

IFFR Americas Report (June 2017)

A. Shared Challenges (common to all Regions)

1. **Large unserved areas: Central/So. America** (Central/Eastern Europe; much of Asia).
2. **Aging Membership:** (Noted by WP James; Made a Priority by WP Svend).
3. **Lost A Country: Mexico** (Spain, Japan).

B. Challenges Unique to Americas

1. **Complacency:** (Great fellowship, but insufficient concern about membership decline).
2. **Huge Size of Sections:** (each section larger than European Region).
3. **Insufficient Focus on Involving Spouses:**

C. Long Term Business Plan (Think Long Term)

1. **Change Expectations re Growth.** Expanded communications: Monthly Calls (Larry), Newsletter (Tony), Website (Peter); Facebook (Balazs); More “\$100 Hamburgers” (Jack); More events (all sections); Began Brazil/Rotaract initiatives; Inducted more spouses; Visited clubs/conferences; Membership reports (Steve). **Status:** Attitudes changed...now expect growth.

2. **Expand into Brazil (first step in So. America).** Announced in Sydney (2014); Contacts at Oshkosh; Recruited in São Paulo; In Sept 2016, refund rejuvenated Initiative, and will pay all costs for So Americans (to spur recruitment because little to offer if no IFFR presence); will be other recruitment expenditures. **Status:** 11 members; Rotary & Rotaract pilots. Expect growth.

3. **Recruit Younger Pilots.** Help Rotary clubs form Rotaract clubs near aviation programs (Univ. of No. Dakota, Embry Riddle) so we can recruit Rotaractor pilots from those programs. Also, interest non-pilot Rotaractors in aviation. Task Force (4 section chairs) began Jan. 2016. In Sept. 2016, refund rejuvenated efforts, and will pay all costs for Rotaractors to facilitate their recruitment; will be other recruitment expenditures. Support Talkeetna Build-A-Plane aviation training program for youth...seeking to leverage funding from Rotary Clubs and matching grants. Developed Facebook page to reach younger pilots. **Status:** 28 new California Rotaractors; Held first Rotaract aviation event. No Rotaract clubs yet near aviation programs; will intensify efforts.

4. **Focus More on Involving Spouses.** Implemented US/Canada membership approach of maximizing involvement of Rotarian & non-Rotarian spouses. Began free spouse membership program in 2014 to (1) encourage spouse support of members, (2) increase spouse participation, (3) encourage non-Rotarian spouses to join Rotary. **Status:** Continuing.

5. **Return to Mexico.** When PWP Frederico Compean died, no Mexican members left. Recruiting began Feb. 2017. **Status:** Compean’s son is helping identify potential members.

6. **Develop Squadrons.** Create Squadrons within Sections (each with a Squadron Leader—SL) to be manageable and provide leadership development opportunities. Began in Dec. 2016, thanks to Phil Livingston (his original idea) and Angus Clark (his recent advice made this happen). **Status:** Excellent early results; SLs have possessory feeling about their Squadrons. Being adopted in all sections. This is a key to our growth and leadership development.