



## Rotary Club Begins Strategic Planning

The Bridgeton Rotary Club began putting together its strategic plan for the next three years at a club assembly held at Gia's Catering Hall in Bridgeton on July 23.

About thirty members, led by the club's president Gil Walter and president-elect Tony Stanzione, assessed the club's strengths, weaknesses and opportunities and work in groups to develop goals and objectives to improve the club in its mission of community and world service.

The facilitators included the club's board of directors Steven Linn, MD, Lynn Williams, Carolyn Heckman, Tony Buono, Ann Shimp and Ted Ritter and public relations committee chairperson Diane Kolman. They led small group discussions that focused on developing goals for five key areas of the club. They include public relations, community and club service, international foundation and service, membership attraction and retention and finances and club administration.

Tony Stanzione opened the planning session by saying, "we join together today to come up with goals and suggestions for making our club stronger in numbers and in mission and service, building on the strong foundation that hundreds of Bridgeton



Rotarians have built over our nearly 90-year history as in September we will complete our 88th year and begin our 89th.

He added, "this means we come with new goals and ideas by respecting what others have done and valuing the opinions and ideas of each other."

The proposed goals follow and will be further discussed and defined by the committees, board and members in the weeks ahead.

**Finance & Administration** (Chris Jespersen), Tony Buono, (Marlene Urban), Tobi Olusa, Jim Owens, Dave Kolman, Austin Gould, Ted Ritter.

•Need to reduce the average age in our club from 61 1/2 yrs (more younger members to join, more new members will help our revenue, engage in more community projects which will increase Rotary's Good Will in the community and attract new members)

•Increase our weekly average attendance from 60% to at least 75%



•Increase Fundraising (i.e. a mini-golf tournament)

**Membership** – Ann Shimp, Michele Torchia, Randy Clour, Carola Hartley, Roy Spoltore:

• Net gain of 20 members during this fiscal year (would require at least 30 new members to offset any attrition)

•Create a Retention / Engagement Strategy to keep Rotarians interested (have more high profile events that grabs the attention of prospective members)

•Asks Rotarians to commit to 6 hours/quarter of service to some community activity other than just attending weekly Rotary Club meetings (will enhance Rotary's image in the community)

•Have more Club Assemblies during the year to report on activities of each of the committees.

**Public Relations** – Diane Kolman, Alan Woodruff, Ches Peterson, Steve Carnahan, Greg Facemyer, Tom Lane, Bill Lomberg, Tony Stanzione:

Never – ever miss an opportunity for PR (encourage each Rotary Club committee to be responsible for getting news items and photos to the PR community for publication) Develop a PR package that can be distributed to local

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## Club 5938 Information

### 2009-2010 Officers

President: Gil Walter  
President-elect: Tony Stanzione  
Vice President: Steven Linn  
Secretary: Carolyn Heckman  
Treasurer: Tony Buono  
Marlene Urban, Ass't. Treas.

### Directors

Lynn Williams  
Chris Jespersen  
Ann Shimp  
Ted Ritter, Immediate Past Pres.

### Meeting Location & Time

Gia's Catering  
36 Mulford Dr., Bridgeton, NJ  
Thursdays, 12:10 PM

### Greeter / Invocation Schedule:

July 30 - Dave Wilson  
Aug. 6 - Ashley Timmons  
Aug. 13 - Doug Fisher  
Aug. 20 - Dale Johnston  
Aug. 27 - Sidna Prickett

### SPEAKERS

#### July 30 - Melanie Pirolo

South Jersey Healthcare Cancer Treatment Center, Jennifer Nanni & Suzanne Bauer.

WE ALSO WELCOME DISTRICT GOVERNOR SALVATORE CONTE AT THIS LUNCHEON.



Aug. 6

OUT TO THE BALLGAME!

No Lunch Meeting.

Club will meet at 6:30 PM at Alden Field to enjoy the Bridgeton Invitational Baseball Tournament.

Admission to the tournament and hot dog and soda are provided for Bridgeton Lunch Club members. Stop at ticket booth and let them know you are with Rotary.

Hug-A-Bear and Honey-A-Bear to take part in ceremonial first pitch for the second game at about 8 PM. Guests may attend but must pay for admission and food and beverage.

## Strategic Plan

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media, prospective new members, etc.

- Paid media - have a monthly Rotary column or ad in local paper
- PR Committee to provide bulletin (publish newsletter in some public venues, require each
- PR committee member to be assigned to a month to be responsible for collecting PR items from the club.

### Rotary International Foundation & International Service –

Steven Linn, Carolyn Heckman, Gladwyn Baptist

- Increase club fundraising to enable club to give out more grants and to participate in the matching grant program (reinstitute Int'l Night, Progressive Dinner, possibly increase dues)
- Every Rotarian Every Year – encourage and educate club on RI foundation so that we can get to 100% of the club giving a minimum of \$100 each year to RI Fdn.
- Polio Plus - \$1000 goal for this fiscal year. (pass around bin weekly rather than monthly)
- Group Study Exchange – not only host the incoming GSE team but to try to find someone from our area to participate in the group going to another country in this program.

### Community & Club Service –

Lynn Williams, Jack Neff, Sidna Prickett, James Edwards, Dale Johnston, David Wilson:

- Hug-a-Bear, RYLA, Toys for Tots, Food Drive are all a given- continue good efforts on these



- Increase club participation in Community a. Form a co-op relationship with area HS Juniors (concentrate on helping senior citizens in the area and implement the Adopt-a-Road program with both high students and Rotarians)
- b. Establish the HS Interact Clubs and get approval from both Boards of Ed
- c. Rejuvenate Vocational programs at local high schools (James Edwards to spearhead this)
- Develop a Survey to assess community needs (consult with Bridgeton Main Street, Tri-County Community Action and Salvation Army).
- Partner with BMSA on downtown project (i.e. area art, flower project, park benches, etc).



## Group Workcamps Project Serves Bridgeton

By Club Reporter Dale Johnston

The club's July 9 meeting featured a preview of a special event to unfold in Bridgeton the following week. Mr. and Mrs. Steve and Sally Kern of York, PA, were in Bridgeton during the week of July 5 to serve as "Set-Up Crew" to prepare for the arrival of 373 volunteers scheduled to arrive in Bridgeton on Sunday, July 12.

The organization of Group Workcamp Foundation which enlists the volunteer efforts of Christian youth, ages 12-20, who pay as much as \$400 for six days of potentially life changing experiences. They do interior and exterior painting; Building or repairing porches and wheelchair ramps; building or repairing steps; or weatherization and other home repairs.

The 373 youth volunteers who arrive in Bridgeton will be supervised by 20 staff members of Group Workcamps. Service will be rendered in the Southeast Gateway neighborhood and others. Sixty-two crews will work on 47 homes as have been identified and qualified through the efforts of Tri-County Community Action Partnership's employee, Ms. Demetrica Todd Hunter.

Materials totaling \$19,000 in value have been purchased in the form of lumber from Smith

and Richards, Bridgeton, and paint from Sherwin-Williams, Vineland. Other purchases made during the week of work will be made at Lowes, Union Lake Crossing, Millville. The funds have been raised through grants via the organizing efforts of Tri-County.

Volunteers will be headquartered at Bridgeton High School where they will eat and sleep in sleeping bags rolled out on the floors. Special treats are being furnished each evening for the youth and adults by some area churches and service organizations. Bridgeton Rotary Clubs (Lunch and Breakfast) will be serving the volunteers cookies and water ice at 9:00 on Thursday evening, July 16. Coordinators for the service project by Rotary are Lunch, Ann Shimp, and Breakfast, Jean Scarani.

For more information on Group Workcamp see [www.GroupWorkcamps.com](http://www.GroupWorkcamps.com).



*Bridgeton Lunch and Breakfast Rotary Club members help service snacks to Workcamp volunteers in Bridgeton.*

## Steve Carnahan is Back

Alan Woodruff welcomed Steve Carnahan back to the club. Steve is a past member and a past President of the club. We all welcome Steve back to Rotary!