

Club Service - Member Services

Melissa Dagodag, Director



Club Service – Member Services Committees of the Rotary Club of Santa Monica are dedicated to improving the quality of services to members and provide enjoyable ways for them to develop closer ties with peers. A particular focus for this year is the integration of functions that relate to improving communications within the club and with the community outside the club. We will make every effort to meet or exceed the following objectives.

COMMUNICATIONS

One ongoing challenge for the club has been improving intra-club communications to ensure that all members have accurate and timely access to announcements, helpful information, and opportunities to participate in events and projects. The proliferation of electronic methods of sharing information, primarily email and Internet, has added complexity to the task of communicating to the members as well as expanding the opportunities for doing so. Some members still prefer hardcopy, others can receive faxes but do not use computers, still others are avid emailers, and others prefer to access information at their convenience via the website. Hence, the need to provide for internal communications using all of these media, upgrading the website, making "html" email announcements and email aliases easier to use, more comprehensive, and current. With more information being conveyed electronically, we are also sensitive to the need for visually attractive and animated packages.

A second ongoing challenge is to raise our visibility in the community, getting the Rotary story out and raising awareness of the club's projects and activities that benefit the community.

To address these challenges, we have reorganized our committee structure to establish an umbrella "super" committee to provide the board with an additional committee chair who can facilitate the work of the communications-related committees that are now "nested" together. The nested committees are *Rota-Monica*, the *Roster*, our Internet website, our club photographer, and a newly established committee that will develop a more systematic program of press relations to publicize our activities and programs in the community. The super committee will not supplant the work of the nested committees but rather will provide support, encouragement, facilitation, and coordination among them.



Danae Thomas

A. *ROTA-MONICA* – Danae Thomas, Editor in Chief

Objectives

- 1 To continue to publish and improve the principal publication of the Rotary Club of Santa Monica. *The Rota-Monica* will be published weekly when meetings are scheduled.
- 2 Encourage committee members and volunteer writers to provide a flow of articles and information to enhance the variety.
- 3 Highlight Club, District and International news and projects.
- 4 Acknowledge special Rotary months and Rotary Foundation news.
- 5 Motivate members to attend weekly meetings and other events and list adjacent club make-up locations.

- 6 Convey the Rotary spirit with taste and humor, and attempt to mention as many members as possible in print. New member's biographies highlighted.
- 7 Coordinate distribution via email and through the Club's website.



Steve Litvack

B. ROSTER - Steve Litvack

Objectives

- 1 To maintain and publish roster information and membership list in a cost-effective format that can easily be kept current.

C. CLUB WEBSITE/INTERNET - Jim Dyer, Larry Maher, Jon Caplan

Objectives

- 1 Be the one-stop information source for members to learn about club programs, activities, and new members.
- 2 For the community at large, promote information about the Santa Monica Club and Rotary International.



Jim Dyer



Larry Maher



Jon Caplan



Barbara Bishop

D. PRESS RELATIONS – Barbara Bishop

Objectives

- 1 To develop a strategic plan for developing a more regular program of identifying opportunities to solicit media coverage of Rotary activities and programs. Issue press releases where appropriate.
- 2 Investigate opportunities for advertising and consider the costs and benefits of using advertising as part of the club's outreach program.



Iao Katagiri

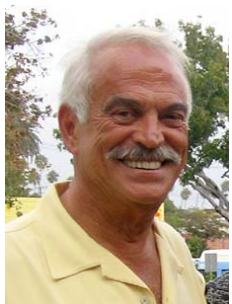
E. PHOTOGRAPHY – Iao Katagiri

Objectives

- 1 To obtain and retain a pictorial record of weekly meetings and special events.
- 2 To photograph weekly speakers with the Club President and/or Club member who introduces our speaker.
- 3 To provide digital pictures for use on the website, in the *Rota-Monica*, in the meeting slide shows, and in the Information Guide and Recognition Book.

FELLOWSHIP/FAMILY OF ROTARY

In the spirit of Rotary International's emphasis on the Family of Rotary, we have clustered the following committees together under this umbrella designation: Socials and Entertainment, Support Visitations/Cards/Condolences/Family Invitations, Rotary 'Round LA, and Host/Hostess Dinners. In each of these committees, participants will be reminded of the importance of making family members of Rotarians, living and deceased, feel welcome to participate in club activities.



Spyros Dellaportas

F. SOCIALS ENTERTAINMENT – Spyros Dellaportas

Objectives

- 1 To offer members a choice of events for getting to know fellow members and their families and having fun.
- 2 To plan activities that can appeal to smaller groups rather than the membership as a whole.
- 3 To create opportunities for members to get to know other members by having members sit at different table locations.
- 4 To promote camaraderie and good spirit among the members.
- 5 To help create an atmosphere of fun at the meetings and the special events
- 6 To ensure all events are self-supporting.
- 7 Have at least one Rotary Family social event each quarter to include guests to enhance possibilities for membership recruitment.



Jim Reidy

G. SUPPORT VISITATIONS/CARDS/CONDOLENCES/FAMILY INVITATIONS - Jim Reidy

Objectives

- 1 To ascertain information concerning Rotary members who are hospitalized or sick at home to have Club Members sign get well cards at our regular meetings and to send to these people. In addition, flowers will be sent to the hospital or home and personal visits be made to those who are ill, to express our concern.
- 2 To ensure that widows/widowers of deceased members are invited to all Club functions.
- 3 To include remembrances of deceased members in appropriate ways



Brian Linnekens



Simon Hunter

H. ROTARY 'ROUND L.A. – Brian Linnekens, Simon Hunter

Objectives

- 1 To bring together energetic Rotarians, friends and family members to enjoy outings and special opportunities together to discover Los Angeles



Wine tasting, the Getty Villa, and learning to be a chef at cooking school...

I. FIRST TUESDAY – John Dravillas, RoseMary Regalbuto

Objectives

- 1 To build fellowship and social connections
- 2 To become acquainted with various meeting places in Santa Monica and to meet business owners.



John Dravillas



RoseMary Regalbuto



Bending an elbow or two, sharing stories, making friends with fellow club members in an organized, monthly, after-work group.



Monika White

J. HOST/HOSTESS DINNER – Monika White

Objectives

- 1 To increase participation of new and older members with a series of four dinners in which spouses and guests participate.
- 2 To help members become better acquainted with each other.
- 3 The object of this program is to promote friendship, fellowship, and an opportunity for spousal involvement with Rotarians.
- 4 To raise funds to support two vocational scholarships each year.



Erik Jorgensborg

K. ATHLETICS, GOLF, VOLLEYBALL, BOCCE – Eric Jorgensborg, Michael Cates

Objectives

- 1 To arrange sporting events that will interest members to get involved in the Rotary Club of Santa Monica for the purpose of fellowship and camaraderie among our members and will promote a competitive spirit with other community service clubs. The committee will strive to have individual members of the Athletics committee assume responsibility for planning and coordinating one or more events or outings.



Michael Cates

L. ATHLETICS, TENNIS – Karim Jaude

Objectives

- 1 To arrange tennis matches and challenges to other clubs to extend friendship and fellowship among club members and members of other Rotary Clubs.
- 2 To promote a competitive spirit with other community service clubs and other Rotary Clubs in California.



Karim Jaude

L. CLUB HISTORIAN – John McIntire

Objectives

- 1 The Historian retains all archival material in an appropriate storage facility notifies the board of any change in location of such material. The historian regularly updates a brief description of the club's history for the club roster and for presentation to new members.



John McIntire