



Strategic Plan Rotary Club of Grand Rapids

Vision

Establish the Rotary Club of Grand Rapids as the premier service club of choice for community leaders of all ages in the greater Grand Rapids area

Strategic Goals

Strategic Goal 1 Community Profile

Board Liaison – Immediate Past President

Elevate the public perception of Rotary in the eyes of the Grand Rapids Community.

Objective 1: Become recognized as an integral (rather than incidental) player in the development of a stronger Grand Rapids

Objective 2: Become an advocate for community development, service, and vision

Objective 3: Develop a high impact signature project/projects coinciding with the 100th anniversary of the Grand Rapids Rotary

Objective 4: Focus major fund raising efforts on key local projects

Objective 5: Develop a clear “branding” of the GR Rotary

Action Step 1: Initiate a key annual special event

Action Step 2: Develop and disseminate materials that tell what Rotary is and does on a local, district, and international level

Action Step 3: Increase the amount of press and media coverage of Rotary

Action Step 4: Continue to develop diversity in membership, speakers and topics

Objective 6: Support and participate in programs and service opportunities of District 6290, and Rotary International and be recognized as a leader in the Rotary World

2013 DISTRICT 6290 CONFERENCE PLANNING COMMITTEE: We will be hosting the 2013 District 6290 Conference in Grand Rapids. Members of the committee will plan all aspects of the conference.

Co-Chair: Ed Bujdos 616-882-0270 Edward_Bujdos@ml.com

Co-Chair: Brandon Bissell 616-802-1887 bbissell@imperialcrs.com

CENTENNIAL CELEBRATION EXECUTIVE COMMITTEE: Lead the Rotary Club of Grand Rapids for the Centennial year in 2013 and the planning for the Centennial Celebration.

Chair: Michael Hampton 616-974-3003 Michael.hampton@raymondjames.com

GOLF OUTING: Recruit sponsors and auction items for the Rotary Golf Outing (which supports the Club's STRIVE Program).

Co-Chair: Reggie Vanderveen 616-940-0940 mhvddspc@gamil.com.com

Co-Chair: Larry Sakala 616-866-6880 larry@merchantleservices.com

NEW YEAR'S SYMPHONY: Plan annual New Year's Eve Symphony fundraiser to benefit the Rotary Club of Grand Rapids and the Rotary Club of Grand Rapids Charities Foundation. Proceeds benefit Indian Trails Camp and the STRIVE Mentoring Program.

Chair: Ed Bujdos 616-882-0270 Edward_Bujdos@ml.com

Vice Chair: Roger Nelson 616-454-9451 nelson@grsymphony.org



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Strategic Goal 2 Membership

Board Liaison – Incoming President

Increase the number of visionary and engaged members in the club.

Objective 1: Attract and recruit 150 new members

Action Step 1: Attract and recruit professionals and senior leadership of local businesses, nonprofits, and other organizations.

Action Step 2: Attract and mentor emerging leaders in the community

Action Step 3: Educate and train the current membership regarding how to recruit new members

Objective 2: Retain current membership

Action Step 1: Get all current members engaged in Rotary beyond the weekly luncheons

Action Step 2: Train committee chairs regarding their role in recruiting and engaging committee members

Action Step 3: Educate the members regarding local, district, and international service opportunities available through Rotary

Action Step 4: Periodically survey membership concerning club activities, business, and new concepts

20 UNDER 40ish COMMITTEE: Members within our organization that are 40ish and under

Co-Chair: Ed Bujdos 616-882-0270 Edward_Bujdos@ml.com

Co-Chair: Brandon Bissell 616-802-1887 bbissell@imperialcrs.com

CORPORATE MEMBERSHIP: Works to develop the corporate membership program designed to encourage and provide opportunities for leaders of area businesses to participate in Rotary at a higher level within our community.

Chair: Brandon Bissell 616-802-1887 bbissell@imperialcrs.com

MEMBERSHIP: Responsible for all functions to nurture and increase the size of the Club: Classification, Selection, and development of corporate and individual members according to the Bylaws of the Rotary Club of Grand Rapids and Rotary International.

Co-Chair: Michael Sytsma 616-234-1913 msytsma@tboh.com

Co-Chair: Bill Battjes 616-481-7021 bill@battjesllc.com

WOMEN OF ROTARY: Established to start affinity groups of women within the organization.

Chair: Danielle Rowland 616-456-0900 danielle@daniellerowland.com



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Strategic Goal 3 Communication

Board Liaison – Executive Director

Ensure that all members have accurate information regarding club vision, expectations, activities and opportunities for involvement.

Objective 1: Make the web site a vital communication tool through the use of updated and innovative technology and content

Objective 2: Reorganize/restructure committees to ensure they are relevant with the Rotary vision and strategic goals

Action Step 1: Ensure that committee chairs follow up with prospective committee members

Objective 3: Keep the vision the Grand Rapids Rotary in front of the membership

Objective 4: Keep the mission of Rotary International in front of the membership

PUBLIC RELATIONS: To support the club's growth and development through sustained, consistent and coordinated PR and marketing initiatives.

Chair: Tim Sipols

616-233-0500

tsipols@lambert-edwards.com

RI FOUNDATION - GR ROTARY CHARITIES FOUNDATION: Continuing education to the membership of the differences between the foundations and what programs they support. Increase our yearly contributions to both of these wonderful 501(c) (3) foundations.

Chair: Chuck Caldwell

616-949-7510

smiles@caldwellortho.com

Vice-Chair: George Trowbridge

616-363-7903

george@trowbridge.org

ROTARY MINUTE: Provides a brief overview at the weekly meetings of something pertaining to the Rotary

Chair: Marcia Borowka

616-929-1614

Marcia.borowka@grandriverbank.com

SPOKES: Assist in preparing text for the Spokes newsletter, including a brief report on the previous week's meeting, and all pertinent announcements.

Chair: Charlie Gallmeyer

616-942-7582

charlesgallmeyer@yahoo.com

WEBSITE / MARKETING: Work with the Webmaster and Public Relations Committee to align our website and marketing materials to reflect the new branding of the Rotary Club of Grand Rapids. Develop marketing opportunities for our members.

Chair: Ed Bujdos

616-882-0270

Edward_Bujdos@ml.com



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Strategic Goal 4 Programmimg Board Liaison – President

Develop a more contemporary, relevant and dynamic experience in the weekly meetings

Objective 1: Bring in high quality speakers who are contemporary, relevant and dynamic

Action Step 1: Periodically survey membership's responses to the luncheon programs

Objective 2: Promote more member interaction as part of the weekly meetings

Objective 3: Adjust the format and time allocation of luncheons to promote a more vibrant and fast paced feel

PROGRAMMING COMMITTEE: Plans and schedules speakers and programs for our weekly meetings.

Chair: Kristine Palosaari 616-459-3433 kris_palosaari@usc.salvationarmy.org

BREAKFAST BRIEFS: Organize small group meetings several times during the year at various locations for breakfast and tour.

Chair: Randy Murphy 616-942-1251 murphy.randy@principal.com

FELLOWSHIP: Plan and promote small group social events to include significant others and families in building friendships.

Co-Chair: Susan Brasic 616-456-1000 susan@opportunityconcepts.com
Co-Chair: Lorna Powell 616-956-0900 lpowell@powellmoving.com

INVOCATION: Lead a word of blessing before lunches and other Club events

Chair: Max Smith 616-974-2701 msmith@rbc.org

MUSIC: Choose and lead the opening song of each Rotary meeting. Song Leaders are scheduled on a monthly basis.

Co-Chair: Rich Liberatore 616-752-8644 rliberatore@waybetterunitedway.org
Co-Chair: Paul Arnold 616-791-4534 paul@paularnolddesign.com

VOCATIONAL TRADE EXPO: Plan Biennial Vocational Trade Expo for Rotarians to have the opportunity to learn more about each other's vocation/profession in a trade show setting

Chair: Jim Schipper 616-299-3089 jlschipper@att.net



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Strategic Goal 5 Financial Board Liaison – 2nd Vice President

Ensure the financial stability and integrity of the club through strategic budget planning.

Objective 1: Build and maintain a cash reserve equal to 20% of the annual Rotary Club operating budget

Objective 2: Give each member an annual written year-end summary of the club's finances

Objective 3: Align the vision and work of the Grand Rapids Rotary Charities Foundation with the vision and work of the Rotary Club of Grand Rapids

Objective 4: Explore additional revenue opportunities through alternative or nontraditional sources

Objective 5: Strive for the greatest fiscal efficiency

Action Step 1: Review budgeted expenditures annually for potential savings

FINANCE: Oversee the financial activities of the Rotary Club of Grand Rapids with the Treasurer and Vice-Treasurer.

Chair: Mark Yost

616-336-8215

Mark.yost@ey.com



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Strategic Goal 6 Humanitarian Service Board Liaison – 3rd Vice President

Specifically support programs for youth and other projects, to bring help and hope to those in need throughout our community and world.

AMBASSADORIAL WORLD SCHOLARSHIP: To identify outstanding college students in or from the community for the purpose of recommending them to the District as a potential recipient of a Rotary Foundation Ambassadorial or Peace Scholarship.

Chair: Jackie Taylor 616-942-5941 jdiane@comcast.net

GROUP STUDY EXCHANGE: Assist in selecting a group from our District to participate in international exchanges for the purpose of promoting world understanding, friendship, education, and host those study groups from other countries who come to visit in our District.

Chair: George Trowbridge 616-363-7903 george@trowbridge.org

INDIAN TRAILS CAMP: Apprise the Club of Indian Trails Camp needs and promote such activity as is necessary to meet those needs. For many years, ITC, a facility providing an outdoor social experience for disabled persons, has been the major project supported by this Club. Several of our Rotarians serve on ITC's Board.

Chair: Ted Vecchio 616-677-1355 tvecchio@amcortooling.com

INTERACT CLUB STUDENT PROGRAM: Coordinate with local high school representatives to seek out juniors and seniors to actively participate in the Student Rotarian Program and attend weekly meetings exposing students to the purpose and ideals of Rotary.

Co-Chair: Jamie Crosby 616-942-5480 jcrosby@crosbyhenry.com

Co-Chair: Bill Buchanan 616-949-8871 wdb@buchins.com

JOEL BOYDEN/TOM SHEARER SCHOLARSHIP: A yearly scholarship awarded in the names of two former Rotarians

Co-Chair: Hugh Brenneman 616-456-2568 brenn@miwd.uscourts.gov

Co-Chair: Boyd Henderson 616-831-1719 hendersonb@millerjohnson.com

STRIVE: Organize and conduct a motivational and mentoring program for high school seniors who want to improve their present educational status and their future life prospects.

Chair: Derek Aten 616-776-6387 dcaten@comerica.com

VOLUNTEERISM: Provide excellent opportunities for increased one-on-one service above self, for selected community projects performed by Rotarians and others from the community.

Co-Chair: Jim Siegel 616-977-3765 jims@siegeljewelers.com

Co-Chair: Deb Nykamp 616-243-9122 dnykamp@ccwestmi.org

WORLD COMMUNITY SERVICE: Cooperate with Rotarians abroad to further Rotary's humanitarian reach in the world community by supporting projects that promote health, education, and economic development and promote world understanding.

Chair: Cindy VanGelder 616-632-2922 vangecyn@aquinas.edu

YOUTH EXCHANGE: Identify high school students for recommended international outbound educational exchange placement.

Recruit local host families for in-bound exchange placements from other countries

Chair: Phil Wise 616-459-4171 pwise10000@sbeglobal.net

Vice Chair: Tom Duisterhof 616-776-3800 tomd@gordonwater.com

YOUTH SCHOLARSHIP (WORLD AFFAIRS & LIFE LEADERSHIP): Identify and recruit students to attend the Life Leadership Conference. Identify and recruit high achieving, potential high school leaders to attend exceptional conferences designed to meet the needs of the finest young leaders in their communities by challenging and educating them on issues that are vital to their world. Process the applications for the Joel Boyden – Tom Shearer Scholarship.

Chair: Jackie Taylor 616-942-5941 jdiane@comcast.net