



ROTARY: AN EPICENTER OF SOCIETY

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Rotary: An Epicenter of Society

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| GOALS: | <ol style="list-style-type: none">1. Membership retention2. New member acquisition3. Restoration of strong relationships with key players in society.4. Restoration of Rotary as a trusted household name in the countries where this is implemented. |
| METHODOLOGY: | <ol style="list-style-type: none">1. We will use subtle, potent strategies to build strong relationships among key players within Rotary & then throughout society.2. Phase 1: Use neurobiological processes to formulate strong bonds based on loyalty, empathy, understanding & collaboration.3. Phase 2: Use subtle & strategic exposure to build strong ties between each Rotary club and their city's key players. |
| EXPECTED RESULTS: | <ol style="list-style-type: none">1. Increased member retention: Phase 1 gets local players of different backgrounds mentally primed, trained & equipped to prevent conflicts that lead to membership loss.2. Increased membership acquisition: Phase 2 gets key players to connect with their local Rotary club. To retain these new members, ask Adi Soozin for the retention strategy RotaryAdi123@gmail.com |

Phase 1:

Weekend Retreat

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| OBJECTIVE: | Increased member retention: Phase 1 gets local players of different backgrounds mentally primed, trained & equipped to prevent conflicts that lead to membership loss. |
| METHODOLOGY: | This carefully curated schedule uses specific neurobiological processes & programs to foster strong bonds based on loyalty, empathy, understanding & collaboration. |
| EVENT SCHEDULE | <p><u>Friday Night</u></p> <p>3 PM Start with a happy hour to allow everyone time to arrive & settle in</p> <p>5 PM Speed networking</p> <p>6 PM Dinner with randomized seating</p> <ol style="list-style-type: none">1. At the dinner, each person has an ice breaker question to ask everyone else seated at their table.2. We shuffle seating and teams throughout the weekend to get Rotarians connecting with as many different people throughout their district as possible. |
| | <p><u>Saturday Morning</u></p> <p>9 AM Breakfast & team building tests. Many of the conflicts that arise within our community stem from a lack of understanding of the key concepts that are learned through the completion of these leadership and team</p> |

building tests. By completing these tests and discussing the results as a group, we can *effectively immunize the community* to many conflicts that otherwise lead to membership loss.

- **VARK Test:** Helps recognize people's various learning styles, emphasizing the importance of explaining concepts in different ways to cater to diverse learners.
- **Myers-Briggs Type Indicator:** Encourages understanding that individuals have unique strengths based on personality traits, allowing them to assign the right tasks to the right people based on their natural abilities.
- **Conflict Resolution Style Test:** reveals different conflict resolution styles, helping each person identify who is best suited to diffuse various types of conflicts when they arise.
- **Leadership Style Test:** Teaches attendees about different leadership styles to help better understand and adapt to various leadership approaches.

Saturday Afternoon

12 PM Enjoy a lunch session with randomized seating and fresh sets of ice-breaker questions to foster new connections.

1 PM Community Projects Placement Fair:

- Various organizations present their project proposals for Rotarians to adopt.
- Rather than focusing on manual labor-intensive community projects, we encourage Rotarians to leverage their unique professional knowledge, experience & qualifications by meeting with local organizations to optimize their operations, financials and marketing.

2 PM Area Meetings

- Following the fair, each club meets with their area governor to select a project for cross-club collaboration.
- This provides an opportunity for clubs to work together and experience the value of belonging to a large, collaborative organization.

Saturday Evening

5 PM Scavenger Hunt

- Games bond people quickly so that they are more emotionally equipped to collaborate when they face obstacles in the future. This is why we end the day with a fun scavenger hunt.
- Teams are organized by area so that the club members each get the opportunity to laugh and connect with their neighboring clubs & area governors.

7 PM Dinner Dance

- After the scavenger hunt, we end the weekend with a formal dinner which allows members to put on their best dress and connect with all of the friends they made over the course of the weekend.

Sunday Morning

9 AM Goodbye Gift Brunch

- There is a goodbye brunch in the morning where area governors gift their clubs a goodbye basket.
- The goodbye basket is filled with high quality rotary branded things that turn each attendee of the weekend into a walking rotary billboard.
- This is by design, a basket of “swag” which is not available for purchase. By having unique Rotary memorabilia, they become walking advertisements for the weekend event and build hype for more people to attend the next year.

Phase 2:

Community Immersion

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| OBJECTIVE: | Increased membership acquisition: Phase 2 gets key players to connect with their local Rotary club. To retain these new members, ask Adi Soozin for the retention strategy. |
| METHODOLOGY: | <ol style="list-style-type: none">1. Clubs should request to tour specific community facilities,2. Meet key stakeholders,3. Gift the key stakeholders a Rotary mug or other high quality gift4. Post happy & fun photos from each visit on the Rotary club's social media, newsletter & website. |
| THE CHECKLIST: | <p>Each club should aim to visit the following local businesses before the end-of-year awards ceremony:</p> <ol style="list-style-type: none">1. Local municipality2. University (or high school)3. Performing Arts Center – ex: City Center for the Performing Arts4. History – ex: Museum or Town Historical Society5. Transportation – airport, seaport, public transportation offices6. Local or International Supply Chain Center7. City Planning & Urban Development8. Environment – ex: Center for Environmental Alliance9. Health – ex: the local hospital10. Law & Order – tour the local prison, courthouse, police station, public defenders office, Police Athletic League, etc.11. Rotarian-Owned Businesses |

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| NOTE: | <p>If there are multiple clubs in a city, they should consider completing these together rather than asking for separate tours of the same facilities.</p> |
| AWARD CEREMONY | <p>The members who attend <i>every</i> visit should be awarded a “community collaborator” pin at the end of year club event.</p> <p>The clubs with the highest percentage of “community collaborators” should be awarded a club award at the district end of year awards ceremony or district conference.</p> |

Meet the Authors & Advisors

Rotary International President

Dr. Stephanie A. Urchick

Dr. Stephanie A. Urchick, of the Rotary Club of McMurray, Pennsylvania, USA, is *the* President of Rotary International.

President Urchick has served Rotary as an RI Director and Chair of the Board's Executive Committee, a Foundation Trustee, Chair of the Rotary Strategic Planning and TRF Centennial Celebration Committees, member of the Atlanta RI Convention Committee, RLTI Moderator, International Training Leader, Regional Foundation Coordinator, President's Representative, District Governor, District Delegate and Member-at-Large for three Councils on Legislation, and as a member of various RI Committees and in many club, district, and Zone roles.

A Rotarian since 1991, Stephanie has participated in a variety of international service projects, including National Immunization Days (polio prevention) in India and Nigeria, the building of an elementary school in Vietnam, water filter installation in the Dominican Republic, and mentoring new Rotarians in Ukraine. Securing mammography equipment and a biopsy unit for a hospital in Poland was the district-wide TRF matching grant that Stephanie coordinated with the Rotary Club of Krakow. In its commemorative book, the Rotary Club of Krakow, Stephanie Urchick was noted as one of the agents helping the re-birth of Rotary in post-Communist Poland.

Currently, Stephanie is helping to partner clubs and districts in the U.S. with Rotary clubs in Albania, Kosovo and Ukraine for humanitarian and educational services.

With the world facing incredible challenges and international crises, Dr. Urchick says Rotary's leaders can offer a vision and a plan for addressing these. "Measures taken by Rotary leadership to survive and end critical challenges often make our organization stronger and more resilient for future events," Dr. Urchick says. "This kind of essential leadership also creates new levels of cooperation, even among rivals, when Rotarians pull together as people of action to serve and solve a crisis."

Making regionalization a priority is crucial, says Dr. Urchick. "Because Rotary operates in more than 200 countries and regions, it is vital to recognize that the organization has the potential to become more efficient and effective by understanding and reacting to how regional differences affect the way Rotarians work together to provide services, promote integrity, and advance world understanding, goodwill, and peace," Dr. Urchick says.

Dr. Urchick's professional background is in the higher education, consulting, and entertainment industries. She received her doctorate degree in Leadership Studies from Indiana University of Pennsylvania and has been recognized and awarded by The Rotary Foundation and numerous community and international organizations.

Dr. Urchick is a Rotary Foundation Major Donor and a member of the Bequest Society.

To learn more about Urchick, read her [interview](#) and [vision statement](#), which outline her goals for Rotary.

PDG Peter Raymond Wells

Peter is the son of PRID Ray Wells, and raised to be Rotarian! Peter joined the Paramus Rotary Club in 1981. He served as Club President in 1985, and on District committees starting in 1986. As a Paramus Rotarian, Peter's early service was recognized as a Paul Harris Fellow and a Walter D. Head recipient for his innovative leadership. He started several new programs that continue today as a part of the club's continued success. Peter received the NJ Rotary Vocational Assembly Award for his Career Day initiatives and for his service to youth programs.

After 15 years of perfect attendance in Paramus, a job shift brought him to his hometown club of Park Ridge. He quickly got involved with the local Interact Club and helped start a new middle school club, ReAct. Peter was recognized as Rotarian of the Year, and again received a Walter D. Head award. Peter was elected to his second run as a Club President in 2005 and in this tenure the club donated a record amount to local charities.

As a Rotarian's spouse, his best supporter and sixth grade sweetheart, Peter's wife, Linda Rose, has been a part of Rotary since a time when she was called a Rotary Anne and not eligible for membership. Not swayed by rules in need of change, Linda helped Peter host three Gift of Life children and two Youth Exchange students, participated in Interact, attended countless fund raisers and even District meetings. Linda joined the Park Ridge Rotary Club in 2015, and with Peter has attended 23 Rotary conferences. Peter and Linda are Major Donors, Bequest Society Members and support the Foundation as EREY contributors.

In 2009 Peter served as Chief of Staff and received the Governor's Award for his commitment to the continued success of District 7490. In 2012, while serving as the Disaster Relief Chair, Peter was surprised and then humbled by the power and devastation of Superstorm Sandy. Peter helped orchestrate the collection and distribution of donations. A local warehouse was filled and emptied four times, at a donation value of more than a million dollars. Peter's Service Above Self was recognized by the Arthur Fenniman Award and highlighted in the August 2013 Rotarian Magazine.

Before his term as District Governor in 2015-16, Peter served as chair of the NJ Vocational Assembly, then after as chair of the Mid-Northeast Multi-District PETS, and now on the NJ Rotary Collaboration Initiative, and in each Rotary assignment, Peter would say a very special reward of service are the new friendships that are made. Peter promotes a world stretched and benefited by service to and with others.

Peter and Linda are the proud parents of Phil, a third generation Rotarian and architect, and Jaclyn, an art teacher in the Florida public school system. Phil is married to Jennifer Dos Santos, a commercial insurance agent, and Jaclyn to Michael Trotta, a physical education teacher and middle school coach. Jaclyn and Michael have 3 children, Mikey, Lilly and Ava; Grammy's favorites.

Peter is a former Municipal Councilman, a Church Elder and community service advocate. Peter, an architect who graduated from Rhode Island School of Design, works and resides in Park Ridge, New Jersey. His hobbies include spending time with his grandkids, gardening, sailing and woodworking, wherein his most recent project was the mass production of 25 Little Library assembly kits for local Rotary clubs to build, place, and maintain.

Adi Soozin

Adi Soozin is a past DPIC, third generation Rotarian and the granddaughter of Past Rotary International Director Raymond Wells. Many of the Rotary projects she has worked on can be seen at www.AdiSoozin.com/Rotary where she has uploaded numerous templates for everyone in the Rotary community to use with their own projects.

Adi began her career with a guerrilla marketing company in 2009, working with her boss on projects for Porsche, Whole Foods, Target, and Disney.

Due to her success at this marketing company, she was selected to manage Apple sales on a NATO base in northern Italy. There, she broke the legendary record held by Steve Jobs, matching his achievement of doubling sales for an entire Apple sales channel within 12 months—without increasing the marketing budget by a single dollar.

This success led her boss to ask her to oversee sales across three international military bases in the region. Soon her marketing strategies were replicated across all locations in Western Europe.

As of now, the fastest she has grown a company is from "idea on paper" to \$108,757,750 in sales in less than five years. By its tenth year, this company passed more than half a billion in sales.

Her marketing strategies, software and playbooks are now used by thousands of startup founders, marketers, and fractional CMOs throughout 59 countries.

Currently, Ms. Soozin splits her time between the US and Europe, training, developing and advising revenue marketing teams at luxury, health and beauty, fashion and real estate companies.

Adi's specialty is transforming complex business goals into easy-to-follow marketing plans, which is exactly what she aims to do within Rotary as well.

Career snapshot:

- ✓ 3rd generation international model
- ✓ Retired professional ballerina
- ✓ Grew a fashion company by more than 4200% in just 9 weeks.
- ✓ Worked on guerrilla marketing projects for: Porsche, Whole Foods, Target & Disney.
- ✓ One of the few marketers to ever match Steve Job's record of doubling sales for an entire Apple sales channel in just one year, without increasing the marketing budget by even \$1.
- ✓ Built an international media company, to stream on 14 platforms for an international audience of high net-worth individuals spanning 36 countries.
- ✓ Built an international marketing software company, trusted by 3000+ startups and marketing agencies throughout 59 countries.

THANK YOU!!!

I would like to extend my heartfelt thanks to all the Rotary mentors who have guided me in applying my marketing strategies to our projects and goals. Your support and insights have been invaluable in my learning journey.

If you have any questions or comments please email
RotaryAdi123@gmail.com

Warmest regards,

Adi Soozin