



In this issue:

- 1 Regenerating Rotary Clubs
- 2 - Regional Membership Officer Update
- Hat Day
- 3 - Rotary 9670 Attends Pride
- Membership Videos
- 4 - Membership Experience
- Committee Check List
- 5 Mentoring Ambulance Teams
- 6 - Reconnect with Alumni
- Presidential Message
- 7 - Three Pillars for Positive Membership Experience
- New Course
- 8 - Aid for Parents
- The Team

'REGENERATING ROTARY CLUBS'

Article by RC PDG Tim Moore



I have just had the pleasure of facilitating, training, listening and discussing this vital topic over 7 days of a Rotary Pre-Conference and an Australia New Zealand and Pacific Islands Conference held in Christchurch New Zealand. Present were Rotarians, emerging leaders,

future, present and past Governors, our own past world president and current world president Mark Maloney – what an inspiration!

The discussions were mainly in regard to Australia, New Zealand and the Pacific Islands context – now Zone 8.

While the statistics have not greatly changed, we all agreed Rotary has an exciting future in our part of the world. Guest speakers and presenters challenged their audiences to look beyond their traditional thoughts and be the agents of change in their clubs. We need to take action now.



Many of the successes are sadly not from traditional clubs, but new clubs that were targeting a diverse gender, ethnicity, race and professions in their memberships with new attractive projects that serve their local communities. These clubs include their members in forming plans and strategies for the future.

Traditional clubs can grow, but it is not going to happen without them taking a realistic look at their club and where it is in its life cycle – a club health check is a great start. They need to reengage their members and form a plan to move forward. Only by transforming their club and attracting a younger demographic will these clubs survive the next 5-10 years.

All clubs owe it to their communities to grow, to do more.

Clubs need to embrace the flexibility options they have to welcome new members – more modern meeting formats, less protocols and traditions, review the extra costs of being a member, such as meals and fines. Offer for members active and associate membership classifications options, such as corporate and family. Transparent board decisions, leadership, Rotary knowledge and giving members responsibility are important.

Some clubs, that don't want to change, are taking up the regeneration challenge and supporting satellite clubs that embrace the way younger professionals like to do service. Passport Clubs reflect those members often lost from Rotary and appeal to new members who want to focus on new and exciting projects.

Why wouldn't they want to join us? We are one of the biggest, most international, most effective organisations, with amazing ethics, great respect and enormous reach with fantastic projects worldwide. Our Foundation is for the 4th year in row number 1 for stewardship in the world of Foundations.

The main message that I received from all of these discussions; we have had many years of talk but now the time is to act. Let's not keep Rotary to ourselves, there is so much to do.

Less talk more impact, act now!

(By the way, this conference is open to all Rotarians and partners. Next year is in Alice Springs, Australia 14-18 September, 2020 – drop me an email (tim@cinet.com.au) if you are interested in more information.)

'REGIONAL MEMBERSHIP UPDATE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, <https://www.facebook.com/barbara.mifsud.1>



Regenerating Rotary in Christchurch

For any of you who attended the Zone 8 conference and/or pre-conference training in Christchurch you would have noticed that a large portion was devoted to talking about membership in the context of the conference theme 'regeneration'. Here are some highlights:

- President Mark Maloney outlined the two pronged approach to 'growing Rotary': firstly, supporting our traditional clubs and secondly, starting new clubs in areas where Rotary is already thriving. Check out President Mark's [message](#) demonstrating how a single Rotary club in an area most likely does not serve all leaders in a community.
- Rtn Graham Dockrill asked what would happen if Rotary was a new start up business? He talked about the importance of having a product 'fit for market' and doing enough research to ascertain an accurate picture of 'demand'. He also talked about the need to continually test assumptions and to change course as needed.
- RI Membership Committee Chair PDG Jessie Harman argued that RI doesn't have an attraction but a retention problem and that the key to better retention is engagement. She shared some of her top tips that includes: create the right first impression for new members; show appreciation; make volunteering fun; and let members know they are part of something big.
- Rotary Coordinator Tim Moore and PDG John Prendergast talked about transformational change and how they have seen the growth of different styles of clubs such as passport clubs, cause based clubs, 'new generations' clubs and satellite clubs. They have also seen clubs experimenting with different types of meetings and membership types such as corporate and associate members.

Guide to Passport Clubs

As clubs evolve and discover new ways to meet the changing needs of current and prospective members, the passport club model has grown in popularity. Passport clubs encourage their members to visit other clubs and participate in their activities regularly which brings fresh ideas back to their own club. Clubs that use this model often meet less frequently, have a relaxed attendance policy, and focus meetings on service and social opportunities. Passport clubs provide a more varied and flexible Rotary experience for members. Learn more in the [Guide to Passport Clubs](#).

Service Above Self Award Nominations

Rotary's Service Above Self Award honours Rotarians who demonstrate their commitment to helping others by volunteering their time and talents. District governors may nominate one candidate from their districts to receive this award in the 2019-20 Rotary year by submitting an [online nomination form](#) between **1-31 October**.

Membership Statistics

- District by district [membership](#) at 31 August 2019
- [Membership leads](#) as at 31 August 2019

'HAT DAY'

World Mental Health Day is when Australian Rotary Health will be celebrating **Hat Day** as part of its national **Lift the Lid on Mental Illness** fundraising campaign.

You can get involved with your friends, colleagues or Rotary Club this year by hosting a **Hat Day** on **Thursday October 10** or anytime during **Mental Health Month** in October.

Your support will help the **1 in 5 Australians** who suffer a mental illness every year. 100% of funds raised will go towards vital **mental health research** at universities across Australia.



Hat Day website click [here](#), to Donate, Download Promotional Material, Register Your Event and Purchase Merchandise.

'ROTARY 9670 ATTENDS PRIDE'

Article by District 9670 Marketing & Communications Chair Shaun Stoneman



We think everyone in the community knows what we do, but the reality is so many know the name but not what we do. And for those that do, there is still an element of the community which still sees the stuffy old Rotarian when they think Rotary.

Rotary District 9670 and [Rotaract Club of The Hunter](#) attended Newcastle Pride to shatter those preconceived notions and to demonstrate that we are an organisation for all regardless of background.

With over 7,500 attendees to the event, both Rotary and Rotaract spoke to literally hundreds of community minded individuals about our organisation. Of course, we fielded the normal questions "what do you do?" "Don't you just do BBQs?" "I thought Rotarians were all old", but throughout the day we began to realise that we were quickly becoming the talk of the event. Our strong branding presence also worked a treat with two prominently branded Rotary gazebos in full use on the day.

Rotaract walked away with a list of names for their club, and Rotary did just as well. A few instances really stood out for us on the day.

A couple from Kurri Kurri who had previously been asked to join Rotary but were unsure if Rotary was the right fit for them. The comment they made on the day was now that I have seen Rotary at Pride, I know that this is the right organisation for us, we want to join today!

Reece approached Rotaract as he was nearing 30 but was referred to Rotary. His initial response was "Nope, no way! not joining Rotary", he then realised that Rotary was at Pride and also wanted to join and will be coming to a meeting in early September once work commitments settle down.

Another member did not attend Pride but upon seeing paid Facebook Ads from his local Rotary club enquired about joining. His perception of Rotary challenged he did his research and came back wanting to join and attend a meeting.

These membership stories paint a powerful picture, that we as an organisation need to tackle our stigmas and be involved in events that we wouldn't necessarily be involved in. Pride demonstrated that Rotary is for all, and that you don't have to fit into a particular box to be part of our organisation.

We will definitely be back at Pride next year, bigger and better to show our community that we support them no matter their background.

Rotary and Rotaract Side by Side at Pride



L-R: Alan Abrahamsen, Tori Baudinette, Tegan Worboys, Andrew Marselos



L-R: Dave Mahoney, Shaun Stoneman, Timberlina, Jesse Lackey

'MEMBERSHIP VIDEOS'

From Rotary Zones 26 & 27 Big West's website

Please click on each pic to watch the videos



Episode #1: Breaking Bad



Episode #2: Meeting Etiquette



Episode #3: Thanks for Asking

'ROTARY'S MEMBERSHIP EXPERIENCE'

From Rotary Leader, September 2019 edition, Volume 10, Issue 2

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave?

Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of our members. The most recent survey offers insights on prospective, current, and former members.

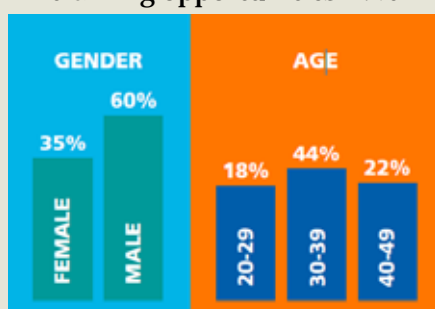
PROSPECTIVE MEMBERS

WHY THEY JOIN

Participate in local service projects 40%

Participate in international service projects 31%

Gain personal development and training opportunities 27%



WHAT YOU CAN DO

[Contact them when they express interest](#)

[Give them a positive orientation experience](#)

[Engage them in local and international service projects](#)

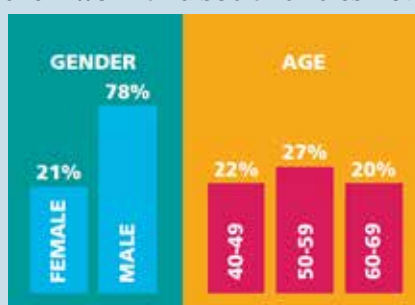
CURRENT MEMBERS

WHY THEY STAY

Participate in local service projects 46%

Enjoy friendship and fellowship 41%

Connect with people outside their work and social circles 29%



WHAT YOU CAN DO

[Display leadership in action](#)

[Be a vibrant club](#)

[Engage people at all stages of membership](#)

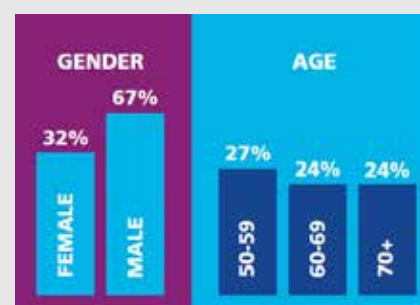
FORMER MEMBERS

WHY THEY LEAVE

Cost or time constraints 34%

Club environment and culture 32%

Unmet expectations 17%



WHAT YOU CAN DO

[Assess your club](#)

[Work on building a diverse club](#)

[Practice flexibility and innovation](#)

Gender breakdown reflects participants who did not specify a gender.

Age breakdown includes only the top three responding categories.

Respondents were asked to rank in order of preference and could respond to more than one.

Read more about the survey results in the [Global Executive Summary](#).

'CLUB MEMBERSHIP COMMITTEE CHECK LIST'

Excerpts from an article by Grace Ramirez Manager, International Office and Financial Services, from Rotary South Pacific and Philippines Office, Regional Bulletin August 2019

... RI President Mark Maloney encourages Rotarians and Rotaractors to **grow Rotary** and said:

“Let us try a new approach to membership, one that is more organized and strategic. I am asking every club to form an active membership committee consisting of people of different backgrounds who will look methodically at the leadership of the community.”



Your club's membership committee will then apply Rotary's classification system — designed to ensure that the range of professions in your community is well represented — to identify potential leaders with the skill, the talent, and the character that will strengthen your club. If your club's membership committee is unsure how to proceed, look to the [club membership committee checklist](#) on Rotary.org for clearly defined steps to organizing its work.”

The stronger and more diverse membership is, the more inviting clubs will be for prospective members to join. With this strategic approach, the question will not be “who do we know” but “who are we missing”. To do this, the club must first identify gaps in terms of skills, demographics or even ways of thinking. This will bring more vibrancy into club meetings and other opportunities for interaction.

'MENTORING AMBULANCE TEAMS'

Article by Tony Thomas, *Rotary Central Melbourne*

Rotary's mentoring programs in Victoria have been successfully extended to Ambulance Victoria's management and field medics. The modified program, based partly on the 13 years of police mentoring, involves all five Victorian districts and is coordinated by Rotary Central Melbourne (RCM).



After an initial pilot year, the Ambulance program was expanded to 17 staff and 15 mentors in 2018-19.

The current staff range from paramedics to senior team managers aged from 20s to 50s, they're in both metropolitan and regional locations.

Dorothy Gilmour, of Melbourne Rotary, mentored a paramedic in the pilot program who was based in a northern Victorian rural town. She met her literally half-way at the Tooborac pub on Sunday afternoons. Each session lasted 3-4 hours by the fireplace. – and no alcohol was ever consumed.

Dorothy, whose background is in trauma, loss and grief counselling, also spent a day with a paramedic team in the field. "I was hugely impressed by their skills, energy and comradeship and their complete non-judgemental attitude to their patients. Everyone in the country town knew them. When they came into a café for coffee, the owner always offered a paper cup with a lid, because they might rush off at any moment," she says.



Rotary mentors Alan Seale and Yvonne Flynn are congratulated by PDG (9800) Bronwyn Stephens and Ambulance Victoria CEO Tony Walker

Clubs involved include Central Melbourne, Melbourne, Warrnambool, Malvern, Geelong East, E-Club of LaTrobe, Southern Mitchell, Canterbury, Mordialloc, Box Hill Central, Kew, Greenvale, Forrest Hill, and Fitzroy.

Rotarian Alan Seale has led the Rotary effort. He says, "We've now learnt a lot about the best mentoring styles for ambulance team members compared with police. Their interaction with the community is obviously different. Because country Rotary clubs tend to be small and with older members, we don't have a big pool of mentors to draw on in the regions.

"Ambulance Victoria has also integrated a lot of internal management and skills development with the program, whereas the police mentoring is more stand-alone."



Ambulance Victoria people and Rotary mentors in the 2018 and 2019 programs get together to celebrate the changeover.

Both programs aim to create more resilient leaders. Alan mentions advocacy skills like gaining networks of support for proposals and decisions. Staff can gain confidence in interacting with both senior and junior colleagues. The mentors share their own success techniques and suggest why other methods may not win through. "Mentors are also a safe haven where ambulance people can talk about sensitive personal, cultural and office matters," he says.

Brett Jones from Rotary Central Melbourne mentored two staff last year. He also enjoys the theory side of mentoring as he holds a Master's degree in Organisational Development: "We'd discuss a problem and talk through to a plan. They'd give it a go and we'd review it next meeting. The ambulance people are smart, well trained and very careful and disciplined about their responsibilities."

'A TIME TO RECONNECT WITH ALUMNI'

From Rotary Leader, September 2019 issue, Volume 10, Issue 2



Rotary Alumni Reconnect Week, 7-13 October, is a time to remind Rotary members and past and current program participants of the value of staying in touch. Alumni of Interact, Rotaract, scholarships, Rotary Peace Fellowships, and Youth Exchange are great leaders and innovators and possess skills that can contribute to your next service project.

To inspire you to think of ways you can reconnect with alumni throughout the year, here are five examples of how alumni and members have engaged during Reconnect Week.

1. Hold a video conference — Rotary District 7020 Alumni Association

As district alumni chair, William Inniss, of the Rotary Club of Central Cayman Islands, Cayman Islands, established a tradition of holding an annual video conference with his district's alumni association. Because the district is made up of many islands in several countries and territories, having everyone attend in-person meetings is difficult. So Inniss found a better way to keep in touch. During the meeting, members of the alumni association discuss their experiences and decide how best to partner with local Rotary clubs.

2. Host a networking event — Northern Illinois Alumni Association

Members of the Northern Illinois Alumni Association; the Rotaract Club of Chicago, Illinois, USA; and Rotarians in the Chicago region came together for an evening of networking at Rotary International World Headquarters in Evanston, Illinois. This gave alumni, Rotaractors, and Rotarians the opportunity to get to know one another, see what Rotary and Rotaract clubs are accomplishing, and discuss how alumni might join them.

3. Invite alumni to your district conference — District 7600

For several years, District 7600 in Virginia, USA, has included alumni in its district conference. Not only did it have a place for the district's alumni association to welcome its new members, but they also used Facebook Live to record a breakout session that focused on the experiences of a Group Study Exchange member.

4. Welcome past presidents — Rotaract Club of Patan, Nepal

A president of a Rotary or Rotaract club learns a lot about leadership. The Rotaract Club of Patan recognized this and invited 10 of its past presidents back to the club to share what they learned in that role. This led to discussions about the future of the Rotaract club and how it can expand its potential.

5. Get alumni updates by video — Rotary Club of Invercargill Sunrise, New Zealand

The Rotary Club of Invercargill Sunrise requested one- to two-minute video updates from Youth Exchange alumni it had sponsored. It then shared the videos with its members on Facebook. The alumni talked about the lasting relationships they had formed with their host families and how their exchanges shaped them. When alumni can't come to a club meeting, video updates like these help members and alumni maintain a connection despite long distances.

'PRESIDENTIAL MESSAGE'

Excerpts from RI President 2019-20 Mark Daniel Maloney September message

Any time is a fabulous time to bring family members on a Rotary service project or to a fundraising event. But perhaps you have not seen many family-friendly events at your club. That is precisely why one of my top priorities this year is to make most Rotary events welcoming to family members.

We must foster a culture where Rotary does not compete with family, but complements it. We should never expect our members to choose between the two. That means being realistic in our expectations, considerate in our scheduling, and welcoming of children at Rotary events on every level.

Often, the young professionals that Rotary needs to attract in order to remain a dynamic 21st-century service organization are the very people who have the greatest family responsibilities. We must not keep these prospective young members away from their families by holding events on evenings and weekends at which their children are not welcome.

For too long, we have closed the doors of many Rotary events to children and sometimes even spouses. What wasted opportunities these are! Every chance we have to pass on the gift of Rotary to young people is one we must take if we are going to grow Rotary and ensure that the next generation is fully engaged in our mission.

So, let us open our doors and do it in a fun way, with opportunities that make our children and grandchildren want to learn more about Interact, Rotaract, and Rotary membership. Start small if you must — perhaps by holding some of your meetings at more family-friendly times — but think about how you can continue these kinds of events for years to come.

Bringing children to Rotary events is not just fun; it also exposes them to the world! Make this a memorable year for your family — and an unforgettable year for the ever-expanding family of Rotary as *Rotary Connects the World*.



'THREE PILLARS OF POSITIVE MEMBERSHIP EXPERIENCE'

Article by PDG Kris Chittur (2018-19), RID 7230, Zone 32
From the Newsletter of Zones 24 & 32 'Beyond Borders', September 2019 edition



As we know, word-of-mouth is the best promotion. Your members' enthusiasm about your Club is critical; their poor/lackadaisical opinions repel prospective members.

Members become enthusiastic if they have a positive club experience. The three pillars for this are engagement in Club functioning; active, meaningful projects; and opportunity to avail of Rotary/District programs. With these, membership growth is inevitable.

Conversely, members don't renew their membership (except for uncontrollable factors such as death), and prospects don't join clubs, because the experience was wanting. Catchy phrases, coddling Rotaractors, and discounted fees cannot make up for this want. Positive club experience is pivotal.

Some Issues to Consider

Plan! So how well does your Club encourage or discourage member engagement? Members need to feel that the Club **belongs** to them. Without that, yours is just a lunch/dinner club.

Second, does your Club present enough opportunities for members to develop personal relationships? **Relationships are the glue that hold Clubs together!** Some Clubs have monthly events (cocktail hour, dinners, movies, whatever) to help develop such relationships. But in many Clubs, members have no relationships to speak of, and attendance at meetings become a chore.



Relationships are also enhanced by meaningful action projects: people who work together develop relationships. But many clubs' only worthwhile event is an annual fundraiser, followed by check writing to **other** organizations, followed by another fundraiser.

No active involvement in any project, contrary to our *slogan*, "People of Action". **Absentee check-writing is a Club-killer.**

But don't sweat to come up with such projects: Most probably, your club is already funding service organizations - just ask them to participate! A Homeless Soup Kitchen seeking funds? Write a check - and have Rotarians serve soup once a month (and publish photographs with the "Rotary" template). Local garden needs shrubs? Write a check - and have Rotarians participate in planting with "Rotarians in Action" vests. That engages the members and increases your club's visibility!

Third, **plug into our vast network, and aggressively encourage members to do so!** Every Rotarian should have his/her current information in the District and Rotary database, and a "My Rotary" account. Only then will members know of opportunities presented by Zone Conferences, seminars, NAYEN (North American Youth Exchange Network) and the varied opportunities for personal and professional growth, and networking. These events engage and excite members.

Does your club or district have a Friendship Exchange program? Members can experience the thrill of staying with Rotarians abroad, share their homes and family lives, of seeing that country through local eyes, and building lifelong relationships - but only if members know about that program! Let members enjoy interacting with a High Schooler through the Youth Exchange Scholarship Program - and see their eyes light up when they talk about that!



So, make the Club experience worthwhile. Focus on what you do and how: your members **should want** to attend club events. And maximize access to our network and programs. **Your members are your best promoters!** With happy members, your Club grows, and you'll have a waiting list of wannabes.

'New course in the Learning Centre'

From Rotary Training Talk, August 2019

Sign in to the Learning Centre to take the new course [An Introduction to Adult Learning](#). This is the first in a series of three interactive courses that you can use as professional development or as part of any in-person training that you provide to facilitators for your training events.

SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to **Issa Shalhoub**, this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

'AID FOR PARENTS'

Article by **Tony Thomas**, *Rotary Central Melbourne*

Kerry Kirk, cybersecurity businesswoman and last year's president of **Sunbury Rotary Club**, enjoyed a tour backstage at Broadmeadows Police Station. She was chatting as mentor to Senior Sergeant Brad Towers in the Victoria Police Leaders' Mentoring Program (VPLMP) involving four Victorian Rotary Districts 9780, 9790, 9800 and 9820. She and Brad agreed that police solve "were never going to arrest their way out of the drug-addiction problem". That's how they got thinking about a hidden group needing support – the parents of offspring who are battling addictions. These parents are often withdrawn and nervous. Support services focus on the addicted person while parents typically bear their strife and heartache unaided.



Snr Sgt Brad Towers and Kerry Kirk

So, they brought parents together on July 30 for a meeting called "You Are Not Alone." They explained community resources and inspired parents with speakers confiding their own struggles and successes. Parents got answers to their distress call – "We don't know who to turn to!"

The pair didn't know if any parent would show up. Police and the drug scene are not always a comfortable mix and many parents want to stay unknown. Happily, about 50 parents arrived. Someone said, 'We're all parents here and we felt the tension in the room relax because people felt they wouldn't be judged,' says Brad, a 30-year police veteran. Two parents burst into tears afterwards and one said, "If we'd had this help ten years ago, we wouldn't be in our predicament."

Speakers included Mark Eustice, a former AFL footballer who conquered post-footie addictions, and the manager of an ice-addiction clinic who's had more than half a dozen referrals since the forum.

Kerry says, "We put about 150 hours work into it but our club's only cost was \$200 for venue hire. I'm sure other clubs in Victoria and nationally could replicate what we did."

In its 13th year, the program is VicPol's longest sustained leadership course. It links Senior Sergeants, who typically manage a suburban station, with Rotarians skilled in business and community initiatives.

Want to know more? Contact Kerry at kerry.kirk9@gmail.com

ROTARY COORDINATORS' TEAM

2019-20 ZONE 8

Zone 8; Australia, New Zealand and Pacific Islands

9455, 9465, 9500, 9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9675, 9685, 9700, 9710, 9780, 9790, 9800, 9810, 9820, 9830, 9910, 9920, 9930, 9940, 9970, 9980

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can be accessed by clicking **HERE**

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