

Lynn Rotary is On Line! [www.lynnrotary.org](http://www.lynnrotary.org)

# Lynn Rotary TIPS

April 28, 2011 News of the Rotary Club of Lynn District 7930

## UPCOMING PROGRAMS !

No Meeting May 5  
May 6  
Our Meeting will be in Danvers  
Friday  
12:30-2:30 PM  
Crown Plaza Hotel  
(Just off Route 1 South)  
Come early and HAVE FUN !!

May 12  
Our Final Spring Student Awards!  
Come & Enjoy!

# Lynn Winners!

## Marvelous Students Receive Awards



Our 2010-2011 Theme



Left to right: Matthew Stevens, Pickering Middle School; Maria Bazzi, manager of Lynn's Riverworks Credit Union, co-sponsor of the event and a member of Lynn Rotary; Sarah Kuyateh, Breed Middle School; Sarah Sharpe, Sacred Heart School; Erika Rivas, Marshall Middle School; Marcos Echevarria, KIPP Academy; Perla Garcia, St. Pius V School; and Rotarian Mark Kennard, chair of the event.

## Another Terrific Program!



Thank you everyone !!

Guests Included:

Jan Horgan, guest of Art and Tom Lynch - a former member who may be returning to our club!

Our Pot is a giant \$34

Lucky tickets drawn were student Sarah Sharpe

from Sacred Heart School and Dave Richardson. You know the answer - no winner this week!

**J. Fergus Gifford**

**Shoe & Stocking Fund**

Recent Election Of Directors as per the fund's by-laws the fund can elect replacement directors to serve as other directors' terms expire. In Jan 2010 Rich Cuffe and Maria Bazzi were elected and are eligible for re-election. I submit the following for consideration: Maria Bazzi's term to expire in 2012 and Rich Cuffe's term to expire in 2013. Current director Richard Brangiforte's term expires in 2013 and is not part of this election.

(signed)

Arthur Horgan, clerk of the JFG Fund.

**REMEMBER - NEXT WEEK WE MEET FOR LUNCH IN DANVERS!**



## Rotary clubs make changes to attract younger members

When Rotarians in Walnut Creek, California, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a new club that would accommodate busy, on-the-go schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Club president Jennifer Beeman says the club sets aside time each week for socializing before turning to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 years old when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She says the club carries out many projects in the community so that members have an opportunity to do hands-on service. Every month, for instance, it plans an outdoor project, such as cleaning up nature trails.

Younger Rotarians usually have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Beeman says clubs must be willing to make a few changes to attract younger members. Here are some examples of what other clubs are doing:

Through a student membership initiative, the Rotary Club of Hope Island, Queensland, Australia, invites college-age students to meetings and subsidizes the cost to bring a youthful perspective to the club.

The Rotary Club of Las Vegas, Nevada, USA, has created the 25 Club, a club-within-a-club. The members hold additional meetings, sponsor regular social gatherings, and carry out a number of service projects. The inductees are generally younger, and after a year, they transition into the parent Rotary club.

The Rotary Club of Crawley, Western Australia, Australia, started a mentoring program that helps new members transition into the club. The club's average age is now in the 30s.

The Rotary Club of Bricktown Oklahoma City, Oklahoma, USA, meets in a tavern. First-time guests are treated to two free beverages, compliments of the club.



## Camp Rotary Snapshots - 2010



### GREETERS' SCHEDULE

May 6 - We Meet at Danvers - No Lynn Greeters

May 12 - Rich Cuffe & Bob Kennedy

Please remember, Greeters have to **BREAK DOWN** also !!