

ROTARY DISTRICT 6250
District Meeting Advisory Council
July 28, 2007
Great Wolf Lodge, Wisconsin Dells

Present:

Mary Kessens	Pam Buchda
Randy Sproule	Rob Stroud
Jal Keitel	Renee Moe
John Trewyn	Mary Beth Growney Selene
Jim Crubaugh	Al Steevens
Tom Marshall	H. Paul Bergmann
Alan Strohschein	Phil Willems
Scott Porter	Bill Erickson
Ed Smith	Debby Johnson
Bob Pulvermacher	Hajo Siemers
Bob Boelter	Jamie Durocher
Lynne Spielman	

1. Opening/Description of District Advisory Committee

The meeting of the District 6250 Advisory Committee was called to order at 10 a.m. by DG Mary Kessens who welcomed the group and invited each attendee to introduce him/herself. Mary then gave an explanation of the purpose of the group and this meeting. The minutes of the January 13, 2007 meeting were presented and approved.

2. Review of District Goals

Mary presented the 07-08 goals:

- One net new member per club
- 50% of clubs achieve Presidential Citation
- Implement the Youth Protection Committee
- Improve Public Relations in our District
- Every Member, Every Year
- Improve District Infrastructure

3. Working with Morgan Data Solutions

Morgan is the District's new administrative support service. They will manage the administrative aspects of many activities including our web site, on-line newsletter, program registrations and meeting arrangements. Our website is becoming a centralized resource for District content as a tool for members. Concerns were raised over maintaining control of the content; the group was assured this is a tool for efficient administration, which was positively received.

4. Group and Committee Updates

- a. Summary of AG meeting: Bill Erickson reported about the summer AG meeting, which included a summary of six local clubs, specific club goals, and discussion about newsletter

content and membership; Debby Johnson shared a recognition initiative for Women in Rotary who have been active for 10+ years

- b. Ad Hoc Committee on District Organization: Mary Beth Growney Selene reported the Ad Hoc Committee on District Organization was starting their work. Specific focus areas include information management, evolving policies to bylaws (last updated in '03), clearly defining the youth exchange program and team/committee roles, following-up on the vision process and posting District policies on the website.
- c. Membership and Retention: DG Mary reported that a conference about membership and retention would occur the first Saturday of November.
- d. District Trainer: Jim Crubaugh reported the next District Trainer meeting is Sept. 21. This group supports training needs with a focus on leadership.
- e. District Treasurer/Finance Committee: Ed Smith gave a detailed report on District financials, highlighting a reporting change made to include youth exchange financials in the overall District financials. The group agreed this is an excellent change for accountability and transparency reasons.
This conversation evolved into a discussion about youth exchange. More host families are needed, more students are needed and alumni of the program could be utilized to promote the program. This was a good segue into the next report.
- f. Public Relations: Bob Boelter reported that he is working to promote Rotary to the three designated market areas in our district – Eau Claire, LaCrosse and Madison. Ideas that he is promoting include pitching an “adopt an exchange student” story to television stations, pursuing targeted regional business journals and providing ads that encourage leaders to redeem a coupon for attendance at one meeting, and much more. The theme of fostering international relations and promoting that value was presented a number of times. The group praised Bob, his ideas and his ad layout.
- g. Youth Protection Committee: Mary reported that a Fall date is being set to discuss certification processes, policies/procedures, and training/info.
- h. Youth Exchange-LT: Pam Buchda reported on the positive teen and parent experiences at the Grand Rapids conference. Tom Marshall remarked that more outbound students are needed.

BREAK FOR LUNCH 12:10-12:40

- i. Youth Exchange-ST: Hajo Siemers reported about the opportunity to merge with the LT group, as well as to partner with other districts or STYE programs. Mary highlighted the need for one incorporated program; however the Central State Youth Exchange wishes to only manage the long term program, not the short term
- j. RYLA: no report
- k. Interact/Rotaract: Jamie Durocher reported that students want closer ties to local clubs, districts and international. He plans to identify existing clubs and provide information to District leads and clubs. Goals are to help develop these students into community-minded leaders.
- l. Foundation: Mary Beth shared spreadsheets with club giving histories. The Rotary Foundation achieved over \$100 million for the first time! There is opportunity to grow and the “Every Rotarian, Every Year” program will help. She encouraged participation at the November 3 meeting to learn more about the Foundation.
 - i. Alumni Subcommittee: Renee Moe reported that current activity includes identifying lists of past alumni in the district. The group was very responsive in identifying resources, in particular Ed Smith and Hajo Sierers. Objectives for this

year include building a database with the help of Morgan Data, creating a plan of action outlining communications and activities to engage these alumni, and finding leadership to help continue this initiative into the future. The benefits are keeping alumni – with first hand, positive Rotary Foundation experiences – engaged in order to increase overall program and Rotary awareness, membership, and recruitment into Foundation programs.

- ii. Annual Programs Fund Subcommittee: no report
- iii. Grants Subcommittee: Mary reported that a significant number of matching dollars weren't disbursed last year, due to lack of requests.
- iv. GSE Subcommittee: Rob Stroud reported that the GSE program is very strong, and plans tailor its next trip to Argentina around vocation. By designing vocation-focused visits, the trips are increasingly useful to attendees and their employers. The date for fall interviews is set and the committee encourages more applicants.
- v. Peace Scholarship Subcommittee: no report
- vi. Permanent Fund Subcommittee: no report
- vii. Polio Plus: no report
- viii. Scholarship: no report
- m. Friendship Exchange: Hal Keitel reported that Friendship Exchanges are incredibly valuable, and similar to the GSE experience. He highlighted his trip to New Zealand as an example.
- n. International Conference: Tom Marshall reported that he will be getting the word out about the upcoming international conference. He will schedule a District 6250 meeting at the conference so local attendees can meet each other and discuss regional issues while at the conference.
- o. Literacy: no report
- p. Newsletter: Bill Erickson has developed an editorial calendar and author assignments through December. Morgan Data will help coordinate the newsletter. Please help by meeting your deadlines for article submissions.
- q. Nominating: no report
- r. Speech Contest: no report
- s. Website: Bob Pulvermacher reported on positive changes and updates in the website. Morgan Data is helping to facilitate these changes, including maintaining and updating calendars, registration for meetings, and information for the District and local clubs. He has a goal that more people will use the website. All committees should submit a description of their committees to be posted on the website.
- t. WCS-MicroLending: Lynne Spielman reported that MicroLending work is very successful, making a difference and growing. Her experiences in Nigeria are very positive and her goal is to let more Rotarians know about this very meaningful work.
- u. WCS-Water: no report, although Bob highlighted the opportunity for Rotarians to end avoidable blindness through the water project.

5. Group Check-out

The group enjoyed the format of the meeting, specifically the chance to talk to one another and understand the bigger picture of what is occurring in the District. There were some concerns about adding more meetings to already busy schedules, but it seems a large meeting like this is a very appropriate way to connect and communicate. Mary has scheduled the next District Advisory Committee meeting for Saturday, October 13, 2007.

6. Next agenda/Close

The meeting was adjourned at 2:15.

Respectfully submitted by Renee Moe