

ROTARY CLUB OF PARADISE RIDGE NEWSLETTER

Serving the Ridge since 1946: WE ARE PEOPLE OF ACTION

Our Club President: Melissa Crick

Web Page: paradiserotary.org

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Our August 20, 2026 Weekly Club Meeting

Volume 4, Issue 5

President Melissa Crick conducted this meeting.

Guests in Attendance: Jenifer Macarthy, Manager, Town of Paradise; Dean Fender, Chico Noon Rotary; Michael Lawrence; Margaret Kelly, Escorted by Kevin Kelly; Our Speaker, Robb Reddeman, iPP Chico Noon Rotary.

HIGHLIGHTS:

President Melissa began this meeting with an Invocation by Gary L. and the Pledge of Allegiance led by Mark T. Table Introductions followed, then on to Announcements.

Maureen W., BOD Secretary, presented a summary of the August 2026 BOD Meeting.

⚙ The Blues & Brews Fund Raiser Event was approved for October 3rd.

⚙ District 5160 Governor Woody Fridae will do his official visit on October 15th.

⚙ The Board was made aware of the invitation to Participate in *Polio Day at Centennial Park* by the Chico Noon Club. The date will be a Saturday in October near *World Polio Day*. More details to follow. Also, the Board approved a \$1,000.00 donation to PHS for the planned trip to Maui to visit the fire recovery effort.

PDG Pam G. had some fake Bonus Points announcements. First, on Saturday, August 14th there was a fundraiser at Community Park for the PHS Athletic Department at which our Club did Bar Service. Approximately \$1,100.00 was collected between the bar and Gift Basket Raffle. Money collected on *Venmo* and expenses are yet to be totaled. That's a pretty good contribution for a Saturday afternoon event! Pam acknowledged participants by requesting they stand. Heidi L. donated the use of tables and chairs. Participants were Casey, Kelli, Ryan, Dani, Brian, Lacey, Sarah Witten, Phoebe, Chawne, and Justin.

Pres. Melissa let us know that she missed the Fund Raiser because she traveled to the Rotary Club of Arcata to speak to them about the ongoing Ukrainian Traveling Art Project. It has traveled to a number of cities across the United States and it will be in cities in Germany in October. Switzerland and Poland are potential stops also. The Arcata Rotary Club received a District Grant and included the Ukrainian Art in a community art celebration. So Melissa is awarded 1,000 Fake Bonus Points for her trip!

PDG Pam put on her 3rd Thursday Program hat and explained that the 3rd Thursday of each month we will have a *Rotary Centric Program*. This 3rd Thursday we have Robb Reddeman speaking about Membership. Along the lines of *Rotary Centric*, PDG Pam conceived of the idea that we need to hear from our Past Presidents about their experiences. This month's presenter is Gary L.

Gary told us his experiences would be from the 1970's and 1980's. (*Bear in mind he was talking 50+ years ago.*) In those days perfect attendance at Club Meetings was revered as very important. Gary described a couple of gentlemen who subscribed to this belief to the extreme. The first, Dewayne Brooks was very senior. Gary stated he avoided sitting at a table with Dewayne because he always seemed out of breath. Gary was fearful Dewayne had serious enough health and age issues that he would be departing this world at any time, even at a Club Lunch

Meeting. The second gentleman that Gary mentioned was Lloyd Gross. Remember, these two guys were adamant about perfect attendance. According to Gary, sometime in the morning before the meeting Lloyd suffered a slight stroke. But he wasn't about to jeopardize his perfect attendance record, so he went to the Lunch Meeting anyway!

Gary also reported that the club was large in those days. They met for lunch at the Elk's Lodge having 80 to 100 members. During the years that Gary remembers, the Club held "The World's Largest Garage Sale" for several years. They also did a Crab Feed. Gary said they would "crack crab" in the afternoon and by the time of the actual Crab Feed, no one wanted to look at crab.

Next, Pres. Melissa announced that Jim J. has decided that he's relinquishing his position as our excellent Polio+ Warrior. Pres. Melissa said he deserves a round of applause for his dedication and excellent reporting the status of the Polio+ Program and Polio+ Society membership recruiting. He received that appreciation!

Pres. Melissa requested a report from PE Mickey R. regarding a post meeting activity. PE Mickey announced that we would be doing an interview of Johnny Taft, a teacher at PHS, immediately following the Lunch Meeting at 1:30 PM, right there in our lunching venue.

Pres. Melissa gave a pitch of the Annual Career Expo. She detailed the basics that we all know. Attendance of students from every school on the Ridge totals about 1500. Grade ranges are from 5th Grade through 12th Grade. Pres. Melissa said it is one of the most frequent questions asked of her as she attends various Rotary functions. We are apparently well known for holding the Career Expo. Students begin working with career counselors in 10th Grade. Students who have attended the Career Expo for 5 years, are starting to have some ideas regarding what direction their careers could be headed. If desired, students can begin applying for a range of scholarships and get a start on the job training.

Tom B. gave a status report of the organizing of Blues & Brews. He said the bands and stage equipment are arranged for, and now all we need is for the Club to provide staff to cook some food. Tom said the music brings in the people. Since this event carries through the dinner hour, people will expect to eat. Selling food in addition to beer and wine will increase our fund raising profits considerably. Tom said the Club Members need to step up to doing the food sales and cooking. Pres. Melissa pointed out that money made at Blue & Brews goes into the Scholarship Fund.

PDG Pam gave a shout out to *consenting to say yes* to being considered for Club President in 2 years. First, Past Presidents become members of a really cool group that get together for really cool parties. One of them is going to be a special BBQ party at PID arranged for by PE Mickey. Second, Past Presidents become part of an advisory committee that steers the direction the Club moves in. Clubs are the foundation Rotary is built on. Presidents are the keystones in that foundation.

Community Service Committee Report

Heidi L. took the mic to announce several events.

- > Plans are in the works for 2 Fund Raisers. The first is a Masquerade Ball, possibly next April, for an all-weather surface for the PRPD *Bicycle Pump Track* at Bille Park.
- > The 2nd Fund Raiser is for a plaque to be placed at the track listing sponsors/contributors who funded the track. What event would make up the Fund Raiser is yet TBD.
- > A Skyway Cleanup event will take place early in October, date TBD.
- > The Elks are planning to hold their 3rd Annual Haunted House. To accomplish that they always need help, so they are looking for volunteers. She mentioned that the best part is the "Hayride" on the back of a flatbed truck.

Vocational Committee Report

Pres. Melissa presented a summary of how the *Vocational Committee's Micro Grants* have been used. They offered a number of vocational camps, a wise use of time during the Summer break in classes. Those included a Beautician's Camp, a STEM Camp in Chico, a Welding Camp in Oroville, and a Junior Lineman's Camp.

THIS WEEK'S PROGRAM:

Our Program this week was presented by Robb Reddeman, iPP Chico Noon Rotary on the subject of Rotary Club Membership. First he asked 4 rhetorical questions:

1. Why were you motivated to join Rotary?
2. Why do you stay in Rotary?
3. What do you enjoy most about your Rotary experience?
4. What pulls you away from Rotary?

Robb continued by relating the Membership statistics, experiences, actions, and results of his Club in both short term and long term. They found out that although they had attracted a lot of new members over the last 4 years, they were at a -1 (negative one) in membership total. They asked "Why?" The answer was Member Retention. So they asked, "What keeps members engaged?"

They had both a strict *Meeting Attendance Policy* and a strict *Meeting Make-up Policy*. Robb acknowledged that Rotary attempts to engage the *Movers and Shakers* in the community. But they are busy people. Yet when they didn't make weekly Lunch Meetings, they were shamed, leading to more declining attendance and finally leaving. So leadership did a pivot. They rebranded the attendance and make-up policies to an *Engagement Policy*. They also modified their *Leave of Absence (LOA) Policy*.

In the end they identified 6 factors that retains members:

1. Flexible Engagement - An easy policy for missed meetings
2. Leave of Absence - Room to step back when life happens
3. High Energy Meetings - Meetings people want to attend
4. Quality Programs - Content worth showing up for
5. Fellowship - Relationships that outlast any one meeting
6. Mission - We're coming together to do something bigger than us

These are all the factors of a successful Club that we all know. Robb brought up an important part of *Mission*. He pointed out that we forget to actually focus on the things our Club has accomplished and how it impacted people outside of Rotary. Acknowledging those achievements elevates the esprit de corps of an organization.

Robb's last topic was what he has labeled filters. Filters can have both positive and negative effects. The first, Attendance Policy, is a valve adjustable by the Club, but he stressed that his Club has a generous Make-up policy. His Club, Chico Noon, infers that they induct members of high enough *Professional Standing* so as to make a difference in the community. The Filter of *When You Meet* has the impact of limiting membership to those who can attend when Meetings occur. We meet at lunchtime but continue to offer an evening Meeting alternative. Lastly, the *Total Cost of Membership* filters out potential good-hearted New Members, but the cost of sustaining the Rotary environment, in its entirety, can't be avoided. RI Dues, Club Dues, Meals, and encouraged donations are part of belonging. All four filters define the size and shape of the potential member pool.

Robb concluded by circling back to the 4 rhetorical questions and opened the floor for responses. Several of us did respond to multiple questions. It is clear we're doing something right, because we as a Club, actually do presently and have in the past paid attention to those retention factors. Our retention numbers are actually impressive. Since the Camp Fire we have retained a membership total of around 50 members. A per capita comparison between Paradise and Chico, in population and Rotary Club sizes, makes it even more impressive! We need to give ourselves credit!

Rotarians the World over subscribe to
THE ROTARY FOUR-WAY TEST
of all we think, say, and do.

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOOD WILL & BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

FUTURE PROGRAM SPEAKERS:

8/27/26 - Nicole LaJeunesse, Regenerating Paradise and PATCH Updates

9/03/26 - All Club Meet Up @ Mt. Mikes

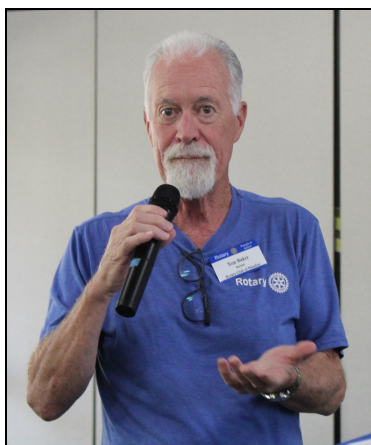
9/10/26 - Paradise Interactor's Camp Royal Experience

9/24/26 - Tasha Weaver - Updates From CA Senator Dahle's Office

LIGHTEN UP

If you are caught on a golf course during a storm and are afraid of lightening, hold up a 1-iron. Not even God can hit a 1-iron. —*Lee Trevino*

THE PICTURE PAGE



LEVER TWO

The Power of Attraction

24 new members. 17 net. No formal recruiting campaign.

- It came from members inviting friends
- The same things that retained members also made them proud to invite others

High-Energy Meetings <i>Worth bringing a friend to</i>	Quality Programs <i>Something to talk about after</i>	Fellowship <i>The part people brag about</i>	Mission <i>Something bigger than us</i>
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Attraction beats recruitment - but attraction is built, not announced.

Rotary