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## “ATTRACTING THE FUTURE ROTARIAN”

By Philip Archer, Zone 8 Public Image Coordinator



The Rotarian of 2020 - What will the future Rotarian look like?

What will be the same about them? What will be different about them?

Who are they? Are they successful? Dynamic? Passionate? Full of ideas? Full of drive to get things done? Well connected? Younger than you? From a diverse background?

Most Rotary Clubs, not just in Zone 8, but throughout the Rotary world, are facing an ageing membership challenge, which, if not reinvigorated in coming years, will see us struggle to remain contemporary, relevant and prevalent. In ten years time we shouldn't want the audience in this room to look like the same audience today but 10 years older.

The need to change the way we do things is inherent upon us – If we take a 20<sup>th</sup> century approach, we'll be a 20<sup>th</sup> century organisation eventually consigned to history. Each one of you need to be part of the 21<sup>st</sup> century approach to Rotary which will attract the 21<sup>st</sup> century people into our Rotary Clubs. We need to attract those who have all those attributes which we seek in our clubs – those who are community minded rather than just seeking self-gratification; those who are willing to lend a hand rather than just offer rhetoric; those who want a hands on part in a grass-roots solution rather than to just make a credit card donation once a year. Are these potential members with all the right qualities out there? Undoubtedly they are – in abundance.

But would these people join your Rotary Club as it is today?

It's a question we need to ask ourselves.

Are we an attractive choice for them? Do they even know about us? Do we fit in with their Facebook, iPod, iPhone, Myspace, hot-hatch, low-carb, green-healthy-eco-choice lives?

Aristotle once said that “nature abhors a vacuum” and thus it's probably fair to say Generations X and Y are closer than ever to nature when it comes to ensuring there is little space to spare in their lifestyles. Any space in the schedules of their lives is usually filled in with something. But they will still move toward things that attract them or have meaning to them. It is up to us to make Rotary as attractive as spending time surfing the net, as socially desirable as a green shopping bag and more fashionable than a plastic wristband that somehow ends poverty. We have to become a BETTER choice.

This means critically evaluating your Club's attractiveness from the perspective of your prospective Rotarians. If in ten years time these people will be our Rotarians, it would be selfish of us to insist on them inheriting an organisation which suits not them, but instead just us.

When evaluating our Clubs, we should look at two levels:

1. What individual elements about our Clubs are attractive or unattractive?
2. As a whole – how do we compare to other choices that are out there in terms of attractiveness?

Continued on next page ...

On the first point, I urge you to think about what could be made more attractive to prospective members about the following elements of your Club:

- The format of your meetings
- The composition and diversity of your Club
- Your inclusiveness in welcoming new members on board
- What you offer in terms of leadership, networking and professional development to new members
- Your willingness to take up a project suggested by a prospective member as a first priority on their joining
- Your ratio of active projects to Club meetings
- Formalities and idiosyncrasies of habit such as toasts, customs, graces, and segments within the meetings
- The scope, type and intrinsic worth of your projects
- The demands you make of members both financially and in terms of time
- Location, expected attire and hospitality provided in meetings
- Practice for recognising, acknowledging and assisting in the furtherance of personal, professional and group goals
- Promotion of your Club and its projects
- Mentoring and leadership opportunities within your Club
- Interactivity with other Clubs
- Willingness to explore and utilise personal skills, abilities, knowledge and connections of Club members
- Creation of partnerships in the community which achieve more as a whole than either Rotary or our partners could achieve alone.
- Media and community recognition of and participation in projects
- Participation in worldwide Rotary initiatives
- Invitations to those who can't commit to being a full-time Rotarian to be a Friend of Rotary who can be involved in projects
- The way we communicate, recognise great efforts and utilise new communication tools.

There are so many more elements that make a Rotary Club attractive to outsiders as well as these.

But the point is – look at the potential we hold.

In making your Club more attractive to outsiders, there's an excellent chance that you will make it more attractive to existing members as well. People like belonging to a healthy, vibrant and attractive Club that gets things done.

So when we go back to that second point of asking “as a whole, how do we compare to other choices that are out there in terms of attractiveness?”, if we have our Clubs in order and make them more attractive to others – well all of a sudden WE ARE a better choice.

When we look to make elements within our Clubs more attractive, it's not just about improving in comparison to where our Clubs are currently at, but in comparison to those choices outside of Rotary in order to ensure what we do attracts new members. And once we have made our Rotary Clubs more attractive, we should be shouting from the rooftops that we really ARE more meaningful than an hour surfing the net, that we actually DO something to solve famines and sickness and that our efforts FIX the environment more than a green shopping bag.

It's with this sentiment that I say to you – take the first step and innovate!

Yes, there will always be certain Rotary International by-laws, obligations and traditions we must work within – we're not suggesting you change the look of the Rotary wheel – but we can change the look, feel, inclusiveness, success and attractiveness of our Clubs.

Can we do it?

Yes we can!

Envision your future Rotarians and build the Club they will join – because if you build it, they will come.

## “USE SOCIAL MEDIA TO ATTRACT MEMBERS”

*From Rotary.org*

Is your club on Facebook?

Is your website up-to-date?

Are you sharing information about your club's activities and projects with your community?

Having an active social media presence can help attract new members and inspire current ones.

Find ideas for developing your [social media strategy and public image](#).



# “PR BEGINS WITH YOU (AND ME)”

By Sue H. Poss, Rotary Public Image Coordinator, Zone 33  
Rotary Zones 33-34 Newsletter Aug 2013



Public relations (PR) is the process of communicating information from an organization -Rotary- to the public with the aim of influencing how the public feels about the organization. Specifically for us as Rotarians, that means we want to communicate what we stand for (high ethical standards, for example) and what we do to make the world better (funding heart surgeries for kids in India or school supplies for children in Buckhannon, VA, for example).

We do this because we want people to join us, help support our efforts, and make us stronger. PR is one part of our overall public image strategy to strengthen Rotary clubs, build our brand, enhance our projects, and thus change even more lives.

We have many tools in the box to help us do this. We can write news releases, letters to the editor, and blogs. We can tweet and post to Facebook and LinkedIn. We can develop extensive and expensive media campaigns, press kits, and websites. We can host a get acquainted cocktail party, breakfast or lunch.

These are tools from which each club, district and zone can choose and should choose. But I think there is an even more fundamental place to start with PR and that is with each Rotarian. Every one of us should feel strongly enough about our own club that we want to talk about it with others at every opportunity.

When you're getting your hair cut, your nails done, or your back massaged. When you're with your dentist, doctor or chiropractor. When you're with your personal trainer, banker, or accountant. Talk about the projects your club is engaged in, a speaker who impressed you, the fellowship you enjoy at your meetings. Chances are these acquaintances will share some of your enthusiasm and begin to ask questions about how they can be a part of Rotary, either by becoming a member or supporting a project.

That is the beginning of a strong club public relations plan. One by one, engaging Rotary, changing lives.

# “TIPS FOR PITCHING ROTARY”

## Ideas for recruiting new members from club leaders in Benin and Brazil

Rotary Leader January 2014 — Volume 4, Issue 4

In a little over two years, Benin Rotarian G n  Vill a a-Crestia helped launch the Rotary Club of Cotonou Rive Gauche and charter three other clubs, including two composed almost entirely of younger members. Her technique is simple: sharing her passion for Rotary with family, friends, and people in the community. On occasion, she's waited for hours for a chance to talk about Rotary with prominent leaders in the area. A “No, thank you” response rarely stops her.

Vill a a-Crestia, the club's charter president, says her favorite thing to tell prospective members is that, as Rotarians, they can become a bridge between the millions of dollars available through The Rotary Foundation and the poorest populations of the world. “Knowing that, and not becoming a Rotarian, is almost criminal,” she says. “People say they came to Rotary because they felt my passion, and I could communicate it to them,” she says. “In this state of mind, any challenge is never really impossible.”



Members of the Rotary Club of South Metro Minneapolis help a local food pantry.

Another compelling pitch is flexibility and affordability of club meetings, an especially potent draw for young adults. For example, the [Rotary Club of South Metro Minneapolis Evenings](#) in Minnesota, USA, lowers the cost by forgoing a meal at meetings. The club also replaces one regular meeting each month with a volunteer event, such as helping at a local food pantry.

Sharing examples of humanitarian efforts in Rotary's [areas of focus](#) also can help with recruitment. By getting more involved in the community and publicizing the results, the Rotary Club of Guaxup , Minas Gerais, Brazil, boosted membership by more than 50 percent. When Claudio Spiguel became president of the club in 2005, membership was hovering below 20.

“We created a weekly program at a regional TV station called ‘Rotary in the Community,’ a talk show with interviews and presentations about our work and Rotary,” Spiguel says. “We've reached many people with our message.”

# “THE GREAT SALES PITCH”

By *Rotary Coordinators Marcy Ullom and Paula Matthews*  
*Rotary Zones 33-34 Newsletter Nov 2013*

What if you approached a friend and asked:

*How would you like to join an organization that can offer you the following opportunities:*

- *association with other people of high ethical standards;*
- *leadership development;*
- *local, national, and international networking;*
- *mentoring;*
- *local and global service;*
- *friendship and fellowship.*



**RC Marcy Ullom,  
Zone 34**



**RC Paula  
Matthews,  
Zone 33**

Would they honestly tell you they wouldn't have time? That these benefits aren't important to them? Or they would prefer not to pursue these options? Yet many professionals join business networking groups, chambers, or professional associations where they might receive only a fraction of the advantages they would enjoy by joining Rotary.

Membership is on the decline in North America. We work with Districts and Clubs asking three key questions:

- How do we create relevance?
- How do we create purpose?
- How do we create value?

We don't have to "create" anything – Rotary already offers a multitude of options, challenges, and benefits. Why have we lost sight of this? In the pursuit of new members and the focus on engaging current members, we might be forgetting what this great organization has to offer. And yet, we are at a crossroads, where we see what is happening to our membership without facing the facts about our 'sales pitch' – both internal and external.

How many of us talk about these six opportunities on a regular basis to potential members? Heck, how many of us talk about these opportunities to our own membership to remind them of the professional and personal development, the business advantages, and the many new friends they can make – all by being a Rotarian.

We would encourage every District and Club Leader to think about their 'sales pitch' – to remind our members of not only why they joined Rotary, but more importantly why they stay.

# “SPREAD THE WORD ABOUT ROTARY”

*From Training Talk, Dec 13 issue*

At your next club meeting, make sure that members know about the latest projects and initiatives so they can raise awareness in the community. And consider these tips:

- Encourage club members to register on the new [Rotary.org](http://Rotary.org) and join **Groups** to connect with other Rotarians who share their interests.
- Discuss **Rotary's Strategic Plan** at a new member orientation.
- Update members about polio eradication at your next weekly meeting, after getting the latest facts at [www.endpolio.org](http://www.endpolio.org).
- Include news from [Rotary.org](http://Rotary.org) on your club and district websites to let members know how Rotarians around the world are serving their communities.
- Publicize Rotary club events in your community. Consider conducting a **public relations** training session, including Rotary's new **Visual and Voice Guidelines**.

# “HARNESS THE POWER OF SOCIAL MEDIA”

## Follow these easy tips for effective posts

Article from *Rotary Leader*, Nov 13 edition

When Debbie Harris, of the [Rotary Club of Las Vegas](#), Nevada, USA, shared news on her Facebook page about the club’s Santa Clothes project, her personal network donated US\$1,100 within only a few hours.



“Imagine if half of the 150-plus members in my club shared that post on their Facebook pages? The power of sharing on social media can’t be overstated, and it only takes a few seconds,” says Harris, who is the [District 5300](#) (parts of California and Nevada) public relations chair.

She shared a post from her club’s website to raise funds for the Santa Clothes project, which supports a J.C. Penney shopping excursion for children from low-income families.

Harris also is chief executive officer of DoWeComply.com and has a master’s degree in social media compliance and the law.

- Ø [Join the Rotarians on Social Networks Fellowship](#)
- Ø [Check out Rotary webinars on social media](#)

### HARRIS OFFERS THESE TWO TIPS FOR BOOSTING THE POWER OF EVERY ROTARIAN’S SOCIAL MEDIA SITES:



#### 1. Show the action.

Photos that show action and people who are helped by a project get more likes in social media and are shared more often. Be sure to include captions to explain your photos and spark interest. Don’t forget to ask adults if you can post their photos and obtain the consent of a parent or guardian when posting photos of children.



#### 2. Share and share alike.

It’s easy to post several times a week when you use content from a variety of sources. Share items from Rotary International’s [Facebook](#), [Twitter](#), and [YouTube](#) channels as well as from your club and district social media and newsletters. Add posts about new members, fundraising and social events, community projects, and your weekly speakers.

# “MESSAGE FROM JOHN HEWKO”

Received 11 Jan 2014, by John Hewko, General Secretary RI, Twitter: [@johnhewko](#)

This past year was one of exciting achievements and forward momentum for Rotary, as highlighted in [the 2012-13 Rotary International and The Rotary Foundation Annual Report](#).



We launched a bold new chapter in our partnership with the Bill & Melinda Gates Foundation that makes your contributions to the vital polio eradication end game work three times as hard.

We also finished preparing for the global launch of our new grant model, boosting our ability to help more communities secure and sustain a better quality of life. And we carried out our first projects with Mercy Ships, while building on our work with Aga Khan University, UNESCO-IHE, the Rotary Peace Centers, and other partners.

I encourage you to review our annual report carefully, and to share it with others who may be interested in joining, partnering with, or donating to Rotary. You can order print copies of the report at [shop.rotary.org](#). For those who want a more detailed look at Rotary finances, the audited financial statements are [available for download](#).

# “SOME INTERESTING IDEAS ABOUT RECRUITMENT”

Article from the *Energiser*, 9630 District Leadership Newsletter, Oct 2013 edition

By Paul Curnow, Membership Chair 2013-14

When we look to ask our friends and associates to join our club we assume as the senior service organisation that if we ask they will join. Maybe this is true but we need to be aware we are competing with many other organisations for the hearts and minds of people.

We compete with other service clubs such as Lions, Zonta, Kawanis, etc. plus new generation service clubs including Hands on Network, BEAN and dosomething.org.

If I Internet search for ‘community groups’ in my local area, I get over 100 hits; 100 Men’s Shed, Centenary Writer’s Group, Agoraphobia Support Group, Centenary Meals on Wheels, Centenary Community Connections and many more! And we haven’t started searching for NGO’s; here we get Amnesty International, Oxfam, Habitat for Humanity, UNESCO, IEEE, etc. etc.

This illustrates the diversity of choice when people are looking for an organisation they can join to fulfil their desire to help their community. We need to sell our point of difference. Outside service clubs, most organisations are single-focus groups and people are attracted by their interest in a particular field; painting, animals, environmental, educational, etc.

Rotary comes from a different tack; we are a group of like-minded individuals who come together to provide humanitarian and community services, encourage high ethical standards, and help build goodwill and peace in the world. We are a multidisciplinary organisation and we serve our communities wherever we see a need.

We normally meet weekly and develop close and enduring relationships with our fellow members. We pride ourselves on ensuring 100% of funds raised for a project actually goes to the project. All our administrative costs are borne by our members.

So when you talk to a prospective member remember these points; they set us apart from many organisations that compete for the hearts and minds of those community-minded people we want in Rotary. These people are in demand; everyone wants them but we can offer more!

Membership is a two-way street. We must have a “value proposition” to offer our new members. It’s about what we can offer them and what we want them to contribute to Rotary.

This is another point of difference between us and other community groups. So what do we offer them?

- The opportunity to serve. Helping others in need is the most satisfying thing we do.
- Networking. Rotarians as business and professional leaders are happy to share their skills and knowledge with fellow Rotarians and the community.
- Personal Growth and Development. Rotarians can enhance their leadership ability and develop skills in public speaking, communications, team building, fundraising, etc.
- Cultural diversity. Rotary stretches to all corners of the world. In Rotary members’ ethnicity, religion, culture and politics are not important. We value this diversity, tolerance and goodwill.
- Good citizenship. Rotary’s weekly meetings help keep members informed about issues affecting their local community. We encourage and support service projects at all levels; local, national and international.
- World understanding. Members can work on humanitarian issues around the world.
- Friendship. This was why Rotary started in 1905 and is still our main attraction today. I see close and enduring relationships and friendships amongst all members in all clubs I visit.

There are enormous benefits in new members for us! New members are the life-blood of Rotary; we must continue to renew if we want to be at the forefront of service to our communities:

- New members increase our capacity for service
- They bring fresh ideas, new interests and increased energy to our clubs
- They add new skills and different priorities to our clubs
- We gain more support for The Rotary Foundation
- Membership diversity ensures that we are relevant to ALL our community
- More members means more fellowship
- Younger members can assure our future and our service

As you talk to prospective Rotarians remember these points. Other groups and organisations are also looking to recruit new members but we have something special to offer. Remember our points of difference and make sure they understand these so that they can make an informed decision about where they want to invest their time and effort. Give them our “value proposition”; tell them what we can offer them but also be honest about what we are expecting from them.

## “PRESIDENT RON’S MESSAGE”

From *Rotary Leader* January 2014 — Volume 4, Issue 4

Rotary empowers us to build peace in the most effective way, by uniting people from different backgrounds and nations in an environment of friendship and trust, and letting them get to know one another. We bring people together through our humanitarian service, our international conventions, our Youth Exchange program and scholarships, and our Foundation programs, especially PolioPlus. We try to help people solve their problems in peaceful ways — through cooperation and partnerships. We build peace by helping to meet basic humanitarian needs.

# “CELEBRATING CULTURAL DIVERSITY”

Article supplied by Rotary Coordinator PDG Jessie Harman

Submitted by Shefali Mehta, Rotary Club of Auckland Harbourside

The **Rotary Club of Auckland Harbourside** (Inc) was established in 1994 and is one of the most culturally diverse clubs in New Zealand. Founded by inaugural President Mike Jaduram, the club comprises a membership of Chinese, Indian, Fijian, other Asian groups and NZ/Europeans.



With the club's cultural diversity comes innovative and new ways to fundraise and draw the wider community together. The club celebrates its Chinese and Indian New Years with passion and fervour and continues to support community organisations including the Starship Children's Hospital, St John Ambulance and Leukaemia and Blood Foundation. With cultural membership and affiliation to the Pacific Islands – the club has also been supportive of projects in Fiji and Samoa.

## Diwali- Indian New Year

The Indian New year is one of the major iconic cultural fundraising events hosted by Harbourside. Diwali (row of lights) is celebrated around mid-October to mid-November and represents an official holiday in India.

With a full night of Indian dance, music, hot and spicy Indian food and auction this fundraising event serves to promote and support key beneficiaries like Friends of Fiji, with its surgical team which perform much needed heart operations for all ages, and the Foundation for Education of Needy Children, providing funds to purchase uniforms, school books and stationery and other activities.



*Some Harbourside members at a recent Diwali celebration*

## Chinese New Year

Chinese New Year is celebrated around the January- February; and is the longest and most important festivity in the Chinese calendar.

From humble beginnings as a food festival at the ASB Stadium in Kohimaramara - Rotary Harbourside has grown this event for friends, family and children. The club currently has around fifteen Chinese members and has taken the community fundraiser from one Chinese restaurant to another and promoting good luck and happiness whilst entralling the attendees with the traditional Lion dance. In 2013 the beneficiary was Auckland Medical Research Foundation and over \$50,000 was raised.

## Projects in the Pacific Islands

In addition to these two projects, the club has also completed projects in Lautoka and Western Samoa. In Lautoka, the club partnered with its sister club, the Rotary Club of Lautoka, to refurbish the playground for disabled children at the Sunshine Special School. Together the clubs have accessed a District Simplified Grant to make the project a reality. In Western Samoa, the club completed a multi-year water project in Falelima village, to provide guttering and downpipes to houses and several important community buildings.

In addition to its fine record of service projects, the Rotary Club of Harbourside has a strong commitment to peace. In 2012-2013 the club hosted a Rotary Peace Forum, a first for Auckland. It organised the forum in conjunction with several local Rotary Clubs, as well as the local Rotaract and Interact clubs. The forum was a great success.

Through its innovative service and fundraising projects, the Rotary Club of Harbourside in District 9920 exemplifies a truly diverse club - one which has leveraged its diversity to achieve extraordinary impact in its local community and beyond.

## Share your Club or District Service Project

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

## ETHICS AND VOCATIONAL SERVICE:

# “HOW TO TAKE ACTION”



*Rotary Service, Vocational Service Update, Jan 2014*

Does your club have difficulty getting engaged with vocational service? The November edition of The Rotarian magazine features a primer that includes information on the role of ethics in vocational service.

“I believe that Rotary’s reputation for integrity and high ethical standards is one of its strongest assets for attracting young people,” says Paul Netzel, past chair of the Vocational Service Committee. Here are a few ways to take action:

- **Dedicate time** at club meetings to discussing The Four-Way Test and the Rotary Code of Conduct. Be sure to talk to new members about the importance of these documents as guiding principles.
- **Organize a workshop** on ethics in the workplace and invite local business leaders. To help participants build practical skills, consider including an open discussion on ethical dilemmas.
- **Give awards** to businesses or professionals who demonstrate high ethical standards in their treatment of employees, customers, and the community at large.
- **Sponsor an essay or speech contest** for young people. Hold local or regional competitions for students to address the theme “What The Four-Way Test Means to Me.”

[Read the full primer.](#)

## “WE'RE BLOGGING!”

*Rotary Service, Vocational Service Update, January 2014*

‘Rotary Service’ recently launched the [Rotary Service Connections blog](#), where you can find the latest information about project resources, success stories, coming events, and best practices. Subscribe online or follow the blog and receive email notification of new posts.

## “YOUNG LEADERS WORLDWIDE CAN HELP”

*Rotary Leader January 2014 — Volume 4, Issue 4*

At the presidential New Generations Conferences, young leaders worldwide can help with a hands-on Rotary service project as they learn about the leadership opportunities available through Rotary. Check RI President Ron Burton’s [Facebook](#) page for news about the first two conferences, held in Chennai, India, and Kampala, Uganda. The next three conferences are: Buenos Aires, Argentina, 15 March; the San Francisco Bay area, 28-30 March; and Birmingham, England, 14 April.

A capstone event will take place at the 2014 Rotary International Convention in Sydney.

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](mailto:shalhoubissa@shoal.net.au)

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