

Dear Presidents-Elect,

Our focus this week is **Your Members**. One of the four elements of an effective Rotary Club is the ability to sustain and/or grow membership. One of the key people on your club leadership team is the membership committee chair and an important club activity is the new member induction ceremony.

Please look at the membership section on the RI website, www.rotary.org , to see the multitude of resources available to you and your membership chair.

Your Members Questions:

- Why is membership important to you as club president?
- What are some of the challenges to attracting new members? Does your club adequately represent the business and professional interests of your community?
- What are some key elements in an effective orientation program?
- What steps can your club take to retain members? What steps can your club take to attract new members?
- What successful strategies have you used in your club that you would like to share with your fellow incoming presidents?
- How can you determine and measure how well your club is meeting the needs of its members?
- How can you determine and measure the reasons why members have left your club?

Please review chapter 4 of the Club Presidents Manual in preparation for this discussion session at PETS. The President's Manual is posted on the High Country PETS web site at www.highcountrypets.org.

Please remember to register for PETS by February 24, 2019. Otherwise you will be charged a \$50.00 late fee that is not covered by the District. Reserve your room at the Renaissance Hotel (on Quebec Street) before February 7, 2019 to be sure of room and rate availability. The reservation link is on the High Country PETS web site at www.highcountrypets.org.

Once again, your PEN (president-elect nominee) is strongly encouraged to attend. Special PEN sessions are being offered on March 1-3 with different information than given in your PE breakout discussions.

If you have any questions on the materials or need assistance, please contact our District Registrar, Kellie Kegerreis, at rotary5440@yahoo.com or 970-506-1036. If you are newly appointed and need to review the previous correspondence that has already been distributed about PETS, please visit [https://rotary5440.org/event/president-elect-training-seminar-\(pets\)/](https://rotary5440.org/event/president-elect-training-seminar-(pets)/).

Feel free to reach out to me anytime as well.

Chris Woodruff, DGE

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District Governor 2019-2020

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