

Rotary

District 6150



Account Leaders



Brian Rega
District Governor



Michelle Karin Oglesby
DG-Elect



George Matthew Buie
DG-Nominee



Mark A. Brasfield
District Administrator



Jennifer Owens Buie
District Membership Chair



Nancy Leonhardt
District Public Image Chair



Duane H Barnes
Assistant Governor



Michelle Blasengame
Assistant Governor



Will Branch
Assistant Governor



King Casbeer
Assistant Governor



Sally Sullivan Cooke
Assistant Governor



Anthony D. Ester
Assistant Governor



Linda M. Hall
Assistant Governor



Mary Ann Hargraves
Assistant Governor



Charles C. Harris
Assistant Governor



Rena Kelley
Assistant Governor



Erin Michelle Kerley Mathews
Assistant Governor

August is Membership and New Club Development Month



Throughout the month of August, Rotary Membership and New Club Development month, we're celebrating our clubs, members, and all the good they do in their communities and around the world. Traveling the District as Governor, I'm learning what "Rotary" means to you, to your communities, and the good you're doing in this world. While we join Rotary for many varied reasons, we remain because of the value it adds to our lives. Through the friends we make and the lives we impact, Rotary offers us opportunities to engage with the global community and make a positive difference.

District Membership Chair Jennifer Owens Buie and New Club Development Chair Steve Maxwell encourage you to make the most of your membership through the many activities and programs available to the Rotary family.

Does your club have a membership plan? Are you executing your own plan to invite your friends and business associates to join your Rotary Club? It's time.

- There are many ways to join in the celebration, but here are a few activities to get you started:
- **Say it loud, say it proud! Let everyone in your social network know that you are a proud member by changing your social media profile to the [I'm a Proud Member, I'm a Proud Rotaractor, or I am a Proud Interactor](#) graphic. Copy and save the graphic as your profile picture for August.**
- **Exchange ideas. Do you have successful membership strategies that have worked well in your community? Share them on the [Membership Best Practices Discussion Group](#).**
- **We Are Rotary. Using the hashtag #WeAreRotary, post photos to social media of your club members at work in your community or abroad to show how Rotary makes a positive impact in the world.**
- **Making a difference. Rotary clubs are known for the high-impact service projects they undertake locally and globally. Share stories about your service projects and how they improve lives on [Rotary Showcase](#).**
- **What does Rotary mean to you? Rotary members have pushed polio to the brink of eradication, delivered clean water to those in need, improved their local communities, provided scholarships to the next generation of peacemakers, and continued to do good in the world.**



August is the perfect time to celebrate your club's members and consider the many options available for strengthening your membership. The following ideas can get you started: Welcome new members to your club with [Rotary Basics](#). The online course covers all things Rotary in an interactive, multimedia format. The course was designed for new members, but it's also a good refresher for long-time members who want to test their Rotary knowledge.

Encourage local businesses, nonprofits, and government groups to get involved in Rotary by offering corporate memberships. Learn more about this innovative membership model in the [Guide to Corporate Membership](#).

Did you know you can start a satellite club with as few as eight members? The [Guide to Satellite Clubs](#) explains what a satellite club is, how it can benefit your community, and steps for starting one.

Passport clubs encourage their members to visit other clubs and participate in their activities as a way to get fresh ideas. Learn more about this club model in the new [Guide to Passport Clubs](#).

The newly updated [Club Flexibility page](#) has great ideas and tips for how your club can stay relevant to current and future members.

Finally, Rotary has a series of membership courses available in the [Learning Center](#) from managing [Online Membership Leads](#) to [Building a Diverse Club](#). Each course includes self-guided learning modules that let you explore real-life scenarios you might experience in your club. All membership courses are highlighted in purple.

Copy and paste this into your browser for more helpful resources:
<https://my.rotary.org/en/learning-reference/learn-topic/membership>



T. Lucas Minton
Assistant Governor



Kelly E. Rodgers
Assistant Governor



Adam Robert Sartin
District Training Chair

August Admin Notes

By Mark A. Brasfield on Monday, July 1, 2024

Club Goals

Presidents - Your club goals need to be entered into Rotary Club Central (RCC) as soon as possible. RCC is found by logging into www.rotary.org, select Rotary Club Central and then Goal Center on the left-hand side.

RI and District Dues

Club Treasurers - Have you paid your RI Annual & Semi-Annual Dues? The invoices are emailed directly to the Club Treasurer, President & Secretary (if the position is updated in RI). You can also find the invoice by logging into My Rotary. Then choose the Manage Tab and then Club Administration. The payment options and address to mail a check are listed on the invoice.

An Invoice for District Dues & PETS registration was emailed (from districtadmin@rotary6150.org) to your club's Treasurer, President & Secretary. Dues for the District are \$42 per club member based on club membership as of 7/1. The cost for PETS is \$275. Please have your check ready for DG Brian during his visit or send your club check to Rotary District 6150 at PO Box 21843, Little Rock, AR 72221.

Registration opens for District Golf Tournament

Registration is now open for the 2024 District Golf Tournament, which is set for Friday, Oct. 25, at the Ridges at Village Creek on Highway 284 north of Wynne. The 18-hole 4-person scramble format tournament will begin at 10 a.m. Lunch is included with your \$500 team entry fee. Hole and drink cart sponsorships are available! Register your team or sponsorship through DACdb.

Meet the New District Administrator: Mark Brasfield

Mark began his Rotary service with the Rotary Club of Blytheville in 2007 and was honored with a Paul Harris Fellow in 2008. He served in a variety of roles with the Blytheville club, including secretary/treasurer for several years, club liaison to the Blytheville High School Interact Club, and Youth Exchange leader. Mark and his wife, Kristy, who was the BHS Interact advisor at the time, drove BHS participants to RYLA each year. Mark was named Blytheville Rotarian of the Year twice - in 2020 and 2021. At the district level, he served as assistant governor under PDG James Arbuckle. Mark joined the Little Rock Afterhours Club in 2023 and currently serves as its Foundation chair. Mark has been in the newspaper business for 25 years, beginning his career in Dexter, Mo. after graduating with a journalism degree from Arkansas State University in 1999. He later transferred to the Trumann Democrat and then to the Blytheville Courier News, where he worked for 20 years, including the final six years as general manager. He moved to Little Rock in 2022 to take the business manager position with the Diocese of Little Rock's Arkansas Catholic newspaper.



RI President's Message for August

Stephanie A. Urchick

President 2024-25

August 2024

If we are to truly change the world with *The Magic of Rotary*, it's up to all of us to foster a sense of belonging in our clubs. But every club should take its own path to get there, and the Action Plan can help you find your way. What does that look like?

Take for instance the Rotary Club of Beveren-Waas in Belgium. It was chartered in 1974 but has evolved with the times, developing both a strategic plan and a membership plan. To find new members, the club analyzes the city's professions to help focus its search, and all new members are quickly assigned tasks and roles.

The club also mixes up meeting times, alternating between evening and afternoon sessions, making them accessible for all members.

Sometimes, circumstances force clubs to make changes. But as people of action, we know that behind every obstacle is an opportunity.

The Rotary Club of Holyoke in Massachusetts was forced from its meeting place because of rising costs after the COVID-19 pandemic, but members took this setback and turned it into a strength. The club started meeting in a library community room that was available for no charge and catering lunch from a nearby deli. Lunch costs \$10 per person but it's optional, so no one has to spend money to attend a meeting. What a great way to work toward being "fair to all concerned."

Since making this change, the Holyoke club has gained 13 members. I suspect part of its membership growth is due to the club's sense of inclusivity – the first step toward belonging.

If you ask members what they expect from the club experience, you might find that your club doesn't meet expectations. Think of this as an opportunity to reshape your club in exciting ways, as alternative club models are making a positive impact.

For example, a Rotary Fellowship called Beers Rotarians Enjoy Worldwide, or BREW, has worked closely with the Water, Sanitation, and Hygiene Rotary Action Group for the past eight years to assist with clean water projects. In that time, BREW has funneled 25 percent of its dues to those initiatives.

BREW is one of many examples of members pursuing belonging to improve the world.

I can't stress enough the importance of belonging. Clubs become simply irresistible when all members feel that they are exactly where they need to be. To me, belonging is the spark that ignites *The Magic of Rotary*.

As you receive feedback from club members and the community you serve, I urge you to pursue that spark. The Action Plan can help you find the path to success, and if you light your way with the spirit of belonging, that path will lead to a bright future for your club, your community, and the world.

