



LA MESA

ROTARY CLUB OF WEST EL PASO



SERVICE Above Self

VOLUME 42 Number 11

November 21, 2005

November 21

Rabbi Larry Bach

Border Interfaith Alliance

November 28

Scott Lynch

Candlelighters

December 5

Frankie Carreon

Court Appointed Special Advocate

December 8

Holiday Party

Santa Teresa

December 12

Partners in Literacy

El Paso Opera

December 19

Congressman Reyes

Congressional Report

December 26

NO MEETING

JANUARY 2

NO MEETING

JANUARY 9

Al Velarde

Child Crisis Center



Get to know one of our newest members

MARK PIERCE

By Wes Schotten, La Mesa Editor

Mark is president of The Motivation Source, Inc. He is a consultant, speaker, and executive coach with over 25 years of experience as a professional in communications. He is an honors graduate of both the College of Communication and the School of Law at The University of Texas at Austin.

Mark says that his programs for individual and organizational development are grounded in his experience as an attorney, FAA certified commercial pilot and flight instructor, educator, and business owner.

Mark and his wife Donna have three teenage children: Sarah

(college sophomore), Kevin (high school senior), and Drew (high school freshman).

Mark tells us that Jim Maxon is responsible for persuading Mark to join Rotary. He told La Mesa that Jim did a great job of pointing out the service orientation of Rotary and that he was right about the members of Rotary Club of West El Paso being awesome people.

Mark is particularly interested in becoming involved in RYLA. As a facilitator of leadership classes and as a father who loves his teenagers, Mark is especially motivated to work with these young leaders. ■

The Membership Minute

The following membership minute comes from RI. I feel that it is so informative and so important that every Rotarian, especially those in leadership positions, should read it. The minute is somewhat lengthy so I will divide it up into sections to be continued in the subsequent district newsletters.

A "meet, greet, eat, and retreat" club is one in which members gather each week, shake hands, share a good meal and, after a very brief business session, go home.

According to Past District 6740 Governor Bill Crawford, these kinds

of clubs pose a threat to the recruitment and retention of Rotarians, especially new and younger members. "Most of the people we want to have in our Rotary clubs are already busy people, and becoming a Rotarian is one more commitment of time and interest," he says. "We persuade them to become a part of Rotary's extraordinary humanitarian efforts, and then they experience the meet, greet, eat, and retreat' reality of too many meetings of the club and too little of what they expected. ▶▶

Rotary Websites

Just click on the blue links below and you will be taken to the site.

Our Club

www.rotarywestelpaso.org

Our District

www.rotary5520.org

Rotary International

www.rotary.org

eClubOne

www.rotaryclubone.org



Holiday Party Set for December 8th



In a move designed to accommodate more club members' holiday schedules, the Board has set Thursday, December 8th for the club's Christmas party. The party will begin at 7:00 PM with cash bar cocktails followed by dinner and program at 7:30 PM at the Santa Theresa Country Club.

As in past years, the event is free for club members and one guest; additional guests can attend for \$25 each. Deadline for

signing up for the party is Monday, November 28th. Members can sign up at any of the weekly lunch meetings or by contacting Jim Maxon or Ric Ligner or any of the club officers.

As part of their introduction to the Club, our new members with some guidance from Jim Maxon and Ric Ligner, are responsible for the planning and details of the party.

Come join us for some holiday fun!

"Making the meetings more than a weekly gathering is the key to both recruitment and retention," Crawford explains. "We need to have a program each and every week that informs and excites a Rotarian to want to be an active partner in what the program is about. It is up to us, as active Rotarians ourselves, to change in such a way that new members learn the whole truth about Rotary and want to be a continuing part of it."

Crawford also feels that too many Rotarians don't know about Rotary's work around the world or feel personally involved in Rotary's mission. He says this lack of knowledge and personal commitment leads the average busy Rotarian, who joined the club "to do more with his or her time and [money] than meet, greet, eat, and retreat," to lose interest. "And that loss of interest leads to the loss of a member."

Crawford offers this advice: "We need to make it more interesting for them, through almost-immediate involvement in a project that benefits individuals in the community and through programs that offer an education about Rotary and what it does outside the boundaries of the community in which we live."

Take a look at your club. Research conducted by the RI Membership Development Division has shown that poor club programs, projects, and leadership are consistently ranked as some of the top factors contributing to membership losses. For example, a former Rotarian from Austria recently shared this comment with RI: "I quit my Rotarian membership because at that time, our local club had no program. They were just eating [at their meetings]... so I changed to a [service] club with a goal." To make sure that your club's programs, projects, and leadership are addressing your members' current needs, it's important to periodically take a critical look at various elements of your club.

Brian Taylor
District 5520 Membership and Development Chairman ■

OFFICERS

President	Jim Maxon
President Elect	Ric Ligner
Vice President	Ken Slavin
Secretary	Jesse Allen
Treasurer	Leah Masters
Sergeant at Arms	Teresa Cavaretta
Past President	Rick LoBello

DIRECTORS

Club Service (A)	John Morrison
Club Service (B)	Gary Mundy
Vocational Service	Teo Cafengiu
Community Service (A)	Arlene Carroll
Community Service (B)	Lorraine Huit
International Service	Chava Gonzalez

DISTRICT GOVERNOR

Mike Adkins

NEWSLETTER EDITOR

Jim Weddell

La Mesa is published by the [Rotary Club of West El Paso, Inc.](#) To subscribe send an e-mail to jallen@reuelgroup.com with "Newsletter Subscription" as the subject.

MEETINGS

Monday: Holiday Inn - Sunland Park, 12 PM

EL PASO MAKEUPS

Tuesday: **East El Paso**, 12 PM

Airport Hilton

Wednesday: **Sunrise**, 7 AM

Sunland Park Holiday Inn

Vista Hills, 12 PM

Vista Hills Country Club

Thursday: **El Paso**, 12 PM

1st Presbyterian Fellowship Hall

Anthony, 12 PM

Dos Lagos Golf Club

Franklin Mountains, 5:45 PM

Sunrise Center Furr's Cafeteria

Friday: **Northeast**, 12 PM

Sunrise Center Furr's Cafeteria

JUAREZ MAKEUPS

Tuesday: Juarez Sur, 2:30 PM

Campestre Juarez

Wednesday: Cd. Juarez, 1:30 PM

Campestre Juarez

Juarez Chamizal, 2:00 PM

Rest. Barrigas Monumental

Juarez Americas, 3:00 PM

Campestre Juarez

Juarez Frontera, 7:30 PM

Rest. Viva Mexico

Thursday: Juarez Paso del Norte, 2:00 PM

Campestre Juarez

Juarez Empresarial, 2:30 PM

Rest. Barrigas Mon.

Friday: Juarez Industrial, 2:00 PM

Campestre Juarez

Juarez Ejecutivo, 2:00 PM

Mision de Los Lagos

Juarez Norte, 8:30 PM

Casino Juarez

Juarez Oriente, 9:00 PM

Hotel Holiday Inn