

## Heartland President and Secretary Elect Training Seminar

Thursday Optional Seminar

Topic: Membership Growth

Facilitator: Rich Barbuto

**MEMBERSHIP GROWTH:** This seminar examines the relationship among the three pillars of Membership Development: Recruiting, Retaining, and Informing.

The seminar will introduce tools on how to measure the health of your club, how to make your club attractive to prospective members, and how to maintain a club culture and atmosphere that encourages new Rotarians to become old Rotarians.

Finally, this seminar discusses ways to 'troubleshoot' your club's membership development processes and policies.