



The Flywheel

Thursday, September 15, 2011

www.dentonrotary.com

Denton Rotary Club

Chartered
May 1, 1920
District 5790
Club No. 1779
P.O. Box 1622
Denton, Texas 76202

Meeting Time:

Thursday, Noon at El Chaparral
Cantina and Grille
324 W. McKinney St # B Denton



Kalyan Banerjee
International President



Sharron Miles
District Governor



Pete Bradbury
Club President



Young Rotarian advocates a new approach to Rotary

Rotary International News -- 13 September 2011

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program



Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary. Rotary Images

structures, club member involvement, and committee formats."

Manage expectations

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

"We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled on the city or their career," she says. "We can't be afraid of inviting members who may leave."

Ischkin added that it's important to understand the mindset of the new

See next page

2012 Officers

President – Pete Bradbury
President Elect – Karen Dickson
Past President – Dale Kimble
Treasurer – Vicki Smith
Secretary – Jerry Holbert
Sgt-At-Arms – Dick Stewart
Assistant Sgt-at-Arms –
Bruce Burlison
Executive Secretary –
Rita Burlison
rita@ritaburlison.com

2012 Directors

Ernie McGee
Sarah Muniz
Todd Price
Jack Thomson
Doreen Rue
April Cain
Tyler Wood
Mark Ragsdale
Colt Edwards

Committee Chairs

Service Projects – Colt Edwards
Public Relations – Ernie McGee
Membership – Jack Thomson
Rotary Foundation –
Doreen Rue
Club Administration –
Karen Dickson

Rotary Board meeting date, time & location reminder:

- 3rd Wednesday of the month:
September 21, 2011
- 12:00 Noon
- DATCU Administration
building conference room
- The meeting is open to all
Denton Rotary members
- RSVP to Rita Burlison at
rita@ritaburlison.com

Meeting Calendar

September 15 Ron Aldridge – Health Services of North Texas
September 22 Jeff Dorman and Mark Gaither, Redemptive Life & Marriage

Denton Rotary Club 1779 Attendance Report

September 8, 2011

Total Member Count – 99
(8-Honorary, 5-Exempt)

Number used for Attendance – 86
Members Present – 56
Makeups – 5
Total Credits – 61
Attendance Percentage – 70.93%
Guests Present – 8
Total – 64

Makeups:
Henry Oosterwijk, 8/12/11,
Metroport
Kimberly Karl, 8/16/11, 8/23/11,
Denton South
Mike Pope, 8/22/11, Burlison Area
Midday
Jim Alexander, 9/1/11, Online

Visiting Rotarians:
Mike Brucia, Denton South
Bob Bishop, Hurricane Creek

Guest Speakers:
Mark Mersman
Mark Solomon
Mineral Royalties

Guests:
Sam Wilson
Guest of Mike Pope

Tina and Kevin Bryant
Guests of Danny Mitchell

Martha Len Nelson
Guest of the Club

Leave of Absence:
Clinton Lynch (5/17/11 to 11/17/11)
Miogene Alexander (6/1/11 to
12/1/11)

generation and manage expectations accordingly. Younger people are “always on the go and truly connected,” she explained, whether it’s through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be “on call” with their careers, but they are no less dedicated to service.

“When you’re trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with

the younger generation you are trying to attract and work with,” she said. “Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps.”

But for many clubs, she said, “all it takes is opening up your minds and starting to think differently about the future of your club’s membership.”

“This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests.”

Denton Rotary Club Members



Name	Classification	Bus. Phone
AARON, LARRY	Counsel-Marriage & Fam	(940) 382-0860
* ADAMS, JAMES	Newspaper Publishing (R)	(940) 566-2093
†* ALDRIDGE, RON	Health Services	(940) 381-1501
* ALEXANDER, JIM	Higher Educ, Univ	(940) 566-0111
* Alexander, Miogene	Real Estate-Sales	(940) 390-2355
Bailey, Jonathan	Judiciary	(972) 965-1525
†* BARNES, DON	Photography-Commercial (R)	(940) 566-1888
+* Baugher, Vince	Healthcare-Chiropractor	(940) 484 6336
* BRADBURY, PETE	Mailing Services (R)	(940) 391-3141
* BRASWELL, RAY	Public School, Admin	(940) 391-3141
†* BROCK, EULINE	Past Service	(940) 382-2436
Brock, Greg	Youth Organizations	(214) 929-0168
†* BROCK, HORACE	Higher Education (R)	(940) 565-3369
* BURLESON, BRUCE	Law Enforcement	(940) 300-2273
†* BURROUGHS, MARK	Law Practices-Tax Law	(940) 382-4357
Cabrales, John	Municipal Gov, Admin	(940) 349-8509
Cain, April	CPA	(940) 387-8930
Carranza, Gabriel	Higher Education	(940) 369-5261
†* COBURN, STEVE	Optometry	(940) 566-3413
†* COOPER, JOHN	Extension Education	(940) 453-1886
CROSS, JACK	Honorary Member	(940) 382-9935
* Dickson, Karen	Economic Development	(940) 382-7151
Edwards, Colt	Banking	(903) 987-3111
Ellis, Cheryl	Honorary	
†* Engelbrecht, Jim	Municipal Services	(940) 206-5167
* FLESHER, RALPH	Veterinary Medicine (R)	(940) 382-1203
Freebourn, Royce	Property Management	
* Garden, Condell	Non-Profit Mgmt	(940) 566-5927
* Gee, Penny	Consultant	(940) 391-3254
Gotcher, Mary	Honorary	(817) 403-3808
* GREGORY, MIKE	Law Practice, Family	(940) 387-1600
†~* GRIFFIN, MARGARET	Higher Ed Univ-Prep (R)	(940) 382-7316
* HEATH, MILLARD	Retired	(940) 387-8916
Henderson, Gary	CEO, Non-Profit	(972) 741-9902
Henson, Kevin	Non-Profit Mgmt	(940) 382-5112
Hix, Quentin	Airport Manager	(940) 349-7744
Holbert, Jerry	Higher Ed-Found.Admin	(940) 565-4555
* HOPKINS, GEORGE	Law Practices (R)	(940) 566-8739
Howell, Lee	Law Enforcement	(940) 391-2290
HUDGENS, DERV	Honorary Member	
* Ingman, Stan	Higher Ed-Univ	(940) 565-2298
* INGRAM, KEN	Banking (R)	(940) 484-8654
+* Iverson, John	Retired	(940) 891-4305
* Jester, Tom	Law Practice-Adoption	(940) 387-7585
* KARL, KIMBERLY	Consulting	(940) 391-0031
* KEITH, LEE	Cattle Raising	(940) 382-3709
Kennedy, Courtney	Healthcare Admin	(940) 348-3211
* KIMBLE, DALE	Credit Union Admin	(940) 442-5401
†* KITCHENS, HARV	Innkeeper	(940) 365-3535
* Langley, Kathy	Physical Therapy	(940) 395-6902
Langston-McDaniel, Virginia	Retirement Home	(940) 383-6347
* Leal, Dan	Nonprofit Admin	(214) 597-0868
Lynch, Clint	Airline Operations	(940) 382-5578
Martino, David	Honorary	
* McCarty, Charles	Insurance Executive	(940) 243-4252
McDaniel, Jerry	Marketing/Home Renovation	(940) 391-2800
† MCDUFF, MARY ANN	Higher Ed	(940) 898-3310
* McGee, Ernie	Banking	(940) 891-2344
* McKee, Bill	Arbitrator/Mediator	(940) 565-3445
Melson, Marsha	Banking (R)	(817) 239-5971
†* MITCHELL, DANNY	Banking	(940) 440-9100
* MOHELNITZKY, JERRY	Insurance-Health/Life	(940) 387-6196
+ MORTON, OLIVE	Community Ed (R)	(940) 262-0828
* Muniz, Sarah	Credit Union-Insurance	(940) 442-5581
Nalley, James	Senior Search and Rescue	(972) 987-1440
* Nelson, Bob	Public Utilities	(940) 498-4044
* OOSTERWIJK, HERMAN	Healthcare-Imaging	(940) 440-9530
Patterson, Edward	Emergency Preparedness	(214) 336-1814
†* PHILIPS, TOM	Banking & Construction Lending	(940) 349-5441
Pittroff, Richard	Information Services	(469) 387-2703
POOLE, EVA	Public Library Administration	(940) 349-8750
POPE, MIKE	Commercial Banking	(940) 387-4417
* Price, Todd	Banking	(940) 383-6246
* PROUTY, HERB	Law Practice-Municipal	(940) 349-8333
* RAGSDALE, MARK	Optometry	(940) 387-9595
Ramirez, Robert	Law Practice	(940) 321-0265
Ramsay, Robin	Municipal Judge	(940) 349-8139
* Robinson, Randy	Banking Admin	(940) 382-3962
* Robison, Doug	Law Practice	(940) 380-0911
†* ROGERS, SONJA	Financial Services	(940) 565-1819
* Rue, Doreen	Health Services-Admin	(940) 381-1501
SANDELIN, KAREN	Insurance Agent	(940) 381-5363
* SEAY, ROBERT	Accountant, CPA	(940) 387-8563 Ext. 21
Seymour, Elizabeth	Physician	(940) 230-4467
Shiver, John	Architecture	(940) 484-8878
* SHRADER, JOHN	Honorary Member	(940) 387-1255
* SIEGMUND, JOHN	Honorary Member	(940) 382-3830
* Smith, Vicki	Non-Profit Mgmt	(940) 566-5851
Springer, Kraig	Commercial Printing	(940) 387-6161
* Stanley, David	Banking-Lending	(940) 349-5602
†* STEWART, RICHARD	Airline Pilot (R)	(940) 382-4962
†* STREAM, RICHARD	Honorary Member	(940) 246-3000
* Sudderth, Randy	Banking Trust	(940) 349-5600
†* Thomson, Jack	Clergy (R)	(940) 382-5176
Trammell, Phil	Higher Ed-Development	(940) 727-8912
Vest, Melanie	CU/CFO	(940) 453-1135
Wisnbaker, Scott	Director, Non-Profit	(940) 282-0381
* Wood, Tyler	Remodeling Contractor/Builder	(940) 566-3143
+†* WOOLFOLK, RICK	Investment, Broker	(940) 382-5500

Highlighted Name...Past Club President

NAME IN CAPS...Paul Harris Fellow

*...Paul Harris Sustaining Fellow

~...Bequest Society

†...Foundation Benefactor

Highlighted Name...Past Club President – Other

(R) ... Retired

⚙...Assistant Dist. Gov.