

ROTARY - DISTRICT 5340 - [MEMBERSHIP NEWSLETTER](#) – MARCH 2012

Happy March 2012 Rotarians!

Now is the time for all Good Rotarians to come to the aid of their Club!

It is that time again....when the current leadership can see the end of the Rotary year, and when next year's leaders are readying to be trained for their positions.

You as membership chair have a vital role in making sure membership remains at the top of the priority list as the current year wanes and the new team gets ready.

For now please make sure you continue to Recruit new members and be active in promoting inviting guests to each meeting. Reinvigorate and Retain your current members by making sure meetings and club events are fun and have value. Finish up 2011-12 with a bunch of new quality Rotarians in your club.

For next year's leadership please ensure you have many if not all new board members coming to District Assembly on March 24th! Every board position will learn something at this great annual event. You will also meet other Rotarians from our 63 clubs! Registration is available NOW on www.rotary5340.org.

I wanted to share something one of our fellow clubs is doing to make Rotary more available to their current members while also attracting new members. President Bill Angus of Rancho Bernardo has been not only running his weekly meetings, but additional evening meetings. It is a great story and I have asked Pres. Bill to share in his words what is happening in RB!

FROM PRESIDENT BILL ANGUS

Last September Rancho Bernardo Rotary (Noon) started membership initiative by offering a Happy Hour Meeting every first and third Thursday on the month at a local pub. The intent of the meeting was to generate interest in Rotary among young professionals who could not make a lunch time meeting. The results are still to be determined but some interesting trends have been noticed.

Current club members are attending the meeting as a means of fellowship, there has been interest and new members gained to the club for the noon meeting by attending this informal meeting option.

There has also been interest by younger and busy professionals and applications are being processed for new members who will make this meeting offering their primary meeting.

This happy hour meeting format is very informal and only includes a 10 minute segment when a specific club service project or charity / non-profit cause that the club supports is highlighted. The objective of the new meeting offering is to grow the existing club and benefit from greater numbers of members to actively participate in service projects and good works that the club foundation does in the community.

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The inspiration for this option came from RI's innovative clubs initiative / pilot program. The club is firmly committed to growing this meeting option and increasing the number and diversity of members in the club. If there is a word of wisdom surrounding this initiative for other clubs it is to stick with it and give it a full year and you will begin to see results as long as your members are inviting guests and you create a warm and informal atmosphere. We also have a private room and that is essential to facilitate networking and conversation. Please come visit and join us for a meeting.

Our Happy Hour is: **Thursday's are Rotary Day in Rancho Bernardo!**

Please join us for the Rancho Bernardo Rotary Happy Hour Every 1st and 3rd Thursday at URGE American Gastropub!

5:30 – 6:30 P.M. - 16761 Bernardo Center Drive - San Diego, CA 92128

Fee: \$10 and includes appetizers and your first drink

Fellow Rotarians I am happy to report our District is showing positive membership growth for the first time in many many years! I track the monthly numbers from the Rotary.org data your Club Secretaries update. The monthly Governor's newsletter has the tracking for the district and all clubs. (See next page). Let's keep this trend going up the remainder of the year! Let's get hot and trend it into next year as well.

Hello, I am Bob James Jr. District 5340 Membership Chairperson. If I can be of any assistance in your membership goals, please ask me.

Membership News | Growth Update

Membership Change

Escondido After Five	29	Rancho San Diego/Spring Valley	1
Chula Vista Sunset	26	San Luis Rey (Oceanside)	1
Naval Base San Diego	25	Shadowridge (Vista)	1
Escondido	16	Blythe	-1
Borrego Springs	6	Carlsbad Hi-Noon	-1
Camp Pendleton	6	Escondido East	-1
El Centro	6	La Jolla Sunrise	-1
El Cajon Sunset (Bkfst)	5	Lemon Grove	-1
Imperial (Valley Breakfast)	5	Mission Valley-Sunset, San Diego	-1
Encinitas Coastal	4	San Diego Uptown Sunrise	-1
Escondido Sunrise	4	Fallbrook	-2
San Diego Downtown Breakfast	4	San Diego Coastal	-2
Calexico	3	Torrey Pines (La Jolla)	-2
La Mesa	3	Chula Vista Sunrise	-3
La Mesa Sunrise	3	El Camino Real (Oceanside)	-3
Oceanside	3	Fallbrook Village	-3
Vista	3	La Jolla Golden Triangle	-3
Coronado	2	Miramar (San Diego)	-3
Del Mar-Solana Beach Sunrise	2	Poway	-3
Encinitas	2	Rancho Bernardo Sunrise (San Diego)	-3
Old Mission (San Diego)	2	San Diego	-3
San Marcos	2	San Diego-Paradise Valley	-3
Santee-Lakeside	2	Chula Vista	-8
Valley Center	2		
Brawley	1		
Carlsbad	1		
Del Mar	1		
La Jolla	1		
Mission Bay (San Diego)	1		
Rancho Bernardo (San Diego)	1		
		Total Membership 7-1-11	3,196
		Change July 2011- February 2012	50
		New Clubs	80
		Total Membership as of 2-29-12	3,326