



The District Gyro News

District VI

Issue: 2-12/13

2 April, 2013

Food for Thought:

Nobody made a greater mistake than he who did nothing because he could do only a little. Edmund Burke (1729-1797)

Greetings

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This is my second Governor's Bulletin and I'll start by wishing everyone all the best in 2013. May the Gods of happiness, prosperity and good health watch over you warmly throughout the year. I trust you have all wintering well, especially those who were not able to travel south as a solution to dealing with Mother Nature's harsh winter reality. For those who did, I hope you got your money's worth with an abundance of warm and sunny weather.

In late January, the Gyro International Interim meeting was held in wonderful Las Vegas and from all reports it was very good meeting with the usual amount of reporting, networking and enjoying the wonders of this exciting and vibrant City. I will have a short report on the meeting later in the Bulletin. Unfortunately, I couldn't attend due to a pending medical appointment but PIP Harold Bernard graciously agreed to be our District representative at the meeting.

By now, I'm sure you've heard that the District Interim meeting scheduled for Dartmouth had to be cancelled due to the low commitment of registrants and on your behalf, I would like to extend our appreciation to the Dartmouth Club for all their dedicated work in making the arrangements to host the meeting. It was disappointing that we missed out on the opportunity to get together for some fellowship, socializing, crib, curling and storytelling but we were able to salvage the moment by replacing the Interim meeting with a Legislative Council meeting in Truro. The minutes of that meeting have recently been circulated to all Clubs in the District and any feedback you would like to offer would certainly be appreciated.

Happy Easter to everyone. It's that wonderful time of year that gives us cause for pause and reflection and it signals the start of a new spring season. We are starting to experience extended daylight hours, warmer temperatures, greenery popping out all around us and for those who golf and/or Bar-B-Q, the promise of another great season. I will be available for visitations to clubs throughout the spring, therefore, if you have some installations you would like to hold, have a need for District assistance on promoting the new membership strategy or other issues of importance, then please contact me and I will try my best to be available for assistance.

As the summer unfolds, I'm sure many of the clubs will have a variety of golf outings or other recreational events so if you think a visit from the Executive would be beneficial to your Club, please feel free to contact me and if I can make the trip, I would be pleased to attend.

Please remember the two main components of the new membership strategy, recruitment and membership satisfaction. You will receive a copy of the new strategy shortly and you will see that we have set modest and realistic goals for sustaining our numbers but it all start with each of us doing our best to invite our friends or acquaintances out to experience the Gyro concept. Let's have fun with it and make it happen.

Life may not be the party we hoped for, but while we're here we should dance. ~Author Unknown

District Participation:

The Gyro International Convention will be held in mid-May and a couple of issues will be on the agenda that I need your assistance on so I can address them from a District perspective. I will be sending out detailed memos shortly looking for your thoughts and would appreciate a response by April 30/13.

The first issue relates to a recommendation from Gyro Headquarters to modify the Gyro International Constitution to more effectively deal with the payment of partial dues for new members who join the organization part way through the year. The intent is to pay the initiation fee and the pro-rated dues shortly after the member joins and not wait until the next semi-annual per capita payment. Apparently there has been a significant problem for HQ trying to collect such fees on schedule and with this proposed change it is felt the problem will be solved. There will be more to follow on this.

The second issue that Gyro International is testing the waters on is the roll of Gyrettes in the organization. Some Clubs and some Districts have been discussing this for some time and Gyro International would like to hear from the Districts on what their feelings are on Gyrette involvement in the organization. I will soon be sending out a short questionnaire to Club Presidents to determine the feelings of each Club and would appreciate your Club discussing the matter and responding to me by April 30/13.

The Merit Award is Gyro International's highest level of recognition for service to the organization at the club level and Club members should look at some of your dedicated fellow Gyros and consider nominating them for such an award.

The Merit Award is given to that Gyro who does a good job when it is not expected. The man who day in and day out serves as a reminder of what true Gyro spirit is; the man who is indeed special, perhaps in his own quiet way, and who has provided exceptional service. The Merit Award is NOT given to a Gyro who has done a good job as a club President or District Governor; indeed, EVERY Gyro is expected to do a good job in any office, elected or appointed.

I will circulate a nomination form shortly that you can use for this purpose. The process starts with a recommendation from any member in a Club, then is passed on to the Club Executive for their approval, then on to the District Executive for their blessing and finally on to the GI Executive Council for final approval.

I noticed that all Clubs in the District do not produce a regular **Club Bulletin** for communicating with club members and I encourage the Club Executives to ensure that this happens. Communicating with members is vital to keeping everyone in the Club well informed of upcoming events and what has happened in the recent past, and the bulletin doesn't have to be an elaborate production if time or equipment is an issue. Fancy doesn't necessarily matter however, it is vital to have a communication tool of some sort. The following are the standard's categories recommended by International to ensure consistency and to help with evaluating Bulletins for recognition at the end of the year.

1. Regularity
2. Format, including cover or masthead, copy layout and art work
3. Contents, including friendship, journalistic style, promotions, and editorial content
4. Gyro activities, including past and future Club, District and International events, personals, promotions of conventions and promotions of Gyro growth

I have a template for a simple and standard Bulletin that I will circulate shortly and if this would be helpful, please feel free to use it. Individuality and artistic expression offer great satisfaction if you are so inclined and this template will permit that.

Our **District Web Master**, Mac Weaver, has tendered his resignation due to family constraints and we offer our sincere gratitude to Mac for his long and dedicated service to the District in this capacity. We have a great product to work with and Mac managed it extremely well on our behalf. To access it, just search Gyro District VI and click. It contains Club Bulletins, the District Constitution, forms, Club members, District meetings etc. This is a request for all members to use the site, if you haven't already tried it.

I will soon be circulating an official request for Mac's replacement so please think about it. It would be a great service to your District and you will receive some remuneration and a lot of personal satisfaction.

Upcoming Events

2013 INTERNATIONAL CONVENTION



"Oasis of the Seas" ~ 7-day Western Caribbean ~ May 11-18, 2013

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### The Site for the 2013 District VI Annual Convention



The Old Orchard Inn ~ just  
outside Wolfville

### **FUN N' GAMES & DANCING**



The Beautiful Fireside Lounge  
~ The Site of our Friday Night  
"Meet n' Greet"

On May 11-18, 2013 the **Gyro International Convention** will be held on "The Oasis Of The Seas" and will be part of a 7-day Western Caribbean Cruise leaving from Fort Lauderdale, Florida. There is still time to get in on the **FUN** so if you can include this as part of your Spring Social Calendar, please contact Cathy at [Cathy@besswilliamstravel.com](mailto:Cathy@besswilliamstravel.com) and she will help you with the planning and other arrangements. This promises to be fun so give it some serious thought.

I understand everything on this ship works well in the engine room and there will be no issues with the sanitary system and supply of water. The trip should be non-eventful.

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On September 20-22, 2013 The Windsor Gyro Club will be hosting the **District VI Annual Convention** and this year it will be held at the **Old Orchard Inn** in the beautiful Annapolis Valley.

The event will kick off with the usual **annual golf tournament** and again this year, it will be a scramble format. We will organize the teams so there will be a decent balance of talent and enthusiasm on each team. The event will be played at the lovely Avon Valley Golf & Country Club in Falmouth, just 20 minutes from the Old "O". **Friday night will be a Fun & Games Night** and there will be dancing.

Saturday morning will be reserved for the usual District meetings and a **Ladies event is also being planned for Saturday morning**. This year it was decided to have an **Awards Luncheon** at Saturday noon with a proposed guest speaker and this will lighten the load for the evening event.

The highlight of the weekend will be the **Saturday evening Governor's Dinner and Installation of Officers**.

The registration forms and more detailed convention information will be sent out within the next month and we are hoping for an excellent turn-out for what promises to be a fun filled weekend. Windsor is noted for hosting great convention parties and the plan is to deliver on that expectation. So please mark September 20-22 on your calendar. You won't be sorry.

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The next **Gyro International Interim** meeting will be held at the Fiesta Resort in Tempe Arizona in **late January or early February of 2014**. For those who enjoy warmer weather in the winter or would like to golf in almost guaranteed great weather, this may suit your travel calendar quite well.

The **2014 District VI Interim Meeting** will be a topic of discussion at the Annual Meeting in September and depending on the outcome of the discussion, a time and location will be held in reserve. If it is decided not to hold the usual Interim Meeting, it could be replaced by a Legislative Council meeting similar to this year's meeting.

For those of you who always wanted to visit **Wallace, Idaho** in early summer, your prayers have been answered. **The 2014 Gyro International Convention** will be held in Wallace which is located about 80 miles east of Spokane, Washington in the western extremities of the Rocky Mountains. It is a small venue but the scenery and hospitality should be spectacular. You may never have the opportunity to visit this part of the country again.

## Information Updates:

### Gyro International Interim Report:

PIP Harold Bernard attended as District VI representative and the following are the key issues of note from the International Interim recently held in Las Vegas.

- ⇨ Although membership is declining, two new Clubs have been chartered.
- ⇨ A new policy is being formulated to deal with delinquent dues and a proposal will be on the agenda for the International Annual Meeting in May 2013.
- ⇨ The focus of a new marketing plan is to target 50-65 year olds, emphasize Recruitment, Retention & Expansion (District 6 suggests adding promotion), roll of Gyrettes in Gyro, Changing the slogan, more exposure to social media.
- ⇨ Help with travel expenses to International Interim Meetings of Lieut. Governors from Districts 6, 9 & 10.

### The District VI Membership Strategy:

The new District VI Membership Strategy will be circulated shortly as information for all members and you will find it is an easy read and worth spending some time evaluating. The following are some of the key trigger points that will give the recruitment strategy a chance to work but it will need your participation ~ first to read it, then to get on board and help make it work. The document details a two part Strategy ~ first, introducing new members to Gyro and second, ensuring high levels of satisfaction of members. The recruitment points are as follows:

1. Each club needs a point person to make this happen. It is suggested that be the membership chair or someone else with enthusiasm and good communication skills.
  2. Clubs should have promotional material for distribution to prospective members, ie. a brochure or dedicated section of the club's web site.
  3. Set realistic membership goals and track progress.
  4. At least one member shall invite a guest each month.
  5. All members should endeavour to invite a guest to at least one meeting, social or recreational function during the course of the year.
  6. As a courtesy to guests and new members, everyone should wear their name tags to all Gyro functions.
  7. Follow up with a guest within a month and if there is hesitation to join, invite him to another meeting of a different format (ie. social or recreational).
  8. Follow up by providing the guest with a copy of the Club's brochure, a copy of the monthly bulletin or information for accessing the web site.
  9. This initiative is a positive and proactive one but it will only work if we all contribute and do our part.
- Let's have some fun with this and see how quickly we can achieve our goals.

Cheerio until the next time,  
Governor Keith

### Life's Like That

*I know what things are good:  
friendship and work and  
conversation. These I shall  
have. ~Rupert Brooke*

*Life can be easy; it is only a  
question of choosing between  
solutions and illusions.  
~Didier D'haese*

*Life is a compromise of what  
your ego wants you to do, what  
experience tells you to do, and  
what your nerves let you do.  
~ Bruce Crampton*

*In small proportions,  
we just beauties see,  
And in short measures,  
life may perfect be.  
~Ben Jonson*

*If A equals success, then the  
formula is:  $A = X + Y + Z$ ,  
where X is work, Y is play, and  
Z is keep your mouth shut.  
~Albert Einstein*