

## 2005 ROSA E. FIOL

### CLUB MEMBERSHIP AWARDS

THIS IS THE FIRST YEAR FOR A VERY SPECIAL AWARD THAT RECOGNIZES THE CLUB IN EACH AREA THAT HAS HAD THE HIGHEST NET INCREASE IN MEMBERSHIP. A DEDICATED ZONTIAN HAS MADE THESE AWARDS POSSIBLE. IT IS THROUGH HER GENEROSITY THAT DISTRICT 11 WILL HAVE THE FUNDS EACH YEAR TO ENCOURAGE MEMBERSHIP AND CONFERENCE ATTENDANCE THROUGH THESE AWARDS. THIS VERY SPECIAL WOMAN IS DR. ROSA E. FIOL FROM PUERTO RICO, AND THE AWARDS ARE CALLED THE **ROSA E. FIOL CLUB MEMBERSHIP AWARDS** IN HER HONOR.

THESE AWARDS ARE GIVEN TO THE CLUB IN EACH AREA THAT HAD THE GREATEST PERCENTAGE INCREASE IN NET MEMBERSHIP DURING THE PRECEDING YEAR. A CLUB MUST HAVE SUBMITTED AN ANNUAL REPORT IN ORDER TO BE ELIGIBLE FOR THIS AWARD. EACH CLUB IS AWARDED A LUCITE TROPHY IN A CARRYING CASE FOR A YEAR. THE WINNING CLUB ALSO RECEIVES A \$200 CREDIT FOR CONFERENCE ATTENDANCE THAT YEAR AND EACH CLUB ALSO RECEIVES AN AWARD CERTIFICATE. ROSA FIOL ALSO WANTED TO ASSIST THE PUERTO RICO CLUBS TO ATTEND CONFERENCES, SO EACH OF THEM ALSO RECEIVES A \$200 CREDIT.

AS THIS IS A NEW AWARD, HERE IS AN EXPLANATION OF HOW WE ARRIVE AT THE CLUB MEMBERSHIP WINNERS. SOON AFTER THE END OF THE ZONTA YEAR ON MAY 31, OUR DISTRICT TREASURER FORWARDED A LIST OF ALL DISTRICT CLUBS TO THE LIEUTENANT GOVERNOR, WITH STARTING MEMBERSHIP AS OF MAY 31, 2004, AND ENDING MEMBERSHIP NUMBERS AS OF MAY 31, 2005. THESE WERE MEMBERS WHO WERE PAID ZONTIANS AS OF MAY 31, NOT JUNE 1. NEW MEMBERS WHOSE DUES START ON JUNE 1 WILL COUNT FOR THE 2005-2006 AWARDS.

THE PERCENTAGE INCREASE IN MEMBERSHIP WAS CALCULATED FOR EACH CLUB, AND THE CLUB IN EACH AREA WITH THE HIGHEST NET MEMBERSHIP INCREASE IN PERCENT IS THE WINNER FOR THAT AREA. THE WINNING CLUBS ARE THOSE WHO NOT ONLY RECRUITED NEW MEMBERS, BUT ALSO KEPT THEIR CURRENT ZONTIANS. SO THEY CERTAINLY DESERVE RECOGNITION.

THESE CLUBS HAVE SHARED WITH ME THEIR STRATEGIES FOR RECRUITMENT AND RETENTION, AND THEY WILL BE SHARED WITH ALL OUR CLUBS IN A MEMBERSHIP BULLETIN IN THE NEAR FUTURE. ONE

REOCCURRING THEME WAS A STRONG ORIENTATION –TO -ZONTA PROGRAM FOR BOTH PROSPECTIVE AND NEW MEMBERS.

THESE ARE THE 2005 ROSA E. FIOL CLUB MEMBERSHIP AWARD WINNERS, WITH THEIR INCREASE IN MEMBERS AND % INCREASE:

**AREA 1 – ZONTA CLUB OF PASCAGOULA AREA 29→31 (6.7%)**

**AREA 2 – ZONTA CLUB OF HILTON HEAD ISLAND 37→48 (30%)**

**AREA 3 – NO WINNER, AS NO CLUB INCREASED ITS MEMBERSHIP**

**AREA 4 – ZONTA CLUB OF TAMPA 13→14 (7.8%)**

**AREA 5 – THE ZONTA CLUB OF CAGUAS 24→25 (4.2%)**

**AREA 6 – THE ZONTA CLUB OF HIGHLANDS COUNTY 9→12 (33%)**

**ONE MORE ROSA E. FIOL AWARD WAS GIVEN, AND IT WAS NOT FOR AN AREA WINNER. IT WAS A CLUB MEMBERSHIP AWARD TO OUR NEWEST CLUB, TOP OF THE BAY, FOR ITS 32 NEW ZONTIANS!**

THE COMPETITION FOR NEXT YEAR'S AWARDS IS HEATING UP, AS A NUMBER OF CLUBS HAVE BEEN RECRUITING ACTIVELY, AS WELL AS KEEPING THEIR MEMBERS. OF THE CURRENT LEADERS IN EACH AREA AS OF SEPTEMBER 16, 2005, FOUR OF THESE CLUBS HAVE HAD !00% RETENTION OF THEIR LAST YEAR'S MEMBERS. THE AREA LEADERS ARE AS FOLLOWS, WITH THEIR INCREASES IN MEMBERS:

AREA 1: MOBILE  $17 + 2 = 19$  100% RETENTION!

AREA 2: BLUFFTON  $18 + 3 = 21$

AREA 3: GREATER PALM BEACHES  $28 + 2 = 30$

AREA 4: MELBOURNE  $15 + 7 = 22$  100% RETENTION!

AREA 5: SAN JUAN  $17 + 5 = 22$  100% RETENTION!

AREA 6: BONITA SPRINGS  $18 + 8 = 26$  100% RETENTION!

THESE CLUBS WILL BE WORKING HARD TO CONTINUE BEING QUEEN OF THE HILL(AREA)!

(revised October 2005)