

**ROTARY HEROES—THE FUTURE OF ROTARY IS IN YOUR HANDS**  
**Breakout Sessions for the 2010 District 6360 Conference**



**FRIDAY AFTERNOON, MAY 7**

**2:30 to 4:00 p.m.**

**A Conversation about Michigan's Future**

This will be an opportunity to have further discussion with Phil Power, our keynote speaker Friday noon. The Center for Michigan, a "think-and-do-tank," completed over 10,000 Community Conversations in 2009. Their objective is to develop comprehensive and long-range policy solutions for Michigan's future business, economic, political and cultural climate. Join us to be part of a discussion on transforming our State's future.

Learning what's next, and how you can get involved. Check out their Web site:

[www.thecenterformichigan.net](http://www.thecenterformichigan.net).

**Talent Based Recruiting for New Club Members and Employees**

In today's world, we need to take advantage of diverse talents, skills, and generations in our club membership and businesses. This affects the way we recruit and retain members and employees. This workshop will focus on the "how to" as well as the benefits of building and sustaining a culture that leads to organizational excellence. It will be led by Brad Black, president & CEO of *HUMANeX VENTURES*, a company that has designed strategies to support excellence in individuals, organizations and communities.

**SATURDAY MORNING, MAY 8**

**9:00 to 10:00 a.m.**

**How To Think Like A Hero — Part I**

Roger Cram, keynote speaker for Friday evening, is the author of *Modeling Future Heroes*. He will share with us the values, problem-solving techniques, and conflict-resolution abilities of our world's heroes of peace.

**Communicating Effectively With Today's Technology**

Are you using social media to reach your members and community? Do you have a newsletter that members are reading? Is it online? How up-to-date is your Web site? Is it going to attract potential new members? This workshop, presented by panelists from *LKF*

*Marketing*, will explore all those questions and help to improve your communications with members and the community.

**10:30 to 11:30 a.m.**

**How To Think Like A Hero – Part II**

This workshop is a continuation of Part I.

**Making Rotary Meetings FUN!**

Sure there is an agenda and business to be conducted, but to make sure there is fellowship, which is one of the purposes of Rotary meetings, there needs to be FUN as well. Our “fun experts,” Past President Brent Larson (Portage Rotary) and Past District Governor Dick Sammis, will share their ideas to improve your meetings in this workshop.

**How to Establish Great Public Relations for Your Club**

In order to recruit new members for your club and support for your fundraisers, the community needs to be aware of who you are, your service projects, and how you benefit your community. Barbara Walters, district PR chairman, will moderate a panel that will make sure that you’re doing an effective job of public relations in print, broadcast and other media.

**SATURDAY AFTERNOON, MAY 8**

**2:45 to 3:45 p.m.**

**Youth Programs: Your Club’s Future Rotarians**

Interact, RYLA, Youth Exchange, and Rotaract are all programs that your club can sponsor, allowing you to be directly involved with youth. Program participants will share with you how they have benefited, and how your club can help create future leaders and potential Rotarians.

**Shaking the Money Tree: Successful Fundraising Methods**

How do you fund your service projects? Do you need to explore some new ways to support your club’s activities? We have a panel including district foundation officers and club members that will share their expertise as well as some sources for grants that you may need to learn about. It will be an idea-sharing session as well, so bring YOUR best fundraising ideas!