



# The Bulletin



The Official Newsletter of the Rotary Club of Rosebud-Rye Inc. District 9820

Club number 18422

Chartered 26th May 1955

Volume 60 No. 3

21-07-2015



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District Governor: **Merv Williams**

District Gov. Elect: **Lyn Westland**

District Gov. Nom: **Don Ripper**

Assistant Gov.: **Linda Morris**



**K.R. "Ravi" Ravindran**

President

Rotary International

## President's message

### How To Sell Without Selling

Ingrid Maynard's presentation "How to sell without *selling*" was about the level of sophistication we bring to our communication skills, and to the sales process. The more skilled we are at understanding how to connect with others who will value our product or service, the easier it becomes. Ingrid's message was appreciated by the business people present but also had significance for our Rotary Club as we consider our approach to recruiting new members. Following is a summary of Ingrid's presentation:

1. **Clarify your Why:** people buy with their emotion first and rationalize it with logic. It's the way our brains are wired. When we feel connected on a deeper level to an individual, organization or business, the decision to buy or belong will be found! Give your customers the opportunity to connect with you. It's how you'll build your...
2. **Tribe:** when your why is clear, your tribe will be able to find you easily. You'll know how you communicate to them and what it will take to deliver your service once you know your why. It will also help you move on those that will never fit into your tribe: you can serve them best by redirecting them to their rightful tribe. Once you know your why, your tribe will become clear and it will be easier to identify your...
3. **Raving Fans:** identifying potential Raving Fans early in the buying/selling process is easier when why is clear. You'll have a profile of those people who love to work with you, who actively drive like-minded businesses to you and whom you love to work with in return. Raving fans are the 3rd level of loyalty: way beyond repeat business and staying with you despite your competition. Raving Fans are your other sales force. Educate them, reward them and seek out more of them. Best and most profitable sales strategy ever is
4. **Abundant Mindset:** when you're coming from a place of abundance, where there is truly enough business for everyone, you'll sell differently, you'll show up to meetings differently and your prospects will sense it. It will remove any pressure to sell to them in the convince and persuade manner as you're trying to determine whether they're a fit for you just as much as you are for them. You know that when you let a prospective client go who wasn't a fit, you allow room for one that is perfect and finally
5. **Shut up:** the best sales people know how to get the information they need from a prospect by doing the least amount of talking and the bulk of the listening. They understand the art of intelligent, thoughtful questions to elicit the information you need and the emotion the prospect needs in order to uncover a fit or a misfit! If you find you're doing the majority of the talking....it's a sign you're losing the sale. Shoosh!



Camilla Santoro, our exchange student from Italy will arrive on Wednesday night. Can those members who have not already done so please: RSVP with numbers for the Welcome Camilla BBQ on Saturday at 1pm at 28 Curzon St, Boneo

and

Return completed Volunteer Declaration forms asap.

### Membership Documents

A small working group will be reviewing our "branding" –our documents, the webpage and how we "market" Rosebud-Rye Rotary when we are at functions such as the Rye Market or Car Parking for example.

Any suggestions welcome.

### Membership Webpage

Information to update the Membership Web Page should be sent to Julie Davey by all members by the end of July

## Wellness Pavilion

At the breakfast meeting, Geoff Seletto, Assistant Principal of Rosebud Secondary College, accepted our donation to “kick off” the Wellness Pavilion Campaign. Rosebud Secondary College is taking a lead role in addressing the challenging trends in concerning behaviours and depressive symptoms within our community and will offer programs within The Wellness Pavilion for both the school and community.

The \$50, 000 which we have donated will go towards the building of the Wellness Pavilion. It will provide a quiet space for youth to reflect, learn mindfulness techniques and seek connections and support.

## Donate Life week Sunday 2<sup>nd</sup> to 9<sup>th</sup> August

We have been invited, along with all other Australian Rotary Clubs to encourage our communities to ‘have the chat’ about organ and tissue donation with their loved ones and register their donation decisions during Donate Life Week. A short video about organ donation is available at: [https://www.youtube.com/watch?v=\\_7DwbgInW\\_Q&list=](https://www.youtube.com/watch?v=_7DwbgInW_Q&list=)

*Libby Wilson*

<b>Duty Rosters</b>				
<b>Duty</b>	<b>21<sup>st</sup> July</b>	<b>28<sup>th</sup> July</b>	<b>4<sup>th</sup> August</b>	<b>11<sup>th</sup> August</b>
<b>Toast</b>	Brian Davenport	Claire Burns		Neil Stitt
<b>Joke</b>	Claire Burns	Neil Stitt		Lee Stanford
<b>Four minutes of Fame</b>	Neil Stitt	Lee Stanford		Pat Sansonetti
<b>Meeting Chair</b>	Lee Stanford	Brian Davenport		
<b>Guest Speaker</b>	<b>Phil Dressing Board Meeting</b>	<b>AGM &amp; Open Board Meeting</b>	See flier	TBA
<b>Subject</b>	My Father's Life		<b>'Ice Forum'</b>	
<b>Response</b>	Julie Davey			
<b>Joker's Wild</b>	Barbara English	Judy Phelan		Mandy Clarke
<b>Cashier</b>	Libby Wilson	Mandy Clarke		Brian Allen
<b>Guest Liaison</b>	Judy Phelan	Brian Allen		Claire Burns
<b>Coming Events and Visits</b>				
21 <sup>st</sup> July Phil Dressing, My father's Life. 21 <sup>st</sup> July Board Meeting. 28 <sup>th</sup> July, Club Annual General Meeting. Saturday 25 <sup>th</sup> July, Welcome Barbeque for exchange student Camilla.				
<b>4<sup>th</sup> August our meeting will be at the “Ice Forum’ at Peninsula Community Theatre, Wilsons Road’ Mornington. No meeting at Country Club Please make your own meal arrangements</b>				

### **Market Report July 2015**

Last Saturday was a somewhat gloomy and damp morning and numbers were correspondingly down a bit although there were more stallholders than I thought there might be braving the elements along with Pat who brought the van down and our gate checkers President Libby, Mandy and Claire.

Food Sales were \$333.60- site fees \$1100. The van was generally quiet but hot jam donuts and coffee did a brisk trade.

The shire had been doing their own thing in removing one of our signs and replacing it with their own, removing some of our grassed area and failing to remove built up sand. Barry has been onto them re all of the above and we wait to see what will eventuate-they have agreed to let us use their sign to advertise the market.

Thanks to everyone involved-Sue for doing the sites, the gate team as above, Pat for marking out, bringing the van down and helping in the van along with Barry, myself and Bernice and Debra from the Guides. Past President Lee drove the van back to the warehouse which was much appreciated.

We will see everyone again at the August Market, Neil

Secretary Brian Davenport [sec.rosebudrve@bigpond.com](mailto:sec.rosebudrve@bigpond.com) Post P.O Box 167 Rosebud Vic 3939

The Rotary Club of Rosebud-Rye meets at 6 for 6.30pm each Tuesday at the Rosebud Country Club, 207 Boneo Road, Rosebud. Melways 170 C6

Apologies and visitors. Please email the secretary or call 59866505

Please check our website for changes to our meeting venue

## Roles of Rosebud-Rye Rotary Members 2015-16

	<b>Names of Board members highlighted</b>	<b>Roles: highlighted areas indicates that member is responsible for reporting on the issue</b>
1	Brian Allen	<b>Club Protection</b> / Youth
2	<b>Claire Burns *</b>	<b>Youth/ Literacy/</b> Wellness Pavilion
3	<b>Mandy Clarke *</b>	<b>YEP Counsellor/</b> Community/ <b>Dream Cricket</b>
4	Don Clarkson	Guest Liaison/ Market mark-out/ <b>RYDA</b> (Road Safety for Youth)
5	<b>Brian Davenport</b>	<b>Sec. Treas. / Warehouse- land/new/ Club Policies</b>
6	Julie Davey	Communication: <b>Website/Face Book</b>
7	Barbara English	Australian Rotary Health e.g. <b>Bowel Scan/</b> Social events
8	Ken Healey TBC	Sergeant/ Guest Liaison/ Social events
9	Dorothy Houghton	Rotary Protocol/ History-Rye
10	<b>Barry Irving *</b>	<b>Van/Market</b>
11	Ern Jennings	Rotary History/ History-Rosebud
12	Barry Osborne	<b>Vocation</b> / Guest Liaison
13	Judy Phelan	<b>Social events/</b> Identified special events
14	Pat Sansonetti *	<b>Sausage Sizzle/</b> Market/ International (A coat of arms)
15	<b>Lee Stanford #</b>	IPP/ <b>Foundation/</b> Communication- <b>Newspaper/</b> YEP/ <b>Warehouse current/ policies/</b> New/ Breakfast meetings
16	Zoë Sterling	<b>Communication Coordinator/ M.P. Online/</b> Vocation/ <b>Welfare</b>
17	<b>Neil Stitt * #</b>	<b>International / YEP/ Market</b>
18	<b>Libby Wilson * #</b>	<b>President/ Community/ Wellness Pavilion/Breakfast meetings/</b> <b>Victorian Police Leaders Mentoring Program</b>
	<b>All members</b>	Membership/ Public Relations
<b>Enterprises</b>		
	<b>Warehouse</b>	Norman Becker #
	<b>Op Shop</b>	Di Rollo #
<b>Committees</b>		
#	Warehouse/Op Shop Committee	
*	Market/Van/Sausages Committee	