

ROTARY CLUB of SARASOTA



CHARTERED APRIL 12, 1926
CLUB NUMBER 4339
DISTRICT 6960
ZONE 34

PRESIDENT – DAVID BOWMAN
Classification: Law, Real Estate

APRIL 4, 2018

SMILE THE WEEKLY CLUB NEWSLETTER

WWW.ROTARYCLUBOFSARASOTA.COM

Today's Speaker:



**Dr. Arash Farahvar –
Neurosurgeon at Sarasota's
RE3 Innovative Neuroscience
Institute**

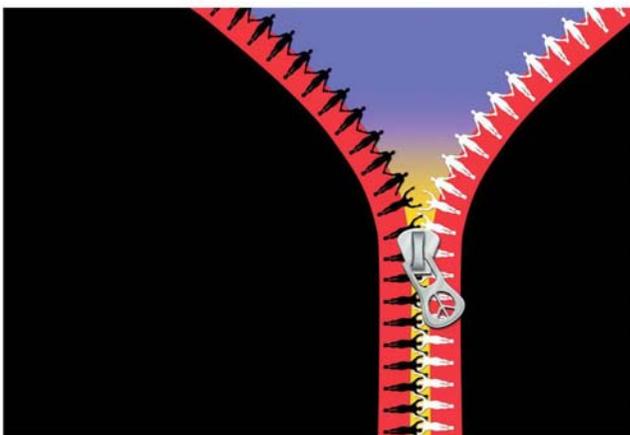
Dr. Farahvar is fellowship trained at the University of Miami School of Medicine and has extensive experience in complex spine surgery and deep brain stimulation. He has a PhD in stem cell transplantation for the brain and spinal cord, particularly in relation to injury.

The RE3 Innovative Neuroscience Institute combines academic research with the most sophisticated technological advances in neurosciences. It is Florida's premier neuroscience center; performing minimally/non-invasive brain tumor removal, robotic guided spine stabilizations, stereotactic targeting using stem cells, and a host of advanced procedures.

Upcoming Speaker:

April 11 – Angela Hartvigsen : Edexplorer (SRQ School BD)

**EMBRACING OUR DIFFERENCES
ON DISPLAY APRIL 4 THROUGH JUNE 1**



CONNECTIONS
Artist - Marcia Ente, Sarasota Adult

**THIS IS THE PANEL SELECTED BY CLUB MEMBERS IN
A CLUB-WIDE SURVEY.**

PREVIOUS MEETING (3/28/18) by Dorothy Pratt

Sarasota Police Chief Bernadette DiPino wants all of us to be on the lookout for anything that looks suspicious..... *"I count on all of you to be my eyes and ears if you see something that doesn't seem right,"* she told the Rotary Club of Sarasota. *"I'm looking to change people's lives, one situation at a time."*

DiPino shared her challenges of being the first woman chief of police in Sarasota. Crime is down by 30 percent in five years. Homeless outreach has been expanded. In fact, housing has been found for 39 percent of the homeless.

She notes that people think they are helping by giving cash to homeless beggars, but she disagrees..... *"We need more funding for mental health,"* she said. She credits First Step, Salvation Army and Resurrection House for helping the problem.

Schools are benefiting from having law enforcement officers in every school.

A fourth generation law officer, she served 10 years on the SWAT Team in Ocean City, Md and has a BA degree in liberal arts from Salisbury University. Her daughter is following the family tradition and is a Baltimore police officer.

Regular Social Gatherings

Saturday mornings at 9 a.m.
Panera Bread @ US 41 & Bahia Vista

Last Monday Evening of the Month
5:30 p.m. at Amore
Burns Court, 446 South Pineapple Ave.

**PRESS RELEASE IN RECENT HERALD TRIBUNE
BUSINESS SECTION UNDER GOOD DEEDS.**

The Rotary Club of Sarasota Foundation recently awarded **Embracing Our Differences** a \$5,000 grant to help fund and enhance its education outreach initiatives. Since 2004, Embracing Our Differences's outdoor art exhibit, celebrating the theme of "enriching lives through diversity," has showcased the art and words of thousands of artists and writers from around the world, including hundreds of area-based students and educators.

Also crucial to the organization's mission are its ongoing education initiatives. Presented in partnership with the regional school district and nationally recognized educators, these programs positively impact the lives of thousands of area teachers and students every year. These include annual workshops and retreats providing diversity curricula for area educators, free bus transportation for students and teachers to visit area cultural venues, and student docent programs in high schools.

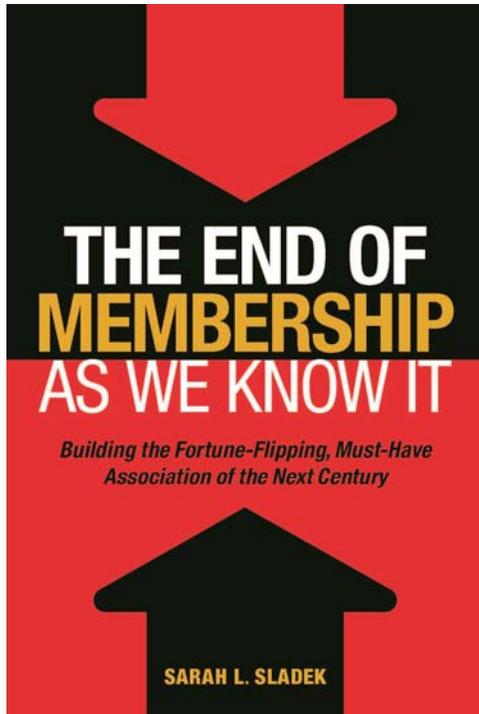
2018/2019 PRESIDENTIAL THEME: BE THE INSPIRATION

REPORTER – JIM ROQUE – JIM.ROQUE@SUNTRUST.COM

WHY PEOPLE JOIN

or

It's actually a good thing if some people do not accept an invitation to join your club
(This article appeared in Retention Central in 2014. Readers should know that the Rotary Zone our club is in is the ONLY zone in North America that has gained in membership three years in a row.)



"Your deliverables may change, but the core needs of your membership will never change. We all join associations wanting a problem solved and we all want the experience to be positive, ultimately resulting in relationship-building opportunities."

(From page 45 of Sarah L. Sladek's book, *The End of Membership as We Know it.*)

Paraphrased in Rotary terms, *"Your attributes may change, but the core needs of Rotarians will never change. Everyone joins wanting a problem solved and everyone wants the experience to be positive, ultimately resulting in relationship-building opportunities."*

The critical fundamental is that everyone joins an organization like a Rotary club to satisfy a personal want or need, not to solve the organization's wants or needs. That's the subtle but vital difference between the attract and recruit thought processes. Ms. Sladek's finale comment brings out the joiner's ultimate goal: relationship-building opportunities. With this in mind, two critical questions jump out:

1. Are the members of your organization the type with whom your prospective member would want to build a relationship?
2. Is the prospective member someone with whom your organization's existing members would want to build a relationship?

Answers to these questions should be filtered out prior to a person being invited to join your Rotary club, or any similar organization. In Rotary, by far the best way to do this is to make sure prospective members are fully aware of the problem solving and opportunistic benefits your club offers. And beware of the potentially fatal announcement, *"My visitor is a potential member."* This frequently puts the visitor in an awkward position and creates a negative thought about the organization. In Ms. Sladek's book (page 51), she tells of her personal experience after being a guest speaker at an association luncheon. On her way out, she was approached by a member, application in hand, who invited her to join. Consider reading her emotional reaction.

A major step in solving attraction and retention problems is for all Rotary clubs to have in place a formal process for proposing members, especially including a pre-application Rotary Information meeting (orientations come after a person joins.) Some of those proposed may, for a variety of reasons, not accept the invitation to join. And that's a good thing.