

THE SUNRISE SIGNAL *February 28, 2008*

Rotary Founded February 23, 1905 Club Chartered June 14, 1990

Rotary Monthly Theme: World Understanding

www.MasonCitySunriseRotary.org

PROGRAMS

Today – Dan Mason
NIACC Athletic Director

Mar 6th – T B A



Rotarian(s) of the Month will:

Give the Classification Talk the first week of the month

- Greet guests and give the prayer for each meeting during the month

Feb – Gerry McKervey
Diane Horning

Mar – Paula Zimmerman
Scott Tornquist

Community Kitchen
February 29th...

February Birthdays

Dennis Renner – 4th
Mary Cooley – 8th
Scott Tornquist – 26th

WHAT YOU MISSED *If you were absent*

We welcomed Alan Steckman back from he and Sharon's vacation trip around the country. Alan led our meeting in the absence of President Vicki.

Over 6,000 miles from Arizona to Florida, to Michigan before returning home. Alan visited PDG Rosie and husband Dan and also attended Rotary clubs in visiting cities as they traveled.

Bev, Bob and John led us through a MEMBERSHIP exercise that was intended to create awareness of the importance of recruiting new members. Some history of our club and District membership statistics were shared showing a slow decline in total membership. We also learned about the successes of both the District and other clubs in growing membership this Rotary Year.

Using a data collection form found in the R I Membership manual, all members filled in the questioner as best they could. The results of the survey will be summarized and used as a starting point to create a pool of "Prospects". Using the often recited sales formula of 10 prospects = one sale, we recognized it may require 10 guests to = one new member.

It was also emphasized that member retention is also an important component in membership numbers.

While numbers alone do not make a club a success, growing membership is an emphasis of both DG Dick Moeller and R I President Wilkerson. Our District goal is to grow membership by 1/club for a total net gain of 56. We currently are a -3, so we have some work to do!

Diane Horning was presented guardianship of the Mason City "CASH COW", recognition of outstanding fund raising leadership. Congratulations, Diane.



Past Cash Cow recipient Bev, presents the Cash Cow to Diane



Members working on the Membership Survey

CLUB LEADERSHIP 2007-2008

President: Vicki Hornbuckle
P E: Gary Herrig
V P: Alan Steckman
Sec/Treas: John DiMarco

Past Pres Paula Zimmerman
Sue Followwill: 2008
Lynn Ptacek: 2008
Bev Eckholt: 2008

Gerry McKervey: 2009
Diane Horning: 2009
Jennifer Farwell: 2009

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