

"HERE BE DRAGONS"

ATTRACTING YOUNG
PROFESSIONALS INTO ROTARY



ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LET'S TALK ABOUT
ROTARY



9:15 AM

SciApp

BRIDGE THE GAP

Science History Bridge

THE HISTORY OF BRIDGE DESIGN

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9:15 AM

SciApp

BRIDGE THE GAP

Simply Better Bridge

THE FUTURE OF BRIDGE DESIGN



"HERE BE DRAGONS"

ATTRACTING YOUNG
PROFESSIONALS INTO ROTARY





The River of the North

The Old Town

The Great Mountains

The Old Town

Here Be Dragons



The Hermit's Isle



The Old Town

The Great Mountains

The Old Town

"HIC SUNT DRACONES"

HERE BE DRAGONS

Tiguex

VS

hermanos

Los Volcanes.

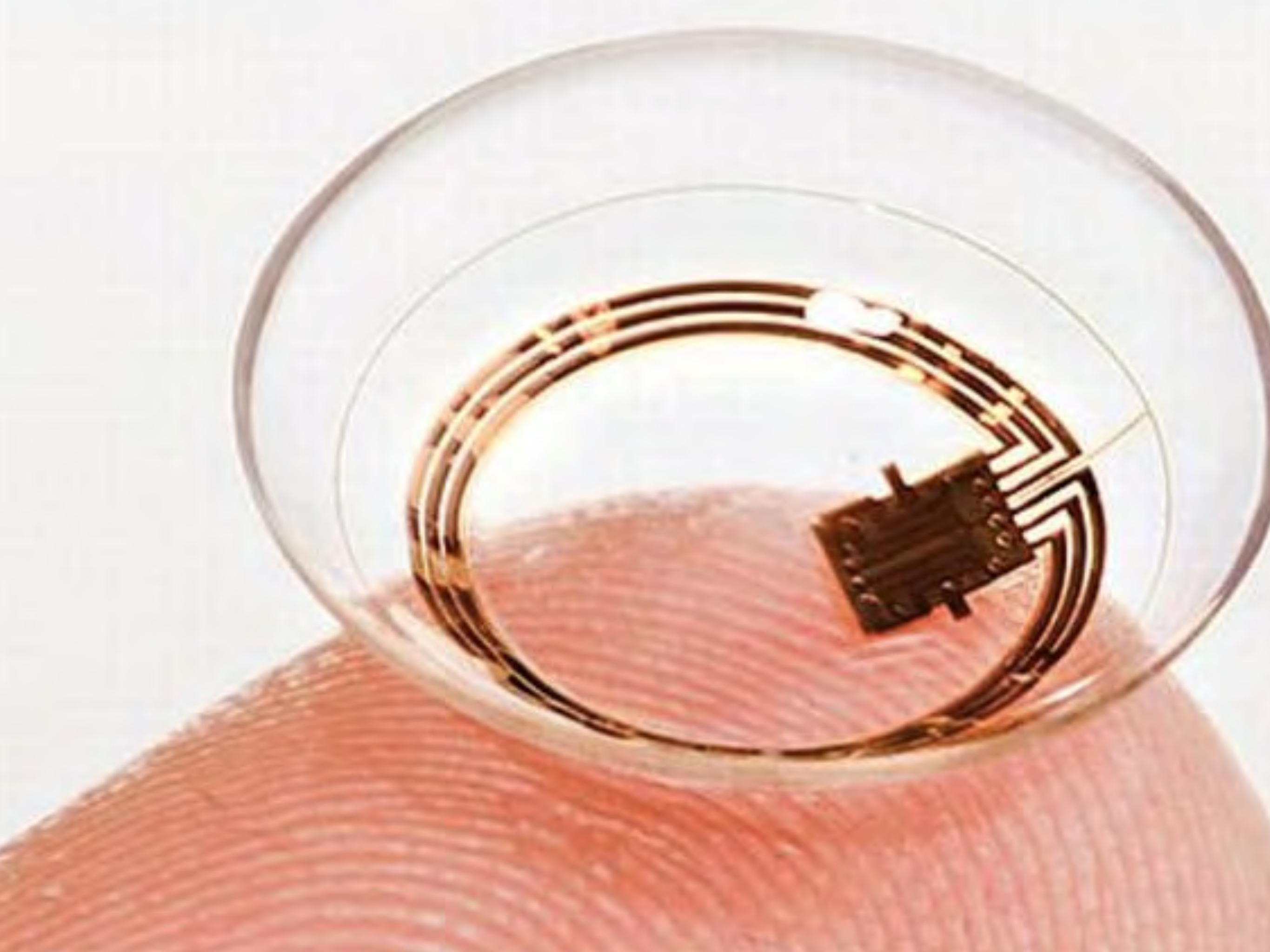
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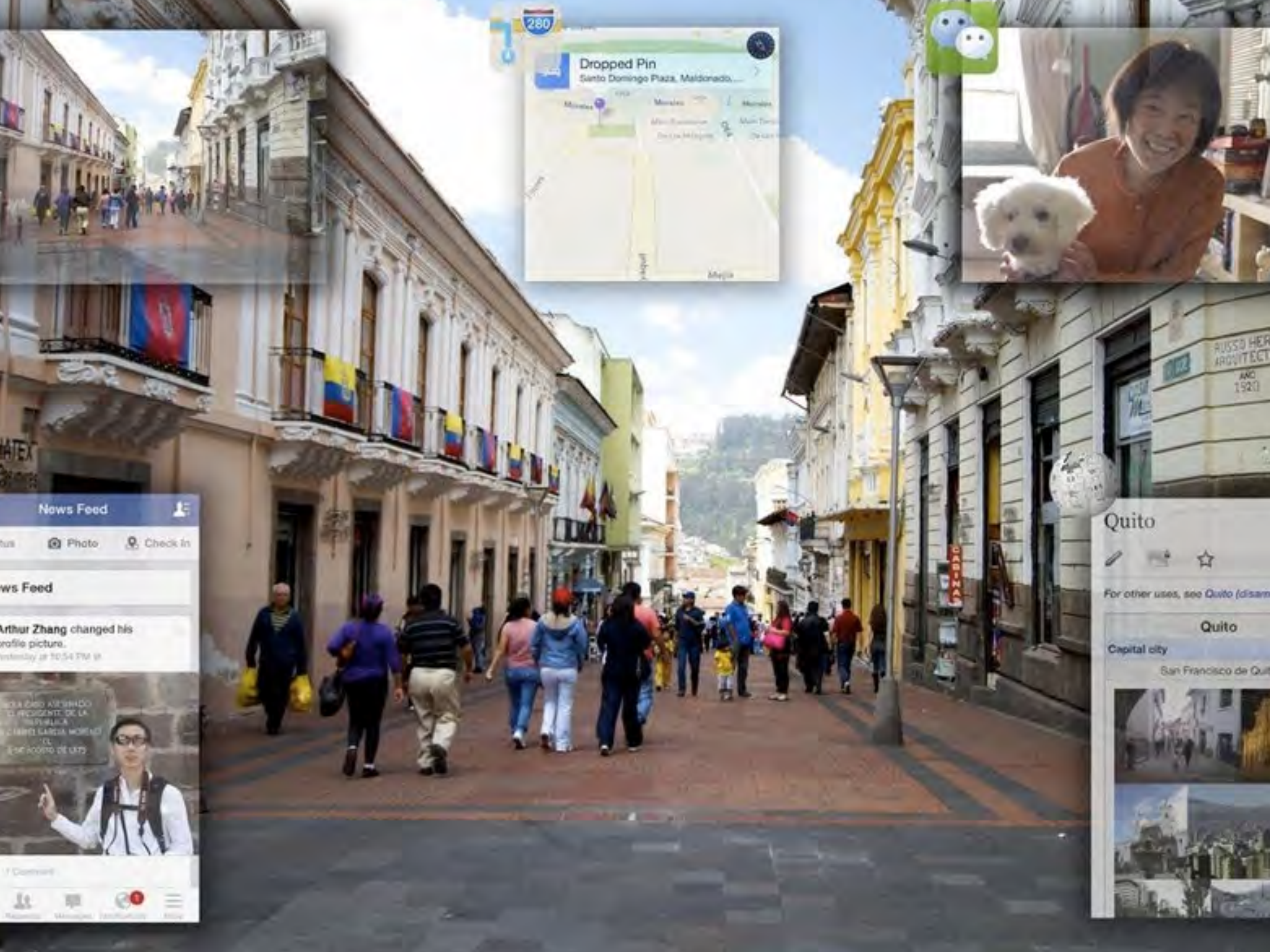




INTERNET

Look hard enough and you'll find your mom naked.





BECOME A
DRAGON SLAYER



INSTEAD OF RISKING ANYTHING NEW,
LET'S PLAY IT SAFE BY CONTINUING OUR
SLOW DECLINE INTO OBSOLESCENCE.



TOM
FISH
BURNE



OK! WE GET IT.

**YOU WANT US TO ATTRACT
YOUNG PROFESSIONALS SO
ROTARY DOESN'T DIE OUT.**

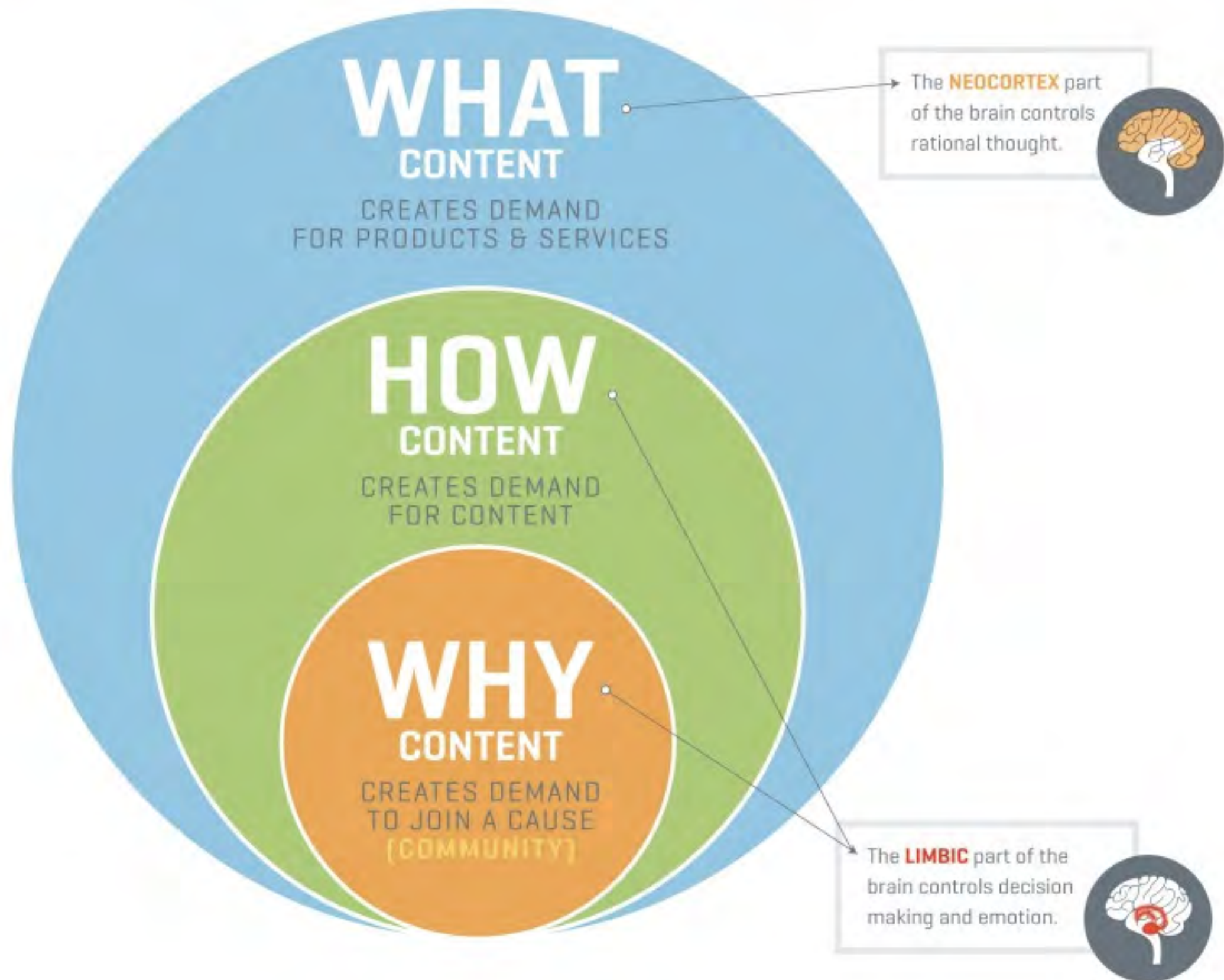
SIMON SINEK

start
with why

People don't buy what you do, they buy why you do it.



The **GOLDEN CIRCLE** of Demand Generation Using Content



"PEOPLE BUY WHY YOU DO THINGS, NOT WHAT YOU DO."

OK, THAT WAS COOL.

**BUT HOW DOES THAT
APPLY TO ROTARY?**

4 LESSONS

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #1

YOU HAVE INFLUENCE.

USE IT.

PSYCHOGRAPHICS,
NOT DEMOGRAPHICS

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #2

**THE FIRST 3 SECONDS
ARE CRITICAL.**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #3
BUILD A "YES"
CULTURE

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #4
A STRONG ONLINE
PRESENCE.

NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

SOCIAL MEDIA IS LIVING

@equalman 

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

LESSON #4
A STRONG ONLINE
PRESENCE.

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

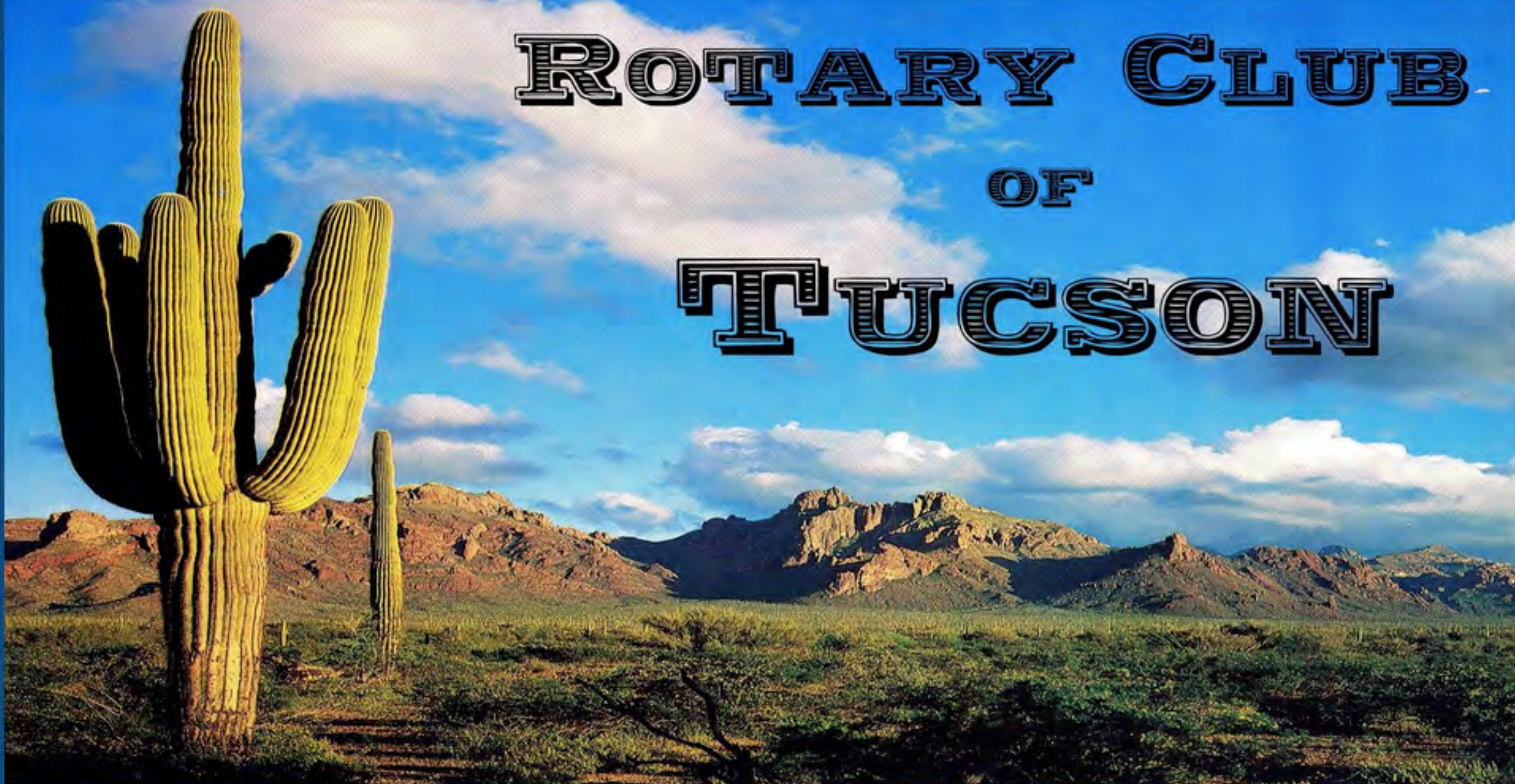
**BUT WHAT DOES
A STRONG ONLINE
PRESENCE MEAN?**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

ASK YOURSELF:

**WOULD VISITING MY WEBSITE
ATTRACT A STRANGER INTO
COMING TO MY CLUB MEETING?**

ROTARY CLUB OF TUCSON



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Editor Dorinna York,
Executive Director
If you have any comments or
questions, please contact the
editor.

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Novel Tools for Studying Disease Processes

Rotary
Club of Tucson



SERVICE Above Self.



WEDNESDAYS, 12:00 NOON - 1:20 PM
DoubleTree Hotel
445 S Alvernon Way
Tucson, AZ 85711
United States



District Site



Bulletins



Venue Map



Tucson Classics Car Show

PRESENTED BY:

Rotary
Club of Tucson



SPONSORED BY:



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 questions, please contact the
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RCOT Links

Links

- » [Tucson Classics Car Show](#)
- » [Reading Seed](#)
- » [The Rotary Vocational Fund of Arizona](#)
- » [eClubOne Makeup](#)
- » [Other Club Meetings in District 5500](#)
- » [Feed My Starving Children](#)

Upcoming Events

Havasupai Hike
 Oct 10, 2015 8:00 AM

Rotary
 Club of Tucson



SERVICE Above Self.



WEDNESDAYS, 12:00 NOON - 1:20 PM
 DoubleTree Hotel
 445 S Alvernon Way
 Tucson, AZ 85711
 United States



[District Site](#)



[Bulletins](#)



[Venue Map](#)

*With the Four-Way Test as our guide, the Rotary Club of Tucson
 will be an indispensable resource for our community, and will
 provide our members a remarkable return on their investment of
 skills, time, and resources.*

Home Page Stories

Pima County Bond Election

Posted by Ted Kiracofe on Sep 18, 2015

PIMA COUNTY BOND ELECTION - HEAR FROM PROPONENTS AND OPPONENTS (SEE BELOW)

Yes, on Pima County Bonds:

This fall, voters have an opportunity to invest in Pima County's future. The seven Pima County Bond propositions are essential components of a comprehensive and balanced economic development strategy that creates jobs and opportunity for all residents.

A YES vote on this bond investment strategy will build and repair critical infrastructure, provide affordable housing, protect public safety, encourage tourism, conserve open space and improve community health and knowledge.

Pima County's population is expected to grow by 11 percent over the next decade. Additional investments are needed to meet the needs of both current and future residents. If we put off making these investments now, essential infrastructure such as roads will continue to decay and cost more to address later.



**Tucson Classics
 Car Show**

PRESENTED BY:
Rotary
 Club of Tucson



SPONSORED BY:

 TUCSON
 WE BUY HOUSES

**Rotary Club of Tucson
 presents
 the 9th Annual
 Tucson Classics Car
 Show
 Saturday, October 17,
 2015
 on the grounds of
 The Gregory School!
[Click here to learn
 more.](#)**



Like us on Facebook!

Speakers

Sep 23, 2015
 Pima County Bond Election Issue

Sep 30, 2015
 John Horsman
 Interview with Road Racing
 Legend of Yesteryear

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

OUR WEBSITES NEED
TO BE PUBLIC FACING &
VISUALLY STUNNING.

TIME FOR A FACELIFT.



What We Do

The Rotary Club of Tucson is a non-profit organization dedicated to bringing together local leaders to take action in bettering the world through humanitarian service. We are local business leaders and community leaders who believe that no single action is too small, and no great idea is too big.

We are part of an international family of over 1.2 million Rotary club members in over 180 countries, allowing us an unique opportunity to stretch our humanitarian reach to parts of the world far beyond our hometown of Tucson, Arizona.

We meet every Wednesday at 12-noon. If you are passionate about creating positive change in this world, then we would like to invite you to come to one of our meetings as our guest. While walk-ins are welcome, we encourage guests who know they will be visiting to let us know at least 24 hours in advance so that we can adequately prepare for your visit!



**WE BELIEVE MAKING THE WORLD BETTER
STARTS WITH LOCAL LEADERS, ONE RIDE AT A TIME.**

Photo courtesy Gary Run

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AT OUR NEXT MEETING

The Power of Trade

Kristian Richardson will address Arizona's position in the global economy, primary industries for Arizona's exports and foreign direct investment. Kristian will answer questions related to Federal, State and local resources to help companies access global markets.

Biography:

Kristian Richardson, Director, U.S. Commercial Service, U.S. Export Assistance Centers in Phoenix and Tucson, International Trade Administration, U.S. Department of Commerce

Meeting Details:

Wednesday, September 16, 2015 at 12-noon at the DoubleTree Hotel (445 S Alvernon Way Tucson, AZ 85711)



International Trade Administration, U.S. Department of Commerce

Meeting Details:

Wednesday, September 16, 2015 at 12-noon at the DoubleTree Hotel (445 S Alvernon Way Tucson, AZ 85711)

OUR MEMBERSHIP

Local Leaders

Our members are local community and business leaders here in Tucson. They are your neighbors, your doctors, your friends, your local politicians, your local business owners, and more. We are proud of all of our members.

Want to learn more about our members?

[Meet our members](#)





WHAT PEOPLE ARE SAYING

"I come back to my weekly Rotary club meetings because of the people. People are so warm and friendly, and they all want to help. We do so much good together."

- Ann, club member

THANK YOU TO OUR SPONSORS





THINGS WE DO

How Rotary can help you, and how you can help the world.



Global travel opportunities. Rotary has an international network of over 1.2 million members in over 180 countries.



Connect with local leaders. Every Rotary meeting is an opportunity to make friends with local leaders.



Local service you can be proud of. We work hard to better our local community through projects that visibly make our city better.



Fun social experiences. We partner with local businesses to give our members unique experiences. Eat & drink with us!



Like-minded people. Be surrounded by other people who enjoy helping others!



Projects from all scopes. We provide our members with service opportunities large and small. Get involved today!

LET'S TALK MONEY

The cost to joining Rotary
is less than a coffee a day.

\$22/mo

YOUNG PROFESSIONALS
Ages 18-26

Mentorship opportunities

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

\$40/mo

CLUB MEMBER
Ages 27+

Help lead committees

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

\$25/mo

YOUNG AT HEART
Ages 65+

Become a mentor

Full access to all club activities

Global travel opportunities

REQUEST AN INVITATION

About

Rotary Club of Tucson is a non-profit 501(c)4 organization dedicated to bringing local leaders together to take action on better the community through humanitarian service. We meet every Wednesday at 12-noon at the DoubleTree Hotel in Tucson, Arizona.

We are directly affiliated with Rotary International. Do you like business networking, professional development, and community service? Then come visit us!

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ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

1. YOU HAVE INFLUENCE. USE IT.

**2. THE FIRST 3 SECONDS ARE
CRITICAL.**

3. BUILD A "YES" CULTURE.

4. STRONG ONLINE PRESENCE

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

**YOUNG PROFESSIONALS
WANT TO JOIN,
THEY JUST DON'T KNOW IT
YET.**

ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

REMEMBER,
START WITH THE WHY
& BE BRAVE,
DRAGON SLAYERS

THANK YOU!

HELLO@MITTYCHANG.COM