



2008-2009 Zone 10A
Regional Rotary
International Membership
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THE MEMBERSHIP ENERGISER

ZONE 10A MEMBERSHIP NEWSLETTER

ISSUE 2

SEPTEMBER 2008

It can be done !

30 000 Rotarians by 31 December 2010

"A journey of a thousand miles begins with a single step" ...



So said the great teacher Lao Tzu. This was the appeal by RRIMCs in Zone 10A to Rotarians attending the membership events in Johannesburg and Pretoria to take that first single step to support RI President DK Lee's **Big dreams, Big plans** to grow membership and to meet the goal which RRIMC's had set in Sub-Saharan Africa to increase membership from 20 000 to 30 000 Rotarians by 31 December 2010. Demonstrating that Rotarians were serious about their commitment to support this goal, the following resolution was passed at the Regional Membership Training Seminar in Pretoria, RSA and subsequently taken to the RI Presidential Membership Conference in Johannesburg for adoption.

RESOLUTION

"We, the Rotarians attending the Regional Membership Training Seminar in Pretoria on 1 August are committed to extend the influence and impact of Rotary upon many hundreds of thousands of fellow Africans by growing membership in Zone 10A from 20 000 to 30 000 by 31 December 2010." This motion was moved for adoption at the Presidential Membership Conference on 2 August 2008 in Johannesburg and *amended* to read: "We, the Rotarians attending the Presidential Membership Conference in Johannesburg on 2 August 2008, are committed to extend the influence and impact of Rotary upon many hundreds of thousands of fellow Africans by growing membership in Zone 10A from 20 000 to 30 000 by 31 December 2010; **5 000 members by 31 December 2009 and a further 5 000 Rotarians by 31 December 2010.**"

Resolution proposed by: PDG John Gomes (D9350)
Seconded by: DG Mark Doyle (D9250)

The journey has begun!

If you can dream it, you can do it!

Walt Disney Theme



**ZONE 10A
MEMBERSHIP TEAM**
(primary responsibility—
47 countries)



RRIMC Sam F. Owori
D9200
(Eritrea, Ethiopia, Kenya, Tanzania and Uganda)



RRIMC June C. Webber
Districts 9270, 9300, 9320, 9350

(Republic of South Africa, Namibia, Angola and Lesotho)



RRIMC Alain Bambara
D9100 Franco-
phone and Luso-

phone countries (i.e. Benin, Togo, Niger, Mali, Boukina Faso, Guinea, Senegal, Guinea Bissau, Cape Verde; **D9150** (Cameroon, Chad, DR Congo, Congo Republic, Burundi, Rwanda, Equatorial Guinea, Sao Tome & Principe, CAR, Gabon) **D9220** (Djibouti, Seychelles, Mauritius, Reunion, Comoro la., Madagascar, Mayotte)



RRIMC Tunji Funsho
D9100 Anglophone

Countries (i.e. The Gambia, Sierra Leone, Liberia and Ghana). All 4 Districts of Nigeria i.e.

Districts 9110, 9120, 9130 and 9140



RRIMC Patrick D. Chisanga
D9210 comprising Zambia, Zimbabwe,

Malawi, Mozambique; **D9250** comprising: Botswana, Mozambique, Swaziland and South Africa

The RMTS an annual event!

This was the feedback on the evaluation forms from the first Regional Membership Training Seminar coordinated by RRIMCs in Zone 10A held on 1 August 2008 in Pretoria. The training was attended by more than 70 Rotarians, passionate and committed to grow membership and *Make Dreams Real*. "The Regional Membership Seminar should be sustained, even when no Presidential Conference is held in the zone" was the consensus.

Of the 14 districts in Zone 10A, 12 districts were represented. Missing were representatives from D9140 and D9220. Seven of the 14 District Membership & Development Chairs in Zone 10A attended. The question to be asked is: "Whether the expense to attend these events, especially for the District MD&R Chair, is justified?" We believe it is. Networking, defining strategies, exchanging ideas, team building, enhancing membership skills and knowledge is an investment in Rotary's future in Sub-Sahara Africa. From an inspirational and motivational perspective, attending these events is simply priceless.

DG Jaap Steyn (D9320) writes ... "Attending an international training seminar and conference of this nature afforded me the opportunity to meet, share and learn from some truly remarkable people. One is however reminded once again, that no matter how different we look or sound, or how far apart we live, as Rotarians we all have a common desire, that of SERVICE ABOVE SELF. Another reminder is that our challenges across the globe, and especially through Africa, are also very similar."

Sincere thanks to D9250 for the generous sponsorship and for assisting co-ordinate the seminar. The participation of experienced, knowledgeable and diverse presenters - RI Director Phil Silvers, PDG John Gomes - RI MD&R Committee member Jennifer Deters (RI Membership Development Division) together with all RRIMCs representing Sub-Sahara Africa, attributed largely to the success of the seminar. Participants rated the standard of presentations high. Rotary leadership provided a huge show of support. Jonathan Majiyagbe, Chairman of the Trustees of the Rotary Foundation, Past RI President Wilf Wilkinson, PRID Sam Okudzeto and Örsçelik Balkan—were all given speaker opportunities and in turn delivered poignant and inspirational messages on both membership and the Rotary Foundation.

PRESIDENTIAL MEMBERSHIP CONFERENCE—2 & 3 AUGUST 2008

Convenor PRID Tony Serrano - together with the organising committee competently chaired by PDG Greg Stathacopolous, arranged an outstanding conference. The participation by RRIMCs on the Saturday afternoon under Regional Trends, provided an excellent overview of Rotary in Zone 10A. We shared successful strategies and identified important challenges. Bringing Rotary in Sub-Sahara Africa together on membership had a profound affect on attendees. The success of membership growth to the north was inspiring. As RRIMC Sam Owori reiterated, "It can be done!" At the close of proceedings on Sunday it was evident that those who had attended felt motivated and committed to grow membership and *Make Dreams Real* in the year ahead.

Key points raised at both events:

- ◆ *Membership is every Rotarian's responsibility*
- ◆ *Every club needs a Champion!*
- ◆ *"Think Smarter"—Use the resources available*
- ◆ *Strong Leadership + Good Communication = A great club*
- ◆ *An Effective club is a Successful club*
- ◆ *Identify, inform, induct, educate, involve—retention is critical*
- ◆ *Increase Brand recognition and grow Rotary's membership*

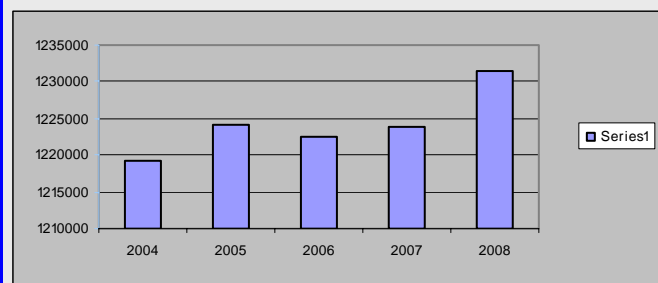
GROW BY 10% (at least)

President D.K. Lee urges clubs and districts to grow by **at least** 10% during 2008-2009. He encourages each District Governor to start at least two new clubs during the year. The cumulative impact of these measures should enable to organization to breach the 1.3 million mark for the first time.

District Governors and District Membership Chairs now need to put in place appropriate training and orientation structures to enable clubs to cope with the sharp spike in growth.

A GLOBAL RESURGENCE!

The 2007-2008 Rotary year was a year of growth in as many as 31 of Rotary's 34 zones.



The organization grew globally by netting a growth of 36 970 (1 July—30 June) taking the total tally to **1 231 483** Rotarians, the highest in the last five years. Zone 10 reflected an overall growth of 3.81% with Zone 10A showing a **6.3%** membership growth. This achievement is very encouraging.

ACHIEVING MEMBERSHIP GOALS 2008-2009

Club check list -

- ◆ Has your club identified a “champion” in your club to drive membership?
- ◆ Does your club have an enthusiastic and active membership committee?
- ◆ How will your club membership committee work with the **District Membership Committee?**
- ◆ Are your membership goals proactive, yet realistic and attainable?
- ◆ How will your club focus on recruiting individuals who will become involved, committed members of your club on a long-term basis?
- ◆ Will your club integrate the goals from RI President Lee’s Membership Goals Recognition program or the 2008-2008 Presidential Citation into its membership development plan?

| | | Starting | Figures | Database | Figures | # | % |
|----------|------|----------|----------|----------|----------|-----------------------|----------------------|
| | | 01 July | 2007 | 30 June | 2008 | Increase/ Decrease | Increase Decrease |
| District | Zone | # Clubs | #Members | #Clubs | #Members | | |
| 9100 | 10 | 89 | 2427 | 99 | 2711 | 284 | 11.70% |
| 9110 | 10 | 79 | 1692 | 82 | 1689 | -3 | -0.18% |
| 9120 | 10 | 27 | 527 | 32 | 790 | 263 | 49.91% |
| 9130 | 10 | 30 | 710 | 31 | 678 | -32 | -4.51% |
| 9140 | 10 | 72 | 1493 | 77 | 1675 | 182 | 12.19% |
| 9150 | 10 | 53 | 1238 | 56 | 1226 | 50 | 4.12% |
| 9200 | 10 | 109 | 3048 | 118 | 3357 | 309 | 10.14% |
| 9210 | 10 | 53 | 1176 | 54 | 1226 | 50 | 4.25% |
| 9220 | 10 | 52 | 1278 | 53 | 1326 | 48 | 3.76% |
| 9250 | 10 | 47 | 842 | 47 | 882 | 40 | 4.75% |
| 9270 | 10 | 46 | 993 | 46 | 1014 | 21 | 2.11% |
| 9300 | 10 | 49 | 978 | 48 | 950 | -28 | -2.86% |
| 9320 | 10 | 51 | 1165 | 52 | 1169 | 4 | 0.34% |
| 9350 | 10 | 61 | 1437 | 61 | 1441 | 4 | 0.28% |
| | | 818 | 19004 | 856 | 20917 | 1193 | 6.3% |



ZONE 10A REGIONAL GOALS 2010

- To raise membership to 30,000
- To Increase membership by an average of 15% per annum
- To make Rotary relevant by growing it to the needs of the continent
- To give attention and extra help to clubs under 25 members and especially those with 10 and fewer members
- To urge and encourage districts to aim at achieving at least 75 Clubs and 2700 members
- To urge and encourage districts and clubs to support and achieve the RI President and Zone 10A membership goals.

Chart your District's progress as at 30 June 2008 .

Please send member-ship articles/news to

The Editor
RRIMC
June Webber



CHILD MORTALITY - THE STARK REALITY IN SUB-SAHARA AFRICA

Dr Neil McKerrow, the Chief Specialist & Head: Paediatrics and Child Health in the Pietermaritzburg Metropolitan Hospitals Complex, painted a bleak picture on Child Mortality in Sub-Sahara in his presentation - "Survival and Beyond" - during the Child Mortality component of the Presidential Membership Conference.

One can understand why RI President D.K. Lee earmarked both Johannesburg and Cairo conferences to highlight the severity of this issue. In Sub-Saharan Africa 4.8 million childhood deaths were recorded in 2006, almost 50% of the total child mortality rate recorded globally for that year! The causes are highlighted in the slide below.

So what is Rotary's strategy to address Child Mortality? Three specific areas have been identified -

1. **Water and Sanitation** (Millenium Development Goal #7—By 2015 reduce by 50% the proportion of people without access to safe water and sanitation)
2. **Health and Hunger**
3. **Literacy**

How can Rotary clubs help?

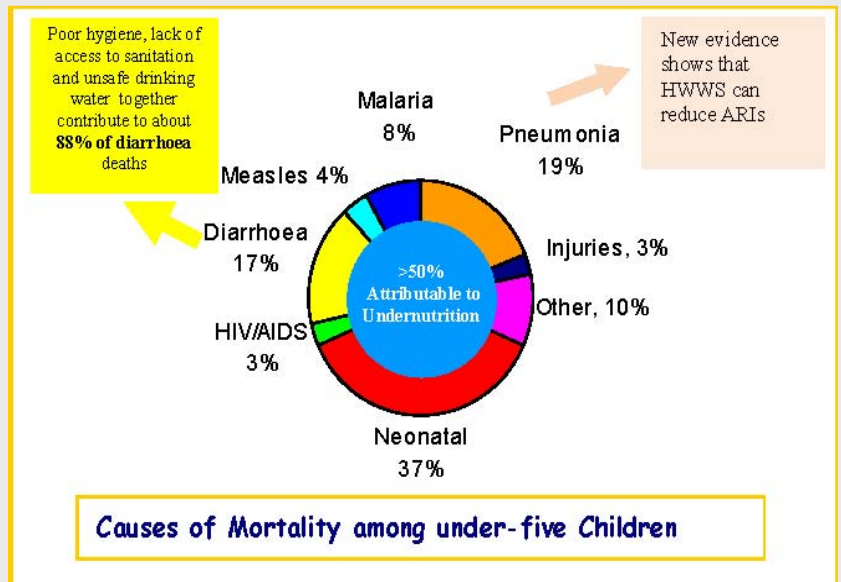
Get involved in projects that dovetail with this strategy.

“Each day in Africa ...”

- 700 women die of pregnancy related causes
- 2 400 babies are stillborn
- 3 100 newborns die
- 9 600 children die after their 1st month of life & before their 5th birthday

“Each year in Africa “

- 30 million women become pregnant
- 18 million women give birth at home without skilled care
- 1 million babies are stillborn
- 1.16 million babies die in the 1st month of life
- 1 in 4 child deaths is a newborn death



KEEPING TRACK OF ROTARY FOUNDATION ALUMNI

It is a challenge for a district to keep track of our Rotary Foundation alumni. More recent alumni are a very mobile group. They move around the world, let alone the country. There is a need to place greater stress on keeping in contact when training the Group Study Exchange (GSE) teams and Ambassadorial Scholars. It is then essential for the district to keep in contact with them, at least twice a year. Have a special meal or social event in conjunction with the district conference.

The real secret is probably to keep this contact at club level. The club's alumni are a more manageable size group and they have had a closer contact with the club members. Clubs should invite them to relevant events, as paying guests. Experience shows how much this is appreciated. Examples of such events are induction dinners, charter nights and DG's visit. What about a special meeting including alumni at one of the club's November (Foundation month) meetings?

My experience of alumni is that they are delightful group of people. They are excellent prospective Rotarians and worth the effort of keeping in touch. Make a special effort this year.

Trevor Long

Regional Rotary Foundation Co-ordinator



New publications for the club membership committee

Newly revised in 2007-08, the *Membership Development Resource Guide* (417) and *New Member Orientation: A How-to Guide for Clubs* (414) are essential resources for every club membership committee. Both publications provide suggestions to enhance membership recruitment and retention strategies at the club level. These publications are available as free downloads from the RI Web site and can be purchased at shop.rotary.org. *Leadership Development: Your Guide to Starting a Program* (250) is a brand new, gratis publication that provides suggestions for starting a leadership development program to help develop the personal leadership skills of club members, enhance their professional lives, and nurture future leaders. Having such a program serves as a selling point for Rotary membership to younger members.

[Membership Development Resource Guide](#)

- Find new content on membership recruitment, retention, and sponsoring clubs, derived from the best practices of Rotary clubs and Rotary International survey research
 - Complete end-of-chapter checklists to guide your club membership committee through the process of creating an action plan for membership development
 - Discover additional resources for developing a stronger membership
 - Download the online supplements *Club Assessment Tools and Regional Membership Supplements* (coming soon to the RI Web site)
- [New Member Orientation: A How-to Guide for Clubs](#)

- Contains session outlines, handouts, and action steps for creating prospective and new member information programs
 - Includes sample induction ceremonies and advice on mentoring new members
- [Leadership Development: Your Guide to Starting a Program](#)
- Find practical advice on speaking points, sample discussion questions, and activities for ten suggested topics.

Resources for new members

Check out [Welcome to Rotary](#), a short new video segment, viewable now on the RI Web site. Less than four minutes long, and offering a broad overview of Rotary and the four Avenues of Service, this video provides an excellent introduction to Rotary club membership for new or prospective members. Find the video by going to www.rotary.org and clicking on Members, New Members, Getting Involved. Use this video during the opening segment of your next prospective member information program.

The new [Membership Video Set](#) (427) includes two DVDs: one for new members and one for prospective members. Each DVD features a compilation of Rotary videos, including *Welcome to Rotary*, various *Humanity in Motion* public service announcements, and segments from *RVM: The Rotarian Video Magazine*. Available through shop.rotary.org for US\$10. Purchase at least one set for your club resource library.

The contents of the [New Member Information Kit](#) (426) and the [Prospective Member Information Kit](#) (423) have been updated in 2008. These prepackaged folders contain materials relevant to new and prospective members, and are available through shop.rotary.org. Add your own club and district profiles and informational brochures to give prospective and new members a complete informational resource regarding Rotary membership.

DIARY DATES

6—8 November 2008
4th West Africa
Projects Fair
Abidjan

26—28 November 2008
GETS & RI Institute
Athens

6-7 February 2009
Presidential
Membership/Child
Mortality Conference
Cairo

21—24 June 2009
Rotary International
Convention,
Birmingham, England

17—24 January 2010
International Assembly
San Diego, California,
USA

20—23 June 2010
Rotary International
Convention, Montreal,
Canada

25—30 April 2010
Council of Legislation
Chicago, USA

]

TENTATIVE

June 20-23, 2010
Rotary International
Convention
Montreal, Canada

2011
Rotary International
Convention
New Orleans, USA

2014
Rotary International
Convention
Sydney

2016
Rotary International
Convention
Seoul, Korea

Resources for existing club members: focus on expanding membership and increasing Brand Recognition

Inviting prospective members to attend a club meeting has never been easier than it is with the new *Start with Rotary* [postcards](#) (614) and [wallet cards](#) (613). These colorful cards supply space for Rotarians to fill in their club meeting information, Inviting prospective members to attend as guests. Consider distributing these cards to club members when your club discusses its 2008-09 membership goals.



Remember to use RI President Dong Kurn Lee's [new member sponsor pin](#) to recognize those who sponsor new members in 2008-09. Pins are available for purchase through licensed suppliers of Rotary merchandise.

Don't forget these favorites:

[What's Rotary?](#) These wallet-size cards answer frequently asked questions about the organization and scope of Rotary, and are popular as a handout to non-Rotarians.

[Rotary Basics](#) (595) is an eight-page, full-color special member education section that appears annually in the August *Rotarian* magazine. It is very popular as a handout to prospective members. Purchase a supply to hand out to visitors.

[How to Propose a New Member](#) (254) Remind club members of their responsibility to propose new members by distributing this brochure at a club meeting. Includes the membership proposal form.

So ... Why PR?

Asks D9350 PR Chair Janey Ball in her PR newsletter "PR Matters". Janey writes - "The Rotary PR stage was set many years ago when our Founder, Paul Harris, said - "In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately." More recently, Rotary International, in the Club Leadership Plan (CLP), recommended that clubs consider Public Relations as one of five suggested standing committees. (The CLP is based on the best practices of effective Rotary Clubs.)

Good Rotary Public Relations means greater interest in Rotary, **the opportunity to grow our membership base and to achieve support for our many Rotary projects and programs."**

Your Editor adds that at the end of the day, the best PR tools are Rotarians themselves. Adopt a personal goal of sharing information about Rotary with at least **one** person every day. **PUT A PIN IN IT!** Wear your Rotary pin **every day**, with pride. YOU hold the key to Rotary's future growth!

New member sponsor pin



Applying for a Public Relations Grant? Deadline 1.10.08!

While districts can compete for up to \$10,000 in funding for public relations efforts through Rotary's Public Relations (PR) Grants, districts do not need to apply for the full amount. Some districts have media markets that do not require extensive funding, and others can accomplish their PR goals with limited support. Encourage your district's PR team to apply for only the amount needed. PR Grant applications are due to RI World Headquarters **by 1 October**. For more information, contact your [Public Image Resource Group Coordinator](#), visit the [PR Grants section](#) of the Rotary Web site, or e-mail prgrants@rotary.org.

REACH OUT TO AFRICA INITIATIVE ...



At the Presidential Membership Conference in Johannesburg on 2 August 2008, Past RI Director Örsçelik Balkan, a member of the ROTA Executive Committee gave an informative address to attendees on the Reach Out to Africa initiative. The Executive Committee is chaired by Past RI President Wilf Wilkinson, photographed with Past RI President and Chairman of the Trustees of the Rotary Foundation—Jonathan Majiyagbe who is also a member of the Executive Committee.

The following are extracts from this speech, which has a specific membership focus. Due to space constraints the speech could not be published in its entirety For those interested in learning more about this important initiative—please access the ROTA website www.reachouttoafrika.org.

“Africa has always been a continent, full of challenges, where the needs super pass resources. Health issues like polio, aides, and malaria and physical disabilities have become dramatic components of human life. Hunger, illiteracy, and lack of sufficient education go hand in hand with extreme poverty in many parts of the Continent. At the edge of the 21st century, this state of desperate living conditions for millions is an insult to human race. It is not possible to talk about peace in such environment, where people are far away from meeting their very basic needs.

The purpose of starting the “Reach out to Africa Initiative” is to organize a systematic approach to support all Rotarians, Rotary Clubs and Districts who tackle these and similar humanitarian problems in Africa. Our objective is to start an initiative which will continue for many years and become a continuous cycle of Rotary service.

We aim to match the resources of our Rotary Clubs and Districts in developed economies, resources of international organizations and resources of The Rotary Foundation with the dramatic needs in Africa. In this manner, we aim to mobilize these resources and steer them to the need assessments in the Continent. In parallel, we aim to activate local Rotarians to practice team work in making up projects that address the needs by proper utilization of the available resources in various parts of the world.”

The Executive Committee consists of 9 members. They are:

- Chairman: PRIP Wilfrid J. Wilkinson, from Canada
- Chair, TRF Jonathan B. Majiyagbe, from Nigeria
- PRID Örsçelik Balkan, from Turkey
- PRID Kalyan Banerjee, from India
- Past Trustee Jyantilal K. Chande, from Tanzania
- PDG Abdulrahman Olatunji Funsho, from Nigeria
- PDG Salem A. Mashhour, from Egypt
- PDG Rodney J. Manzinter, from South Africa
- PDG Seunggi Paik, from Korea

In this Committee we also have Director Philip Silvers as the RI Board Liaison Director, and Trustee Samuel A. Okudzeto as the TRF Liaison Trustee. Sharon Cyr serves on the Committee as the representative of RI staff, assigned by the General Secretary.

“The Executive Committee agreed to measure the effectiveness of the Reach out to Africa initiative on three criteria:

- **Service projects.**
- **Membership,**
- **Project fairs and project exhibitions**

Consequently, the committee agreed that **benchmarks** are needed to serve as a starting point to measure success, and asked the staff to compile available information for this purpose to include membership numbers, service projects, Foundation grants and child mortality figures.

REACH OUT TO AFRICA INITIATIVE

While the primary focus of the Reach out to Africa initiative is on service projects; it is obvious that effective implementation of the related programs are correlated with a strong Rotary presence in Africa. Therefore, the Executive Committee agreed to support each President's emphasis and membership goals during the Reach Out to Africa initiative. We tied our program into the 2008-09 goals of a 10% net increase in membership and at least 2 new clubs.

The Committee believes that success of the ROTA initiative depends on the state of membership in the Continent. Therefore, the Committee committed itself to support all of the membership development activities and works of RRIMCs aimed to enhance membership in Africa. This commitment is approved by the Board of Rotary International."

If we make a different analysis from the aspect of Rotarian density in each country, as to Rotarians with respect to population of each country, we see another perspective. The top ten countries that have the highest Rotarian density are as follows:

| Country | Rotarians | Population | Density (%) |
|---------------------|-----------|------------|-------------|
| Reunion | 468 | 787,584 | 0.05942 |
| Seychelles | 32 | 88,541 | 0.03924 |
| Mauritius | 400 | 1,240,827 | 0.03223 |
| Cape Verde | 107 | 420,979 | 0.02540 |
| South Africa | 5,021 | 44,187,637 | 0.01136 |
| Swaziland | 102 | 1,136,334 | 0.00897 |
| Gabon | 123 | 1,424,906 | 0.00863 |
| Sao Tome & Principe | 16 | 193,413 | 0.00827 |
| Djibouti | 40 | 486,530 | 0.00822 |
| Namibia | 141 | 2,044,147 | 0.00689 |
| TOTAL | 6450 | 52,003,898 | 0.01240 |

To find a practical target, taking 1/3 of this top limit may be a reasonable approach. When we do that, we find 39,000 as an achievable membership objective. Although there are a considerable number of assumptions, this figure clearly shows that a promising membership growth potential exists in Africa. Therefore, the goal that was set yesterday at the Regional Membership Seminar as 30,000 until 2010 for Zone 10A is a realistic target.

I believe that we should commit ourselves to this target, as unanimously decided yesterday, and start implementing our membership development plans from today on. Yes, we must start today and do not wait for tomorrow to achieve our objective.

Hand in hand, we can make the "Reach out to Africa" initiative a movement never dreamed of. In the long run, our vision must be sufficiently wide to turn the "Reach out to Africa" into "Africa Reaches Out".

We must dream of developing Rotary in Africa to make the Continent a Rotary Zone itself. " (Ends)

Diversity - a global challenge!

This short extract from RRIMC Sam Mova's membership newsletter for Zone 6A—"Membership Matters" highlights the challenge we face globally. A possible solution - "listen aggressively".

DO WE APPEAL TO THE YOUNG & PIERCED ?



This is a question that must engage our attention. Are we a cool enough organisation? Are the young waiting out there to be invited? Does Rotary or any service organisation resonate with them much the same way they did with our generations ?

These and many other questions will need to be faced if we are to go out and recruit the young professional and business leaders who are the major propellants of the

economic engine of our nation. It may be worthwhile seeking the reactions of the young icons outside Rotary in your community. Think of a way to reach them.

A starting point could also be to listen to the Gen 'X' ers already there in the club (if they are there). Listen aggressively. You may not like some of the stuff.

But in reaching out to and in adapting the way we run our clubs to meet the expectations of Gen 'X' ers and millennials might lie the path to continued success of our organisation.