



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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“Change lives”

By RIP R Burton, *Rotary Voices*

“I have to admit, during my first year as a Rotarian, I almost missed the magic of Rotary. I didn’t always care for the food and programs at the weekly club meetings, and I thought I had better ways to spend my time.



But then my club president asked me to chair the Rotary Foundation committee.

Rotary started changing for me after that. I found that the more engaged I became in Rotary and the work of The Rotary Foundation, the more I saw the magic of Rotary and how it changed lives.”



“It’s up to us”

RIP Message

RI *website*, July 2013

This is an incredibly exciting time to be a Rotarian. This Rotary year can be one of the greatest years we have yet experienced in Rotary – but it is up to each one of us. We are now writing the last chapter in our fight against polio. While it has been a long, hard journey, we have learned many valuable lessons. We have learned that as a group we can move mountains, we can change people’s lives for the better, and we can honestly make a difference in our world. Perhaps the greatest lesson has been that the more we challenge ourselves, the more we can achieve.

It’s time to open our eyes to the potential each of us has through Rotary. Rotary lets us reach higher, do more, and be a part of something larger than ourselves. No matter how much we give to Rotary, we get more in return. And that, too, is inevitable.

In 2013-14, let’s turn all of our potential into reality. It’s up to us. We can do it by engaging in Rotary service, by getting involved, by staying inspired, and by remembering every day the gift we have in Rotary. Together, we will Engage Rotary, Change Lives.

“Anne Matthews”

begins term as first woman vice president

By Arnold R. Grahl, *Rotary News*, July 2013

As Rotary clubs continue to promote diversity in their membership, Rotary is marking a milestone. Anne L. Matthews, a Rotarian from South Carolina, USA, began her term on 1 July as the first female vice president of Rotary International.



“Women have contributed significantly to Rotary initiatives, and will continue to do so”, says Matthews, who is also the first woman to serve as both a Rotary Foundation trustee and an RI director. “No doubt, the unfortunate and sometimes misleading image of ‘an old boys’ club’ will be buried for good”.

“Whether the job is done by a male or female is immaterial,” she adds. “What is important is that the individual who serves is effective in that role. With that said, I am extremely proud to be the first woman vice president and am thankful for the California pioneers who pursued membership of women in Rotary.”

Matthews says she began attending Rotary club meetings in 1989, on the recommendation of her minister. It wasn’t long before she became actively involved in her club. Her most satisfying moments, of which she says there have been many, include immunizing children against polio in India, digging wells in the Amazon jungle, and preparing food for the hungry.

“I feel especially peaceful when simply sharing stories and facts with Rotarians about the good Rotary is doing in pockets all over the world,” Matthews says. “Seeing and hearing their reactions is particularly satisfying.”

“Nan McCreadie”

serves as first woman president of RIBI

By Arnold R. Grahl, *Rotary News*, 5 July 2013

In yet another sign of Rotary’s growing diversity, [Rotary International in Great Britain and Ireland](#) (RIBI), an organization formed in the 1910s, has inaugurated its first woman president.

Nan McCreadie, a member since 1997 of the [Rotary Club of Feltham](#), Greater London, England, was inaugurated on 6 July at an event in Twickenham Stoop Stadium. McCreadie has served as vice president of RIBI, chair of its Constitution Committee, president’s representative, and district governor.

Coincidentally, McCreadie’s instructor when she was learning to be a training leader was [Anne L. Matthews](#), who just became Rotary International’s first female vice president.

“I am tremendously honored to be appointed RIBI’s first female president, which I firmly believe is a reflection of how Rotary is moving with the times,” she says. “We are currently undergoing a new stage in our development with more and more women and younger people wanting to join Rotary and help their local communities. So it is a really exciting time for me to be taking over and I am very much looking forward to my year in office.”

McCreadie joined Rotary after receiving a letter during a membership drive and then attending a few meetings. “I term myself a mail-order bride,” she quips.

McCreadie believes the organization is making great strides in terms of diversity, and needs to continue doing so. “We need to be more flexible,” she says. “We also need to interest non Rotarians in some of our service projects, which might lead to them becoming interested in joining. Visibility is important, as well as working with other local, national, and international organizations.”



“Renew and Revitalise”

Article supplied by ARC PDG Noel Fogarty



Beatrice Cervi of the [Rotary Club of Perth](#), WA, recently posed this question on the Official Rotary International Group site on LinkedIn: “My club is currently working on a strategy to renew and revitalise the club due to declining membership in recent years. Have you been through this process and what KPI's have you implemented?” Click [here](#) to go to the website.

Within a few hours and over the following days she received lots of good advice from Rotarians all around the world. Some of the edited responses are shown below:



John Mackail, D1040, Wakefield, UK: This is an issue throughout the established countries of the world, however in the so- called developing or emerging countries potential members are queuing up to join e.g. In India I've heard some of the larger clubs have waiting lists. We in RI have an overlap problem where the older more traditional members don't accept the need for change, so you have to encourage them to honestly analyse their own club's strengths and weaknesses and then implement an agreed 5 year plan.

Just like any other product you have to market your club in the local community, there is nothing like a highly visible hands-on project to get you noticed. Get the newer member to organise it. Ditch as many of the "formal" elements from most meetings, just keep them for special occasions. Don't just nod to equality, diversity and minority inclusion, you are supposed to be representative of your area. Get involved with schools, they are a font of new members, teachers, parents, local authorities etc. don't be afraid to work with other societies, cross fertilisation is healthy!

All easier said than done I know, but remember what Ron Burton said “25 yrs ago we had 1.2 m members, today we still have 1.2 m members, we gain about 100,000 new recruits a year, but lose 25% of them within 2 yrs, why? Because they are bored, give them a role and keep the club programme lively and interesting. End of sermon.



Ron O'Connor, Florida USA: My club was facing this issue about 3 years ago and we discovered a treasure trove of young professionals looking to become involved in their community. The group is an offshoot of our chamber of commerce. In the past three years this group alone has yielded some young attorneys, CPA's, an architect, environmental professionals, and others who have become productive involved Rotarians in short order.

One of these young guns is our incoming President, and another is President-Elect. If you bring in younger members be aware they want to rise up the ladder quickly and as previously mentioned, may not subscribe to the rituals older Rotarians have become accustomed to.



Greg Brown, Leeton, NSW: I believe you need to develop a culture that asks both existing and potential members "to join in the work of Rotary" not to simply continue or join a "Club". All the other comments are relevant but the trend will not be reversed until the culture changes.



Georgene Hildebrand, Michigan USA: What wonderful ideas and comments on this very important question. The question to explore might be "why" do people stay in Rotary? What is the compelling reason why we think Rotary is so important in our lives? Most Rotarians on this conversation "have Rotary in them". So we might think about how we can share why it's so important to us.

Personal stories are very effective providing some thought is given to the WHY question and how our experiences have moved us into action with Rotary. Orientation is very essential because the more we know about Rotary, the more there is to appreciate. So, any orientation should not only cover the how and what of Rotary but also the "why bother".

Rotary Leadership Institute, offers accurate adult learning facilitated sessions that support this critical learning. May we all have better success in retaining and recruiting, in that order.

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Michael Ericksen, Chicago, USA: There is no simple solution. The solution is a comprehensive approach and just missing one element can significantly impact your program. Here are the principals I think are important:

- 1) Growing membership is not one person's job. Everyone must be involved, especially the President
- 2) Your club must be welcoming to potential members and guests.
- 3) You must have a meaningful meeting. Having fun at the meeting is also helpful.
- 4) You must meet at a nice venue and not be too crowded.
- 5) You must retain your existing members
- 6) You must follow-up with potential members
- 7) You have to help close the deal. Many members can bring a guest, but do not feel comfortable attending to close the deal.
- 8) Once you get a member in, you need an orientation and/or mentorship program. Both are preferable
- 9) You need to get new members involved. The best idea I have heard is that all new members create their own project and do it!
- 10) Your club must make a difference in the community.

Good luck. I am a PDG and agreed to be membership chair for my club and my goal is grow membership by 10% this year.



Beatrice Cervi responded:

All your comments have been absolutely fantastic. I appreciate your generosity in sharing information, and that is definitely one of the benefits of being a Rotarian. Our club, couple of days ago, launched an evening meeting run on the lines of a business networking function and panel discussion. We had an attendance of 180 people, some existing Rotarians and mostly non-Rotarian visitors, the majority under 40.

Unfortunately many people missed out because the venue couldn't cater for any more people. Out of that meeting 6 people expressed interest in joining Rotary and many more wanted to come back for the next one. It is a very encouraging start and all your very helpful comments will no doubt feature very highly in our strategic plan. So thank you!!

“Your local Rotary club is doing more than you think”

Membership Minutes, June 2013

Devin Thorpe joined the [Rotary Club of Salt Lake City](#), Utah, USA, eight months ago and was not sure what to think at first. “The image of a bunch of senior men — with a few younger women and a smattering of guys who still have hair that isn't all gray — singing the national anthem and reciting the pledge of allegiance seemed a throwback to a time before I was even born,” Thorpe wrote in a piece for Forbes.



When he decided to reach out to the Rotary community to learn more, Thorpe discovered that clubs around the globe have undertaken projects that range from small gestures, like paying for a car repair for a needy family, to massive ones, like building a new community food bank at a cost of \$1.5 million.

[Read](#) more examples of Rotary projects in the Forbes magazine article.

[Learn](#) about how Rotary clubs around the world are making a difference with their service projects.

Membership Resources:

[Telling Your Story Resource Kit](#)

[Membership Development Resource Guide \(417\)](#)

[New Member Orientation: A How-to Guide for Clubs \(414\)](#)

[How to Propose a New Member \(254\)](#)

[Rotary Basics Online](#)

[Club Brochure Templates](#)

[Leadership Development: Your Guide to Starting a Program \(250\)](#)

[Be a Vibrant Club: Your Club Leadership Plan \(245\)](#)

[Club Membership Committee Manual \(226b\)](#)

[More Membership Resources](#)

“Engage Rotary, Change Lives through vocational service”

RI Vocational Service Update, July 2013

RI President Ron Burton is asking Rotarians to emphasize Rotary’s unique commitment to vocational service by leveraging professional opportunities to Engage Rotary, Change Lives. Through vocational service initiatives, we can engage Rotary in our workplace. And by combining professional expertise and service, we can have a positive impact on local and international communities. Here are a just a few ideas for activities your club can undertake:

- Start a career counselling or vocational training program and invite non-Rotarian community members to attend.
- Organize a discussion or workshop on workplace ethics and invite local non-Rotarian business leaders to attend.
- Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.

Completing one of these activities can help your club qualify for the **2013-14 Presidential Citation**.

“Wear your Rotary Pin”

IPRI Tanaka’s Message; January 2013

The Rotary pin is always on my lapel. It is there because I am proud to be a Rotarian. Anywhere I go, people will see the pin and know who I am. Other Rotarians will see it and know that I am a friend, and people who are not Rotarians will see it as well.

This is why I am asking all of you to wear your Rotary pin and to raise awareness of what the pin means. I believe having that pin on your lapel changes you. It makes you think more before you speak and before you act.

All of us should be ready to talk about Rotary. When someone asks you about that pin, you should be ready to answer them. What is Rotary? What does Rotary do? These are questions that each of us should always be prepared to answer.



We cannot go to prospective members and ask them to join Rotary only because we want more members. We have to show them that Rotary is a wonderful organization, and that they will be happier because they belong to a Rotary club.

“Hat Day”

From Hat Day website

Hat Day is Australian Rotary Health’s community action and awareness day. In recent years we have received hundreds of grant applicants looking to research mental health issues, however a lack of funding has seen only 5% of these receive funding.

Australian Rotary Health will be hosting their next Hat Day on Friday the 11th of October, when are you hosting yours? Do you want to do something to show your support for mental health research and reduce the stigma of mental illness in Australia?



We’re encouraging everyone to Host their own Hat Day during Mental Health Month (October). It could be a morning tea at work, a fancy dress day at school or a dinner at home. Get your family and friends together to lift the hat off mental health issues in Australia.

By taking part in Hat Day you will be helping the four million Australians affected by mental illnesses. By donating to mental health research you are helping us fund research aimed at finding treatments and cures for mental illnesses such as depression, anxiety and schizophrenia.

“Unexpectedly engaging new generations”

Article appeared in [Rotary Coordinator Blog](#), April 2013

In March 2013, Rotarian Peters Kalu, a past district Youth Exchange chair, showed an End Polio Now video to students in his Human Resources management class in Aba, Nigeria. Much to his surprise, his students were extremely enthusiastic about the video and the global fight to eradicate polio.

“I never thought this video could bring us to this point, I never thought it could become a tool for recruiting the new generation; I never thought it could ever touch the Millennial/Y generation. I just showed them how Rotary has persistently pursued the end of Polio since before they [my students] were born and how Rotary helped to save them from being like the crippled children they saw in the video. I told them that Rotary is now in the last lap, in the final push to put an end to the menace of polio and that they can join in this effort.

They asked, ‘How can we help?’ And I replied, ‘By becoming Rotaractors.’ Immediately, 13 students enthusiastically stood up. They have since started sharing fellowship in Ezicama-Sunrise Rotaract Club and they await their induction. Two of these young persons have already invited their friends to become Rotaractors.”



Videos, as Rotarian Peters Kalu discovered, are a great tool for attracting and engaging the next generation of potential Rotarians. In addition to the End Polio Now video, RI has produced an animated video aimed at young people that demonstrates the value of participating in New Generations programs. The video focuses on how Rotary can help young people volunteer, grow as leaders, and experience new cultures.

Consider sending the [Polio video](#) and the [New Generations](#) video to young people in your community who can share it with their friends!

“Making a difference through Rotary”

By PRIP 2007-08 Wilfrid J. Wilkinson
Trustee Chairman, The Rotary Foundation



Rotary has been serving communities at home, and around the world for over 100 years. When you give to Rotary you are investing in **sustainable solutions** to the world’s most pressing needs.

Your gift provides training to community leaders to prevent conflict; increases access to clean water; improves child health; reduces gender disparity in education; fosters economic development; and brings us closer to eradicating polio. The impact of your generosity is limitless!

I invite you to visit www.rotary.org to see how Rotary clubs are serving communities across the globe. Then, I hope you’ll consider making a contribution to The Rotary Foundation, either online or with this [contribution form](#).

I believe deeply in the power and generosity of Rotarians and I believe we can tackle the unique needs of our communities. But **we need your help**. Every gift can do a world of good.

P.S. When you [give to Rotary](#), you do so knowing there is no other organization that can leverage your contribution through a **global network** of volunteer and **technical experts** who are committed to the **highest ethical standards**.



“Rotary Fiji – disaster response”

Article supplied by ARC PDG Warwick G Pleass,
Article also appeared in the [Rotary Coordinator Blog](#) Jan 2013



Fiji is often hit by natural disasters such as cyclones or floods. On December 17, Tropical Cyclone Evan blew through the Pacific and left destruction in its wake.

The hardest hit countries were Samoa, Wallis, Futuna, and Fiji. Rotarians in those areas have been working with local clubs to provide much-needed disaster relief.

ARC Warwick Pleass reported that 30 Rotarians recently travelled from the Suva Rotary Clubs to the most damaged areas in Viti Levu, the main island of Fiji. The team included the Acting Australian High Commissioners and Rotarians for Australia and New Zealand with other senior Fiji Rotarians. There they met with the teams from Nadi and Lautoka Rotary Clubs to distribute food, emergency response kits to families that have lost their belongings; the team also delivered ShelterBoxes to those that had lost their homes. Rotarians also focused on gathering information about what supplies and aid is needed to send back Rotary clubs on mainland Fiji, New Zealand, and Australia.

Rotary Fiji was praised by the US Embassy, the Australian High Commission and the Fijian government for the quality of its work.



The convoy of Rotary relief vehicles and team members leave Suva for the worst affected areas on Dec 18, 2012, led by District to Fiji Coordinator Bob Niranjana. Australian High Commissioner Glenn Miles and his family were part of the convoy.



ARC Warwick Pleass (centre rear) with senior Rotary Fiji leaders planning the relief strategy. Next to the Rotary Pacific Water Foundation vehicle is a coconut tree snapped by the winds and behind are fallen cables.

“Proud to be a Rotarian”

From [Regional Public Image Resources](#), 31 May 2013

A Rotarian wrote:
At my District Assembly they were promoting the use of number plate surrounds.

So I obliged.

Anything to increase the profile of Rotary.



Share your Club or District Service Project

We would like to hear from Districts or clubs telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](#), this Newsletter's editor”.

About a Team member;

ARC PDG DAVID ANDERSON

After a fourteen-year career teaching senior history at Canberra Grammar School, David returned to the family farm at Yea in north central Victoria and gradually assumed responsibility for managing the business.



He is now the sole proprietor of the respected commercial Hereford herd, Greenhills Herefords, based at two properties in the Yea area.

He joined the Rotary Club of Yea in 1994 and served as Club President in 2001-02. From 2003 to 2006, he began his District service as Chair of the District 9790 Youth Exchange Committee. He was then elected to Chair Rotary Youth Exchange Australia, a position he held until 2010. In 2009 he was appointed to a three-year term on the Rotary International Youth Exchange Committee and was Chair of that Committee in 2009-10.

An Assistant Governor in District 9790 for the two years 2008-10, he served as District Governor 2011-12. In 2012-13, he held the position of District Trainer. He has also served as a member of the Victorian Committee of The Queens Trust and Foundation for Young Australians and continues to hold numerous positions in community groups in Yea including the Limestone Fire Brigade, Yea Fire Brigades Group and was recently appointed to the Committee of Management of the \$2m Yea Water Centre.

About a Team member;

ARC DG KEITH ROFFEY

Keith and his wife Margaret grew up in Perth, Western Australia and after travelling extensively settled in Sydney, they have two children, and four grandchildren.



RI attracted Keith's attention after being invited to attend a meeting of the Rotary Club of Padstow – District 9690 and on becoming a member he realised a long term goal to expand his interests outside of his industry whilst enjoying a shared social life with Margaret. Keith feels being a Rotarian is rewarding and gives a greater purpose as a citizen. He respects Rotary for its ideals and the greater focus on global humanitarian issues whilst still encouraging service to our local communities.

Keith has served as Club International Director 2003-04, International TRF Director 2004-05, Administration Director 2005-06, President 2006-07 and PR Director 2008-09. Further involvement in the District; he has served as Recognition of Youth Awards (ROYA) Treasurer 2006-07, ROYA Chair 2007-09 and ROYA Secretary 2009-10, Assistant Governor 2009-10, District Simplified Grant Chair 2009-11, Chair of the District Membership/PR Committee 2010-12. Keith is a facilitator with the Rotary Leadership Institute, Governor District 9690 2012-13, a committee member of the Zones 7B & 8 Membership Development Plan & ARC Zone 8.

All past editions of the "Rotary on the Move"
Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

Rotary Coordinator Team 2013 - 2014

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Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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