversity. It even contains an exit surveys for resigning members. Again, great for use by Presidents, Boards and Membership Chairs – at club or even district level. Available for purchase or free download from: http://www.rotary.org/RIdocuments/en_pdf/club_assessment_tools_en.pdf

4. ‘Membership resources for Rotary clubs and districts’

This one is actually a webpage – a ‘one stop shop’ for all RI’s membership materials. So if you’re not sure what you’re looking for, this is a great place to start. It also has fantastic, up to date membership data – just perfect as a filler in a club bulletin! Find the site at:

<http://www.rotary.org/en/members/generalinformation/membershipresources/pages/ridefault.aspx>

5. ‘101 strategies for recruiting and retaining members’

This little classic contains 101 tried and true techniques for recruiting and retaining members. It was written by Rotarians in District 9780 Australia, and is a great place to go when you’ve just run out of ideas, or you think you’ve tried everything. The PDF version is available free from the Rotary9780 website, on the page ‘Membership and Development’: <http://www.rotary9780.org/>

6. ‘Empower your Rotary Club with RI Resources for Membership Development

We might be cheating a bit here – this one’s really a quick and easy summary of all the RI publications and resources for membership and club development. It lists the resources, price and availability – and covers everything you could want from attracting new members, to retention, to revitalising your club, to great Rotary projects. Definitely worth a look:

http://www.rotary.org/RIdocuments/en_pdf/membership_resource_list_en.pdf

7. ‘Rotary on the Move’

Where would we be without this little gem from Australian Rotary Co-ordinator Noel Trevaskis? The monthly newsletter is jam packed with ideas for membership development and growth, and includes great information from clubs. Subscribe direct by contacting Noel: n.trevaskis@bigpond.com

8. ‘Membership Minute’

Not to be outdone by Noel’s newsletter, RI also produces a regular membership newsletter. It’s a handy email newsletter, containing membership development ideas, tips and tools. It regularly features the latest Rotary research, strategies to attract prospective memberships, and tips to retain existing members. It provides a great international perspective on Rotary. Subscribe via ‘Member Access’ on the RI website, and access current and past issues from:

<http://www.rotary.org/en/Members/GeneralInformation/MembershipResources/Pages/MembershipMinute.aspx>

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9. 'ABCs of Rotary'

This brochure, available from RI's shop online, is a compilation of short, easy to read and informative articles about Rotary history and projects. Particularly suitable for prospective and new members, or even the older members! Order and purchase from: <http://shop.rotary.org/Membership-Development-Shop-by-Category/b/2314901011?ie=UTF8&title=Membership+Development>

10. Rotary Video Magazine

This one is a little different, but a perfect filler for meetings, conferences and other events. Rotary Video Magazine contains short, professionally produced, video presentations about a host of Rotary projects across all areas of service. Great to introduce new and existing members to the amazing impact of Rotary across the world. View and download now from: <http://www.rotary.org/en/mediaandnews/multimedia/rvmvideomagazine/pages/ridefault.aspx>

"A Year On"

Article supplied by 9650 PDG Laurie Barber and RC of Port Macquarie PP Glenda Barber

Please refer to "Rotary on the Move" issue Feb 2012, page 2 and issue May 202, page 5.

A year on, several people have asked how many of the 19 people who became members of the Rotary Club of Port Macquarie last year have remained Rotarians.

The question has been asked by Rotarians and non-Rotarians. A common comment has been along the lines of "yes, but how long will you keep them?"

The response has been along the lines of "you can't keep them until you get them".

The Port Macquarie club, with Glenda Barber at the helm, formed two committees – a membership growth committee and a membership retention committee. Members of those committees were carefully chosen.

The year started with 34 members and at the end of the year the membership was 50.

The president tried to make each person feel welcomed as an individual. Birthday cards were given out, as were Christmas cards, survey forms were given to new members asking how they were adapting to life in Rotary and some changes were made to meeting procedures. These changes included a new grace and new toasts (to Australia and to Rotary International).

Even now, the immediate past president sends those new members a note of encouragement and congratulations after their 12 months anniversary and all, or at least most of them, have expressed thanks for the gesture.

The new president, incidentally, has seen the induction of eight new members so far this year.

And how many of the 19 are no longer members of the Rotary Club of Port Macquarie?

The number is four – not all lost to Rotary, by the way. Another five are members of the board this year and one will be the president in the next Rotary year.

- One of the four moved to Brisbane and the club doesn't know whether she joined Rotary or not.
- A second found membership difficult because he was working in Sydney most Wednesday nights.
- Another found Wednesday nights difficult and moved to another Rotary club which meets on a different night.
- A fourth, a builder who had to travel through the bush more than half an hour to attend Rotary, resigned but still participates in Rotary activities, including a Rotary working trip to Tanna Island in Vanuatu and heading a work team at Rotary Park. He will work soon on Rotary Lodge.

The new members have put new life into the Rotary Club of Port Macquarie and have contributed positively to the club.

The club's membership growth success has been by the old-fashioned method – inviting people to join instead of talking about the problems with finding new members.

“Shifting Membership Development into Drive”

Originally posted August, 2009, second Posting April, 2012 on <http://zone34retentioncentral.blogspot.com/>

By Jim Henry, PDG D6960 RRIMC Zone 34, for more on Jim Henry please see page 2 of this edition.



In an earlier article, (*Rotanomics– Why the Decline of Rotary Membership in North America, April, 2009* <http://membership33-34.blogspot.com/>) the opening comment was, in part, “To pursue new and retain existing members by doing the same thing over and over again expecting different results is lunacy”.

No club or district deliberately loses members. External forces cause a low percentage of membership loss. Internal issues that are difficult to recognize and resolve cause clubs’ major losses, primarily because they tend to render the clubs ineffective at satisfying member’s needs (*Why are Effective Clubs Effective? or What Motivates Rotarians, April 2009* <http://membership33-34.blogspot.com/>).

Eager to succeed within Rotary’s one-year leadership cycle, club leaders often try quick fixes (like membership drives) which generally waste time, effort, and resources that should be used to identify and improve the clubs’ ability to satisfy present and future members’ reasons for joining.

What are these issues and how do organizations go about overcoming them? The details differ according to time and location, but they fall into these categories, usually in this order:

- (1) Lack of leadership agreement on purposes and goals.
- (2) Loss of desire and initiative to make the necessary changes.
- (3) Losing sight of the overall objective.
- (4) Failure to properly educate and communicate with all involved.

To overcome these issues, clubs (and districts) should follow these overall guidelines, each of which, in future articles, will be discussed in more detail:

1. ESTABLISH PRIORITIES. To reverse membership decline by making clubs more effective is not a one-person show; it requires the cooperation of many. To attain this cooperation, club (and district) leaders must establish priorities around which they can build a consensus. Only then can clubs become more effective in satisfying their members’ needs and further advancing the Object of Rotary.

2. CREATE A POWERFUL GUIDING COALITION. At the club level, the board is a logical place to start building a coalition, but it would be a mistake to leave out longtime or new members. The coalition’s size will vary according to club size, but improving effectiveness will fail without a dedicated and cooperative coalition. At district level, the coalition should consist of the present and future leaders and select past district governors.

3. ESTABLISH AN ATTAINABLE VISION. The coalition must establish goals that are attainable within a reasonable length of time. This will solidify the group because they will have worked together to define the objectives and, most important, will believe they are attainable.

4. CREATE A SYSTEMATIC STRATEGIC PLAN WITH SHORT-TERM, ATTAINABLE MILESTONES. Real change takes time, but the vision may become lost in the fog if the coalition does not build in short-term successes. Timely milestones with appropriate celebrations tend to keep the vision in focus while getting more and more people involved. Success breeds success.

5. COMMUNICATE. Failure to communicate is a common, costly oversight. Plan to communicate priorities and dependable, accurate, timely updates to all parties involved. For example, at the club level, if the coalition plans to reach a specified membership retention goal, the membership chairperson should periodically bring members up-to-date where the club stands relative to its goal. Districts must do the same with clubs. At all levels, communications must focus on priorities. Priorities must be headliners, not mid-page articles.



Graphic compliments of Drawing the Line St. Thomas, U.S. Virgin Islands

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6. REMOVE OBSTACLES. Obstacles will arise as any organization proceeds on their path to success. Many try to side step or ignore impediments rather than deal with them. Perhaps the most common obstacle is those who fight the winds of change. Leaders should find a way to recognize and overcome obstacles. Leaders will have to make hard decisions like asking uncooperative individuals to step aside. At the district level, do not waste time on ineffective clubs that will not change, but take care: It is much better to populate communities' effective clubs than to populate communities with ineffective clubs.

7. DO NOT DECLARE THE MISSION ACCOMPLISHED TOO SOON. This is perhaps the major reason membership drives seldom accomplish their desired goal. It is important that the club and district continue to refine priorities until the new customs and practices that have made them more effective become operational norms. Only then can the coalition declare victory.

Author's Note: For the second release, I am retaining 2009-10 PRIP John Kenney's annual theme because the future of Rotary may very well be in our hands.



“Attracting New Members – The Pambula Experience” The Secret to a Happy Membership

Article from the D9710 Governor's Newsletter April 2013 edition

The **Rotary Club of Pambula (D9710)** recently inducted three new members, bringing the Club to 51 members. This was a magnificent achievement for a Club that, only a few years ago, was struggling to maintain its membership in the mid-20s.

When asked what the 'secret' was, President Rosie Young provided the following insights:

- As well as being productive, make every meeting lots of fun.
 - Have a "Meet and Greet" Rotarian rostered on door duty each week to welcome any visitors and provide them with Rotarian mentors for the night.
 - Having lots of hands-on community projects with a luscious morning tea. It is amazing what ideas come about, when sitting around in a small group brainstorming in our dirty working clothes.
 - Make sure everyone is involved, but at their own comfortable level. For example, I can't do heavy lifting or gardening, but can bring along morning tea.
 - Having a monthly Club Forum, where we break into Committee groups and discuss current projects, and come up with new projects, then report back to the Club at the end of it.
- Any prospective new member is invited to join their particular "interest" group, so that they are already part of a working Committee before they are inducted. They also are invited to come to working bees to see how it all works before they are inducted.

“Get's 'em fired up and interested”.

It all seems to work well. Not onerous, but a happy atmosphere is absolutely crucial.



RI presidents receive honorary degrees in recognition of Rotary's good works.

RI President Sakuji Tanaka and Past RI Presidents Kalyan Banerjee and Rajendra K. Saboo accepted honorary doctorate degrees, 25 March 2013, on behalf of Rotary International from IIS University in Jaipur, India, in recognition of the service to society provided by Rotary and by the professional, community, and business leaders who join together for action in Rotary clubs around the world.



Past RI Presidents Rajendra K. Saboo and Kalyan Banerjee, and RI President Sakuji Tanaka during the special convocation ceremony.

Ashok Gupta, vice chancellor of the university, said the degrees were bestowed not so much as individual honors but in recognition of the spirit of Service Above Self demonstrated by Rotarians everywhere.

"There are thousands of Rotarians of the world who are contributing ceaselessly to the welfare of mankind," Gupta said. "The honor of these three is symbolic, and through them goes to the organization and those who have made it happen. A large number of Rotarians will be motivated to do good in the world by this singular event."

RI President's message:

In the dictionary, *ichiban* (in Japanese) means "best." But in Rotary, "best" means something different. It means bringing Service Above Self into all of your thinking. It means looking at your own effort, not in terms of what it costs you, but in terms of what it can give. In this way, we are inspired to do so much more. It is our job to see to it that our Rotary service is *ichiban* – so that we do the most we can to build *Peace Through Service*.

For me, Rotary service means being *ichiban*. It means doing your best, and being the best you can be. It means working as hard as you can – not for yourself, but for others. It means achieving as much as you can, to make other people's lives better.

Past editions of the "Rotary on the Move" Newsletter can be accessed by clicking on the following link:
<http://www.rotm.rotarysouthpacific.org/>

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor (Issa Shalhoub) shalhoubissa@shoal.net.au

Rotary Coordinator Team 2012 - 2013 Zone 8 and 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

RI Director Zone 7 and 8

John Boag jboag@eversol.com.au

Rotary Coordinator; Zone 7B and part of Zone 8

Rob Crabtree calpr@xtra.co.nz

Phone: B 64 9 273 2065 - Phone H 64 9 535 4035
Districts: 9680, 9690, 9700, 9710, 9750, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

Rotary Coordinator; part of Zone 8

Noel Trevaskis n.trevaskis@bigpond.com

Phone: 02 6495 0455 - Mobile: 0427 722 029
Districts: 9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670

Assistant Rotary Coordinators; part of Zone 8:

Jessie Harman j.harman@ballarat.edu.au

Phone: B +61 3 5327 8203 - Phone H +61 3 5332 3203
Districts: 9780, 9800

Neal Fogarty fogartys@ciruscomms.com.au

Phone: +61 2 6365 2314
Districts: 9680, 9690, 9700, 9710, 9750

John Barnes jba25492@bigpond.net.au

Phone: +61 3 9802 8007
Districts: 9790, 9810, 9820, 9830

Malcolm Lindquist malantlindquist@bigpond.com

Phone: +61 8 8276 9380 - Mobile: +61(0)439 877 511
Districts: 9500, 9520

Debbie James debbie@formlo.com.au

Phone: 07 3349 4959
Districts: 9600, 9630

Neville Parsons nparsons@hccu.com.au

Phone: 02 6585 3158
Districts: 9640, 9650, 9670

Philip Dempster lad@iig.com.au

Phone 07 4054 4385
Districts: 9550, 9570

Colin Thorniley colin@q-net.net.au

Phone: 08 9450 6644
Districts: 9455, 9465

Assistant Rotary Coordinators for Zone 7B:

Warwick Pleass warwick@pleass.net

Phone: B +679 3308 803 - Mob: +679 9990 888
Districts: 9910, 9920, 9930

Ross Skinner ross.skinner@xtra.co.nz

Phone: +643 3 553 017 - Mob: +6427 229 3500
Districts: 9940, 9970, 9980

Newsletter Editor

Issa Shalhoub shalhoubissa@shoal.net.au
Phone: 0414 553 574