

ROTARY MEANS BUSINESS DISTRICT 7390 CHAPTER

OF THE ROTARY MEANS BUSINESS FELLOWSHIP GOVERNING DOCUMENT

The following document will govern the structure and procedures of the Rotary District 7390 Chapter of the Rotary Means Business Fellowship and conforms to the RMB Fellowship By-Laws requirement that Chapters have By-Laws or a Governing Document as revised August 28, 2018.

1. **The Board of Directors/District Committee** shall consist of the following positions, which will be held for two-year terms (remainder of the 2017 season and seasons 2018 and 2019) and can be continued for additional terms should the Rotarian be willing and the Board approve (see Appendix A for more details):
 - Chairperson/President and Champion of one of the Tiers (Eastern, Northern, Southern)
 - Vice-Chairperson and Vice-President/Champion for one of the Tiers
 - Vice-Chairperson and Vice-President/Champion for one of the Tiers
 - Director of the Eastern Tier (supports actions of that Tier)
 - Assistant Directors of the Eastern Tier
 - Director of the Northern Tier (supports actions of that Tier)
 - Assistant Directors of the Northern Tier
 - Director of the Southern Tier (supports actions of that Tier)
 - Assistant Directors of the Southern Tier
 - Secretary (takes notes at RMB Chapter meetings)
 - Treasurer (District Treasurer performs this function)
 - RMB link on District Website/Newsletter Manager (District Executive Secretary)
 - District Governor (Ex-officio member)
 - District Governor Elect (Ex-officio member)
 - PDG John Judson (Honorary member as founding District Governor)
2. **Board Meetings** shall be held annually at a date and time determined by the Chairperson/President. Other meetings shall be conducted as required. Board decisions will be decided by simple majority vote. The seven voting members include the Chairperson/President, the Vice-Chairpersons/Vice-Presidents, the Directors, and the Secretary. Four voting members constitute a quorum. Email voting when necessary is permitted. Assistant Directors may attend meetings but do not have a vote. They may vote for their Director if the Director is absent.
3. **The RMB Chapter Year** will be the calendar year not the Rotary year.
4. **Networking Meetings** shall be held in the following **more consistent** manner: Each Tier area will hold four meetings each year with one in each quarter of the calendar year for a total of 12 meetings per year throughout the district. These meetings shall be held on the second Thursday of each month or as close to that date as possible given club, sponsor, and members' needs. In 2019, the Southern Tier will host in January, the

Northern Tier in February, and the Eastern Tier in March, and this pattern will be followed in succeeding quarters of the calendar year. **Meeting dates should not conflict with district events.**

- 5. Steering Committee General Functions:** There shall be one Steering Committee for each of the Eastern, Northern, and Southern Tiers. Each Tier Steering Committee is responsible for bringing in new members as Director or Assistant Directors when necessary. Steering Committees are responsible for identifying hosting clubs for each RMB calendar year season. They also are responsible for running the networking meetings and where the venue permits bringing the wine and beer (this has been the general practice for the 2014-2018 RMB seasons, but this can be changed at the discretion of the Tier Champion). Further, Steering Committee members for each Tier should visit clubs to give short talks regarding RMB with the purpose of interesting clubs in hosting RMB events and opening club members to the networking opportunities available through attending RMB events. Additionally, Steering Committees should promote their events by providing to the Chairperson/President at least four to six weeks prior to the planned event information so that he or she can craft an input to the District weekly e-newsletter (the Chairperson/President also is responsible for updating the RMB link on the district website as well as the Rotary Means Business District 7390 Facebook, Rotary Means Business District 7390 LinkedIn, Instagram, and BLOGs - #RMB7390rocks). The Chairperson/President also will provide this information to **the Central Penn Business Journal (CPBJ) through Alaine Keisling of the Harrisburg Keystone Rotary club.** The Chairperson/President also is responsible for doing the generic fliers, although Tier leaders can do their own flier if they want. Steering Committees should conduct parallel promotional efforts to the RMB weekly e-newsletters such as developing a group email of the club presidents in their areas to urge them to promote each event strongly through fliers (available on each Tier's Pics & Docs page) placed on club tables and announcements at club meetings and space in their websites and newsletters promoting the event. Another parallel effort for Tier Steering Committees to consider would be to use the spreadsheets for events held during the RMB season to develop a group email of event attendees and use it the next year to remind those most interested in RMB to attend upcoming meetings perhaps putting it out a few weeks and a few business days before each event. **Also, thanks to John Bailey we are using Constant Contact to ensure emails do not go to spam and sending them to all district RMBers to promote our events at least twice per event).** Steering Committee Champions should take every opportunity to stress the importance of bringing GUESTS to meetings with a goal of having 25% of attendees there as guests with emphasis on youth, Rotaractors, and Interactors. Finally, Tier Champions and their teams should make themselves available to attend district training events and AG meetings in their area to be a resource the DG and AGs could use to energize and educate club presidents regarding RMB promotion and its importance to

clubs' membership development and retention strategies. **The DG and AGs also should urge clubs to form RMB committees within their club (can be one or more Rotarians) and put the committee in the Vocational Service Lane or integrated within the club membership committee as the RMB person within the membership committee to champion all things RMB.** Steering Committee Champions should send out Pre and Post Event generic Guidance (available on the Tier Pics & Docs Page) to all attendees the day before and the day after the event and follow up a few weeks later to see what attendees have to say about results achieved.

6. **Hosting Committee General Functions:** Each hosting club should have a hosting committee to plan the event, choose a venue and date and find a caterer. Hosting clubs should ensure they pass the networking event date, venue, estimated cost, and sponsor information to their Tier Champion at least 30 days before the event so that he or she can develop promotional efforts as indicated in paragraph 5. See the Hosting Club Guidelines on the Pics & Docs Pages of the RMB link on the district website for additional details. If hosting clubs stay within budget guidelines, these events should cost the clubs nothing as the event is paid for by registration fees charged each attendee online at registration (no refunds) and by sponsors should the event have a sponsor or sponsors. Clubs may partner with a nearby club in order to increase the attendance base.
7. **Event Sponsors** may be sought by Tier Champions and their money used to ensure that the District Treasury at least breaks even on the event. **Also consideration can be given to charging attendees less than the standard \$25 registration fee or even nothing and this is the preferred option should the event have a sponsor or sponsors covering costs (caterer, beverages adult and otherwise, promotional costs and processing fees).** Sponsors will be given prominent space in event promotional RMB newsletters, more time to speak at the event, a brief tour of their business if event is held at their place of business, and if venue space permits signage at the event. **There will be two classes of sponsors – major and event.** Sponsors can become major sponsors by contributing \$500 to the RMB sub-account in the district treasury or having an event at their place of business or in a separate venue wherein the sponsor pays all event costs thus making the event free for attendees. For this, major sponsors will have their logo appear in event Constant Contact promotional blasts and will be mentioned in all other lines of promotion for the next year. Event sponsors pay \$100 and for this will have their logo placed in the Constant Contact email blasts promoting the event and in all other lines of promotion for that event.
8. **Event Guests** generally fall into three categories: potential Rotarian guests invited by Rotarians who believe they are qualified to be Rotarians, family of Rotary to include Rotaractors and Interactors, and **CPBJ subscribers interested in attending RMB networking meetings (attracted by the RMB calendar entry in the CPBJ).** These guests should be paid for by their sponsoring Rotarian's club, but this is not required.

CPBJ walk-ins should pay at the door if there is a charge. No other category of guest is permitted to attend these events.

9. RMB Networking Events count as official Rotary meetings.

10. RMB Networking Meeting Format should generally follow the following sequence, although exceptions for **special events** (such as RMB Leadership Summit at 2019 District Conference), **speakers for short talks regarding a leadership case study, skilled and unskilled labor shortages, millennials**, and adjustments in networking procedures, or other RMB events are permitted:

- 30 minutes Registration (essentially picking up and/or filling out your name tag) and initial networking/socializing. See the RMB Pre and Post Event Guidance documents for additional information regarding attendee actions at these meetings and the Crafting an Elevator Speech information papers on the Pics & Docs Pages of the RMB link for each Tier.
- 10 minutes Hosting club welcome, Steering Committee comments, and **brief success stories**
- 30 minutes Thirty second elevator talks by participants
- 45 minutes Focused networking and circulation every five minutes
- 5 minutes Closing comments by Steering Committee if needed (RMB networking meeting usually start at 5:30 and end at 7:30 in the afternoon, early evening unless there is a speaker in which case the event will end at 8:00 pm.)

11. RMB Networking Meeting Payments will be done online using the appropriate Tier registration page of the RMB link on the District 7390 website. There will be no refunds. When events are free, registration will be accomplished through a Google link to the registration site.

12. RMB promotion through the RMB weekly e-newsletter, link on the district website, CPBJ, Rotary Means Business District 7390 Facebook page, LinkedIn group, Instagram account and BLOG (when and if the latter two are established) and other means as described in paragraph five above shall be utilized by the Tier Champions and their teams to the maximum extent possible and all RMBers and district leaders should be encouraged to use these means to get the most out of RMB and **increase attendance**. RMB weekly e-newsletter details shall be provided by Tier Champions to the Chairperson/President who will develop the input to the District Executive Secretary. Updates to their respective Tier Events, Registration, and Pics & Docs Pages shall be provided by Tier Champions to the Chairperson/President for transmittal to the district executive secretary for their areas of the district.

13. Membership in the RMB Fellowship is required for all members of the RMB District 7390 Chapter Board of Directors with the exception of Ex officio and honorary members of the Board. Membership in the RMB Fellowship (RMBF) is encouraged but not mandatory for all district leaders and district Rotarians. **Strengthening/modernizing the**

RMBF website so it has real value for our district 7390 Rotarians is expected to be finished and launched in September or October 2018 and may be a way to get more District 7390 Rotarians to join the RMBF. Chapter dues must be paid annually by the District Treasurer at the beginning of the Rotary year on or about 1 July. This is normally done by the RMB Chair/President but can be done by any member of the Board of Directors since all should be members by going to the RMB Fellowship website at www.rotarymeansbusiness.org. The member can then request reimbursement from the District Treasurer.

- 14. RMB link organization:** The RMB link contains a general Home Page and About Page applicable to all Tiers. It also provides Event, Registration, and Pics & Docs Pages for each Tier of the district. It also has links to the RMB Fellowship website, Facebook, and LinkedIn sites. View the district website www.rotary7390.org to preview the RMB link.
- 15. Selection of Board of Directors/District Committee Members** will be accomplished based on the interest, involvement, and level of commitment of the Rotarians considered. These Rotarians must work to ensure the Chapter prospers and allows for the best networking experience possible. Any Board member may nominate a district Rotarian to fill one of the positions on the Board to replace an existing member when that becomes necessary for whatever reason. The Board can approve or disapprove the nomination by simple majority vote.
- 16. Succession planning** is underway. While the current Chair plans to remain for at least the next two to three years, various names have been put forward and it looks likely that strong leadership for RMB District 7390 Chapter # 4 of the RMB Fellowship is very likely going forward.
- 17. New ideas** to be implemented in what remains of the 2018 season and into the 2019 RMB season include developing a membership sheet covering What's Rotary, What's RMB and a link to membership application forms; adding Instagram and a Blog as mentioned, getting more millennials into Rotary, getting more younger people invited to RMB sessions as already mentioned, getting more Rotaractors and Interactors invited to RMB events and summits to give them an opportunity to find mentors and/or internships, and developing a sheet that would list sponsor benefits and as mentioned define two classes of sponsors – major and event.
- 18. Spreadsheet Use** is restricted to Rotarians, guests, family of Rotary and CPBJ subscribers attending a particular event. Information may be used to develop business relationships or provide referrals and send email blasts describing in more detail an attendees' business. **However, spreadsheet information cannot be shared with other entities that would allow them to put attendees on their mailing lists.**
- 19. RMB Chapter Oversight:** The District 7390 RMB Chapter must conform to the guidance, rules and regulations of Rotary International, the RMB Fellowship, and the guidance/direction of the District Governor.