

BERITA
(For Members Only)



PUDU

www.rotarypudu.org.my

*The Weekly Bulletin
of The Rotary Club of Pudu*



This website is sponsored

by

Rtn Sandy Soh

of

Sofresh Marketing Sdn Bhd
11, Jalan B12
Taman Perindustrian Belmas Johan
48000 Rawang
Selangor DE

Tel: +603-6091 8669

Fax: +603-6092 4668

Email: sofreshjuices@hotmail.com

Speaker : Ms Malar, Executive Director of EWRF
Subject : The CSI Program for the Youth

ON DUTY

Duty Table : Aaron Ong
 Fellowship : Robin Tay
 Finemaster : K.H. Low
 Introduce : Ng Sim Bee
 Thanking : C.C. Wong

Programme Today

Happy Birthday!

Rtn Lawrance Annies (27th Sept)

Happy Anniversary!

PP Ken Ong Keng Swee & Ann Chin Lian (2nd Oct)

Programme

Speaker : Vocational Excellence Awards
Subject :

Next Week

On Duty

Duty Table : Kertz Lau
 Fellowship : Laura Lee
 Finemaster : Steven Oon
 Introduce : Sharon Lim
 Thanking : May Lim

Diary 27th September - 17th October 2010

Mon	Tues	Wed	Thur	Fri	Sat	Sun
27 12.30 pm Rotary Lunch Piccolo Hotel, KL	28	29	30 7.00 pm BOD Meeting Royal Lake Club.	1 7.00 pm 2nd Fireside PE Steven Oon's residence	2 5.00 pm Pudu Rotaract Meeting Eurasian Club	3
4 12.30 pm Rotary Lunch Shangri-La KL 2.00 pm Public Relations Committee Meeting Shangri-La KL	5	6 7.00 pm Club Admin Comm Meeting Marco Polo Restaurant	7 7.00 pm Rotary Foundation Committee Royal Lake Club	8	9	10
11 12.30 pm Rotary Lunch Shangri-La KL 2.00 pm Public Relations Committee Meeting Shangri-La KL	12 7.00 pm Service Avenue Meeting RSGC, KL.	13	14	15	16 5.00 pm Pudu Rotaract Meeting Eurasian Club	17

When talking about Membership Development it may be an opportune time to reflect upon today's GENERATION-Y, also known as the Millennial Generation, or even Net Generation. The Wikipedia noted that "there are no precise dates for when the Millennial Generation starts and ends, commentators have used birth dates ranging somewhere from the mid 1970s to the early 2000s". For that matter Generation X that precedes the Y Gen. refers to the generation born after the baby boom years have ended, ranging from 1961 to 1981. It is noted that President Choy Ying has the best of both generations because she falls into the in-between years!

Gen-Y are savvy with communications, media and digital technologies. They are well versed with today's instant communication technologies that is made possible through the use of the internet, such as email, texting, and new media websites like You-Tube and social networking sites like Facebook, Myspace and Twitter. They tend to be "peer-orientated due to easier facilitation of communication through technology". They also use technology more than people from the other generations. It is a norm to them to have computers, cell-phone and MP3 player. Common too is the fact that they tend to get news from the TV and the internet.

We need to recognize that Gen Y has come of age and if so, has our Club been sensitive to this change and have targeted this group in our membership development. Is this what Pres. Choy Ying is alluding to about the need to "re-energize" our Club, even re-look at our well tried and successful projects carried out year in and year out? PP Dato Muslim, a baby boomer, has often lamented the poor use of the web and social networking facility available through the internet and surely he dispels the myth that one cannot change and needs to be set in our ways. One can learn and stay relevant.

It is a clarion call by our President that we must seek ways to "re-energize" our Club, to plan for the future of Pudu Rotary Club and for the meaningful continuation of the organization of Rotary International. And RI recognizes the need to change our approach to keeping Rotary vibrant and relevant and have recently introduced the CLP for the main purpose of keeping Rotary strong and will be watching how this new approach will pan out. Our knowledgeable PDG Paul Lee has his thoughts and so does our DG Kok Beng.

Maybe we can work this call to energize into our 3 Rs.....Revisit, Revise, Re-energize?

The Busy Person



"If you want to get something done, give it to a busy person"

As Rotarians, we are volunteers. We all have our full time jobs, profession and businesses to manage, and yet, we are able to execute many impressive projects in our service to the community.

In the past few years working with Pudu Rotarians, I began to learn how to juggle my time between my job, family, church and Rotary. Although demanding at times, I am amazed that somehow, the various pieces of jigsaw can always be fitted in together. I realized that when I get very busy, I become most focused in my effort to complete the tasks on hand.

We have certainly witnessed another fine example of the above saying with our "Eager Beaver" Past President Chow Tian, Past President Dato' Jasani, Past President Albert Lim, Director Tan Peng Huat and their hardworking committee members. Despite being very busy people in their professional lives, they have managed to put together such an impactful and successful "Green Your Community" project. Well Done!!

As soon as this last project was completed, we see Pudu Rotarians "buzzing" around with their next major project, the Finals for the Elocution Contest for Interactors on 25 September 2010. Our Organising Chairman PP VG Chandran, PP Albert Lim and Director Jeff Yap together with their committee members are now working their "magic" to execute another impressive project.

After which, the Pudu Rotarians will be "buzzing" together with PP KH Low in the organizing of the upcoming 76th District Conference.

Pudu Rotarians are so busy.....No wonder they can get so much done!

In Rotary Service,
President RY 2010/2011

Pudu News

Record Of Meeting On 20th September 2010

Guest Speaker : PDG Dr Paul Lee
Subject : Changes in Rotary

VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
Rtn Itohara	RC Kelana Jaya

GUESTS

<u>Name</u>	<u>Host</u>
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STATISTICS

Visiting Rotarians	:	1
Guests	:	Nil
Club Members	:	35
Total Present	:	36

COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 51.00
Paying Diners	:	RM 30.00
Raffles & Others	:	RM 100.00
Total	:	RM181.00

Club Proceedings

SAA Stanley Pereira called the meeting to order at 1.10 pm on behalf of President Leong Choy Ying. He introduced all the visiting Rotarians and guests. He later led in the singing of the National Anthem.

The Finemaster for the day was PP Richard Liew. He started his fine session by fining all the organizing committee for Green Your Community project held last Sunday, 19th Sept 2010 RM2 each as wide spread publicity was given in the various newspapers and also in NTV7.

Rtn Lawrence Annes and PP VG paid a fine for their birthdays. Rtn Tenny and Rtn Sandy paid a fine for their new hairdo and new clothes.

President's Announcement

Selamat Hari Raya Aidil Fitri. Welcome back to Pudu Rotary Club's RY2010/2011's 11th Weekly Meeting after a long break for Hari Raya.

In the past two weeks our club had carried out the following activities:-

- The Public Relations committee met on 6 September 2010 at Shangri-La.
- On the first day of Hari Raya, a group of Rotarians celebrated with Dato Muslim at his Hari Raya Open House.
- The New Generations committee met on 15 September 2010 at 7 pm at Marco Polo. The main discussion was on the Finals for the Elocution Contest.
- We have successfully completed the "Green Your Community" project on Sunday, 19 September 2010.

Upcoming events,

- Today, at 7 pm, there will be a Membership Development Committee meeting at the Royal Lake Club.

- Finals for the Interact Elocution Contest at SMK (Perempuan) Pudu on Saturday 25 September 2010 from 9.30 am to 12 pm. Guest of Honour is Tan Sri Alimuddin from the Ministry of Education. We will be inviting the Press & TV to cover the event. Please come in big numbers to support.
- The 2nd fireside for RY2010/2011 for New Rotarians will be held at PE Steven Oon's residence on 1 October 2010 at 7 pm. To all New Rotarians and the not so new Rotarians who would like to know more about Rotary, please come and learn from our Resource Rotarian PP Gary Lim. PE Steven Oon has promised good food and great fellowship.

On the District Level,

- There will be a 2 week Youth Exchange programme to Western Australia sometime in June 2011. Rotarians' children between ages of 15 - 19 are encouraged to apply. For those who are interested, please get more information from Director Jeff Yap.
- There will be an INTER-DISTRICT INTERNATIONAL FELLOWSHIP EVENING organised by RC Danau Desa on 30th September 2010 at Bukit Jalil Golf & Country Club. Our District Governor Lim Kok Beng and District Governor Olivannan of District 3230 lead the two districts to an evening of friendship. The District comprises of clubs in and around the city of Chennai (formerly - Madras), South India. The cost is set at RM70.

Introduction of Guest Speaker

PP Ng Sim Bee introduced the guest speaker for the day who was PDG Dr. Paul Lee who spoke on the subject on the Changes in Rotary.

The Speech

Rotary International has over the last 10 years came up with a few new plans namely:-

1. District Leadership Plan in 1997
2. Club Leadership Plan in 2006
3. Future Vision Plan in 2008

District Leadership Plan (DLP)

- Not able to provide training for larger number of District Governors
- Can't meet cost of administration for district less than 1,800 Rotarians
- Initiated the Assistant Governors' position
- Provide more time to Governors to do motivation and planning
- District can only split after achieving 150 clubs and 3,600 Rotarians

Club Leadership Plan (CLP)

Purpose

The purpose of the Club Leadership Plan is to strengthen Rotary at the club level by providing the administrative framework of an effective club.

Effective clubs are able to

- Sustain and Increase Membership
- Implement Successful Service Projects
- Support The Rotary Foundation
- Develop Leaders Beyond the Club Level

Features & Benefits

- Extension of the District Leadership Plan to the club level
- Provides for emphasis on Membership Development, The Rotary Foundation and Publicity for Rotary and your club
- Can be implemented at any time
- Club projects based on needs and emphasis and not on service avenues
- Continuity in projects and decision making
- Consensus for decision making and goal setting
- Succession planning for club leadership

WHY - Club Leadership Plan?

- Rotary's failure in improving public image and membership increase
- Rotary's need to emphasize on The Rotary Foundation
- CLP mandates committee chair for Public Relations, Membership Development and The Rotary Foundation
- All avenues of service comes under Service Chair

Future Vision Plan of The Rotary Foundation

- Preparing for the Foundation's Second Century of Service

Rotary's Future Vision Plan

- Involves The Rotary Foundation unlike the DLP and CLP involves Rotary International
- TRF not able to cope with rising cost in administration esp in Matching Grants
- To have larger Matching Grant project
- To provide more involvement of NGOs
- To give more DDF back to district (50%)
- To terminate some Foundation programmes

Grant Names

- A. Rotary Foundation District Grants
- B. Rotary Foundation Global Grants

District Grants (Similar to current DSG)

- Simple, flexible, innovative
- Educational and humanitarian projects / activities consistent with mission

- Smaller activities and projects
- Local decision making with broader guidelines

Global Grants

- Long-term projects / activities achieving specific qualitative standards
- Rotarian participation
- Larger grant awards (USD15,000)
- Sustainable outcomes
- Educational and humanitarian related
- International partnerships required

Examples of Activity

District Grants:

- Exchange of mixed profession vocational training teams with another district
- International travel for local doctor to volunteer at a clinic
- Scholarship for student to attend local university for one semester
- Donation of art supplies to assist local youth after-school program
- Shelterbox containers sent in response to natural disaster in another district

Global Grants:

- International safe drinking water, sanitation, and hygiene education project
- Sponsorship of Rotary Scholar to study abroad in a water environmental engineering master's degree program
- International malaria project to distribute bed nets and malaria treatment in conjunction with area hospital
- Rotary GSE Team sent abroad to participate in 8-week workshop to learn teaching methods to address adult illiteracy

Funding Attributes

District Grants:

- Block grant
- District administrators
- General TRF guidelines
- Creativity and accountability
- Local and DDF funding only
- Up to 50% DDF- No min or max \$ limits

Global Grants

- DDF, World Fund, cash flow through, PF earnings, named gifts
- Larger awards (min. \$15K) and project costs
- WF match of DDF or cash
- Streamlined stewardship and accountability

Phase Out Plan

- Operate two grants structures in parallel during pilot
- Six current award types available for last time worldwide in 2010-11
- Remaining old grant types available for last time in 2012-13
- Pilot districts close out old grants by end of 2013-14, first year of new structure globally
- Non-pilot districts close out old grants by end of 2018-19, six years later.

Thanking of Guest Speaker

PDG KB Lee on behalf of the Club thanked the guest speaker PDG Dr. Paul Lee for giving us an excellent presentation.



**GREEN YOUR
COMMUNITY
PROJECT
LAUNCH
Sunday 19th
September 2010**



***MORE PICTURE OF ROTARIANS
AND PARTICIPANTS
(Service Avenue Project
RY10/11)***



A Report on our “Green Your Community” Project completed on 19/9/10

By PP Chow Tain, Organising Chairman

To unabashedly say that our Rotary Club of Pudu’s “Green Your Community” project was a “success” really meant that the Organising Committee has spent one percent on the inspiration part and the remaining ninety nine percent was on the perspiration! The inspiration at the conceptual stage then was to have an ambitious environmental protection and awareness project, other than just planting trees; distributing flyers; talks or visiting some degraded land. An environmental exhibition fitted nicely. This one percent was easy, but the remaining ninety nine percent which the Organising Committee did not bargain for turned out to be a gargantuan perspiration!

As the Organising Chairman of this Project, I deem it more an honor to tell who have contributed to it all, as the details of what happened on launching day 19th September, 2010 at the Kompleks Belia were well covered in the other sections by our Bulletin Editor.

The Project, if void of Grant Thornton, will still be remaining at the talking stage! But the firm, through their Managing Partner and our Pudu Rotarian, PP Dato NK Jasani has talked through Dewan Bandaraya Kuala Lumpur to be involved in the Project and to give the Project so many amenities (fertilizers; plants; chairs; local authorities fees and other assistance) which were all gratefully and well utilized on that launching day. Yg Bhg Dato Amin was that key man in DBKL and of whom the Organising Committee was very thankful for all his assistance as well as Encik Shaari of DBKL, Bukit Bintang.

Grant Thornton staff, Ms Lee Bee; Chan Tuck Meng and their Sports Club of more than twenty members sacrificed their Sunday for the administrative and supervisory duties on that day. The green T-shirts donated by the firm and worn by the students; the exhibitors and the public and even by the Guest of Honor on that day mirrored our “green” theme.

The teachers in charge and the students of the seven schools really put up a splendid display on their exhibits and by appearing in the TV and print media were proof of these.

To the many “green” exhibitors, knowing that this exhibition may not be of much commercial value, but yet they participated on that day, the Organising Committee like to thank them for their contributions to this “green” exhibition.

Syabas! To members of our Organising Committee who carried the load successfully without spilling any grain!

- our Service Director, Rotarian Tan Peng Huat; PPs Dato Jasani; Albert Lim; Ng Sim Bee; PE Steven Oon; VP CT Heng; Rotarians Mok Sim; Annie Tan; Tenny Lee and Daisy Chiu.

Thanks to be recorded for our Pres. Leong Choy Ying (exhibitors & many other help); PP Quah Sek Cheng (Bulletin); IPP Robin Tay (recycle bags); Rtn Lawrence Annies (broadcasting); Alex Chang (stand-by Emcee & recording); Patrick Lee (photograph); Sandy Soh (distributions; refreshments); Jeffery & George Heng (Interactors).

Other than the above, for all our Rotarians and their families present on that launched date to support our Club’s Project, the Organising Committee say a big thank you:- PPs VG Chandran; Dr Lee Hoo Teong; Richard Liew; Ken Ong; Gary Lim; Rtns Robert Tan; Asok Kumar; Edward Lee and others whose names may be inadvertently missed out.

3Rs help SMK Cochrane secure ‘green’ prize

Submitted by Najiah on Monday, September 20th, 2010

- Green Your Community Exhibition
- Kelab Pencinta Alam
- Local
- SMK Cheras
- SMK Cochrane
- SMK Pudu
- Community
- Pick of the Day

ROHANI MASWARI

Monday, September 20th, 2010 11:30:00



‘GREEN’ WINNERS: SMK Cochrane students and their winning efforts

KUALA LUMPUR: When SMK Cochrane won the top prize in the ‘Green Your Community Exhibition’ here yesterday, none was prouder than the newly-elected president of the school’s Kelab Pencinta Alam, Sharmila Ravinthiran.

"This is the first time we took part in an exhibition and won. We treat it as a continuous effort because our school has been active in spreading the 'Go Green' message to all students," said the 18-year-old.

"Every Friday, we turn off the fans and lights in the classroom for an hour, an effort put forth by the BPMMyScience Club. Kelab Pencinta Alam organises activities like recycling week and tree-planting in school."

SMK Cochrane received RM1,000 from the Pudu's Rotary Club and a RM500 from Grant Thornton International for their win in the exhibition which saw 93 students from Kelab Pencinta Alam, Kelab Kebajikan and BPMMyScience Club working around the 3Rs (reduce, reuse and recycle) theme.

"We decided to focus on how 3Rs can help to conserve wildlife. We feel many organisations and companies overlook the matter and only focus on gaining profits. Therefore, our aim was to show that by practising the 3Rs, we can help save animals from extinction."

It took them three weeks to prepare a slideshow, a display of items like paper baskets, rubbish bins and toys made from reusable items, posters and photos of wildlife, as well as 93 signed I-pledge cards to save the environment.

The SMK Cochrane students got their inspiration from the Internet as well as from famous children's TV series Art Attack. The students also demonstrated how to make recycled paper.

The second prize went to SMK Pudu while SMK Cheras nabbed the third prize for their 'Eye of SMK Cheras', a ferris wheel made of magazine paper and aluminium cans.

"Our inspiration came from the Eye of Malaysia, which is appropriate because we recently celebrated Merdeka and Malaysia Day. It took us four days to make it," said student Shyum Nair, 16.

The Green Your Community Exhibition was co-organised by the Rotary Club of Pudu, Grant Thornton.

30 juta pokok bakal ditanam

Usaha Kementerian pastikan Kuala Lumpur duduki tangga ke-20 carta dunia

CHERAS - Kementerian Wilayah Persekutuan dan Kesejahteraan Bandar bakal menanam 30 juta pokok di sekitar Kuala Lumpur dan Putrajaya.

Ketua Setiausaha, Datuk Ahmad Faisal Taib berkata, bermula tahun lalu, Kementerian menerima peruntukan RM25 juta bagi menyediakan program kebajikan.

"Kita akan tanam 30 juta pokok di sekitar Wilayah Persekutuan Kuala Lumpur dan Putrajaya bagi mengurangkan pemanasan global yang berlaku kini.

"Sebanyak 20,000 pokok ditanam dan kami meyarikan jumlah itu akan meningkat kepada 25,000 menjelang akhir tahun ini," katanya kepada media selepas merasmikan pameran Menghijaukan Persekitaran Komuniti di Dewan Kompleks Balla Cheras di sini, semalam.

Hadir sama, Timbalan Ketua Pegawai Dewan Bandaraya Kuala Lumpur (DBKL), Datuk Mohd Amin Nordin, Abdul Aziz, Presiden Rotary Club of Pudu, Leong Choy Ying dan Pengarah Urusan Grant Thornton, Datuk NK Jusmi.

Menurut beliau, di Kuala Lumpur, masalah kekurangan pokok atau vandalisme kurang berkesan dan beliau percaya, semua pihak sedar kepentingannya dalam kehidupan.

Menurut Ahmad Faisal, ini salah satu langkah memantapkan Kuala Lumpur menduduki tangga ke-20 dalam carta bandar raya bertaraf dunia menjelang 2020.

Katanya, kini Kuala Lumpur berada di tangga ke-79.

"Pemilihan ini berdasarkan elemen seperti kemudahan infrastruktur, pengangkutan, kebersihan alam sekitar dan sebagainya.

"Susana persekitaran yang kondusif penting supaya kita dapat tinggal aman selesa," katanya.

Sementara itu, beliau juga menyambut baik pengurangan program seumpama ini oleh badan bukan kerajaan (NGO) seperti Rotary Club of Pudu.

Menurutnya, adalah penting program yang dijalankan dapat menarik golongan muda tentang kesedaran dalam menjaga alam sekitar.

Program itu sejajar usaha pihalnya dalam program LA21 KL (Local Agenda 21 Kuala Lumpur) yang mana membentuk konsepian antara pihak berkuasa tempatan, masyarakat dan sektor swasta bekerjasama dalam bertindak dalam isu yang mempengaruhi kualiti kehidupan.

Pameran adalah usaha sama Rotary Club of Pudu, DBKL dan Grant Thornton.



Ahmad Faisal (kiri) menyorong kereta sorong berisi baja dan anak pokok untuk diagihkan kepada orang ramai pada pameran berkenaan.

ia menerima penyertaan pelbagai pihak, termasuk enam sekolah sekitar Zon Bukit Rintang, manakala Se-

kolah Menghaji Cochrane menjajati pertandingan Alam Sejahtera dengan membawa pulang RM1,000.

Sebanyak 1,000 pek baja dan anak pokok diagihkan kepada orang ramai sebagai galakan menanam pokok.



Ketua Setiausaha Kementerian Wilayah Persekutuan dan Kesejahteraan Bandar, Datuk Ahmad Faisal Taib (dua dari kanan) mendengar penerangan mengenai pameran serta pengisian anak pokok pada pameran Menghijaukan Persekitaran Komuniti di Dewan Kompleks Balla Cheras, semalam.

Sinar Harian
Isnin 20 September 2010

3 組織聯辦綠化社區展覽 展出環保作品概念及用品



國由料念
生種材紀
孔各環保
學示種又
的示種又
中展再製
再製製、
品、環
誠、保
意、意
十
足。

(吉隆坡19日訊) 印第安人有个预言说, 不要待最后一颗树被砍下, 最后一条河被污染, 最后一条鱼被捕后, 才发现钱是不能填饱肚子的。因此加入环保行列, 从绿化你的社区开始。为了提升环保意识, 由半山芭扶轮社、Grant Thornton International 与吉隆坡市政局联办的“绿化你的社区”展览, 今早在蕉赖的吉隆坡市政局礼堂举行, 现场共有超过20个参展单位, 包括6所国中与独中, 以及世界自然基金会。

展览会现场展出各校学生的环保作品、概念、环保用品, 以及各种不伤害环境的商品, 让出席者一目了然, 如何能在生活与社区内落实环保概念。

免费派送环保肥料与树苗

此外, 主办单位也准备了环保肥料与树苗, 免费派送给出席的公众, 好让大家为绿化社区的努力尽一份力。

“绿化你的社区”展览会由联邦直辖区与城市和谐部秘书长拿督阿末菲沙, 代表部长拿督拉惹龙吉主持, 其他出席者包括吉隆坡市政局副局长拿督阿敏、半山芭扶轮社社长梁彩英、筹委会主席周田、Grant Thornton International 董事拿督慕嘉沙尼等。

擬在直區布城種3千萬棵樹

阿末菲沙指出, 该部自去年起获得2千500万令吉的拨款, 作为绿化环境之用, 并计划在直辖区与布城各地种植3千万棵树。

“我们是以一个新生儿一棵树木的方式种树, 现在已经种植2万棵, 希望在年底能达成2万5千棵树的目標。”

他说, 目前全球最漂亮的城市排行榜中, 吉隆坡排名第70, 希望在2020年时, 吉隆坡的提名能提升至20名, 希望公众也一同为绿化城市继续努力。



嘉賓為“綠化你的社區”展覽主持開幕儀式, 左起為阿末菲沙、慕沙尼、阿敏、梁彩英與周田。



District News

DISTRICT ASSEMBLY

8th April – 10th April 2011

Venue: Bayview Beach Hotel, Batu Ferringhi, Penang

website link is <http://rotarypenang.org>

What is The District Assembly?

In view of the annual turnover of Rotary leadership each year, special effort is required to provide the club leaders with appropriate instruction for the tasks they will assume. The annual district assembly is the major leadership-training event in each of the 500 Rotary districts of the world.

The district assembly offers motivation, inspiration, Rotary information and new ideas for club officers, directors and key committee chairmen of each club. Some of the most experienced district leaders conduct informative discussions on all phases of Rotary administration and service projects. The assembly gives all participants valuable new ideas to make their club more effective and interesting.

Another important feature of a district assembly is a review by the incoming district governor of the program theme and emphasis of the new R.I. president for the coming year. District goals and objects are also described and plans are developed for their implementation. The success of each Rotary club is frequently determined by the club's full representation and participation in the annual district assembly.

Who Should Attend District Assembly

Participants include president-elect & incoming Club leadership team: Club secretary, Club treasurer, Committee chairs.

Why Attend the District Assembly

- To learn about the District's goals for Rotary year 2011-2012
- To become motivated & educated through training & speakers
- To develop leadership skills appropriate to club service interest
- To meet other Rotarians from throughout the District

42ND DISTRICT INTERACT CONFERENCE

This year's 42nd District Interact Conference will be held from 3rd – 5th December, 2010, at the ROYALE BINTANG RESORT, SEREMBAN.

This is organized by the ROTARY CLUB OF SEREMBAN.

Interact Officers are asked to inform your Club and registration Form and information leaflet are available.

Contact Rtn PP PAUL CHELLIAH at Email: paulveni@gmail.com for more details.

Rotary Information

(By PP V.G. Chandran)

SEPTEMBER IS NEW GENERATIONS MONTH

EVERY ROTARIAN AN EXAMPLE TO YOUTH

In 1949, the RI Board adopted the slogan "Every Rotarian an Example to Youth" as an expression of commitment to children and youth in each community in which Rotary Clubs exist. Serving young people has long been an important part of the Rotary programme.

Youth service projects take many forms around the world. Rotarians sponsor Boy Scout and Girl Scout troops, athletic teams, centres for disabled children, school safety patrols, summer camps, orphanages, recreation areas, safe driving clinics, county fairs, child care centers, and children's hospitals. Many clubs provide vocational counseling, establish youth employment programmes, and promote the use of The 4-Way Test. Increasingly, drug / alcohol abuse prevention and AIDS awareness projects are being supported by Rotarians.

In every instance, Rotarians have an opportunity to be the role models and mentors to the young people of their community. One learns to serve by observing others. As our youth grow to become adult leaders, it is hoped each will achieve that same desire and spirit to serve future generations.

The slogan accepted over 50 years ago is just as vital today (Page 20, *The ABCs of Rotary...* By Clifford L. Dochterman, President, Rotary International 1992-93)

GOING GREEN - INTERESTING READING

Going green seems to be the new fad, and businesses are clamouring to get in on the action by greening their businesses. This is a great thing for the environment.

Global warming has been said to be the cause of the earth's changing landscape through tornadoes, hurricanes, cyclones and earthquakes. Are we ready to make small sacrifices to our business activities to help Mother Earth?

Operating a green business is not only good for the environment but is also good for your business's bottom line because conserving resources and cutting down on waste saves money. The good news is that whether you run a home-based business or an off-site enterprise, there are simple things you can do to run an environmentally-friendly business.

The key to become a green business is to follow the three R's: reduce, reuse and recycle.

REDUCE YOUR CONSUMPTION

Observe what your business uses and wastes, such as energy, supplies and other materials and get a list of areas where you can cut down.

Paper is the best place to start. Try switching to digital procedures to invoice your clients and pay your bills. This not only helps the environment, it helps to reduce your cost of doing business. Scan in important contracts and email them rather than printing them and putting them in the mail. Do not print emails; scan the important ones and file them accordingly. Reduce tax-related paper waste by using tax-modems that allow documents to be sent directly from a computer, without requiring a printed hard copy.

Ensure that your equipment is up-to-date and working properly to make sure that it isn't wasting energy or resources. Train your employees on the proper usage of the equipment to minimise mistakes and waste resources. If you have a leaky faucet, fix it so it doesn't waste water all day and night. Make it a policy for staff to be responsible to turn off all the lights and equipment at the end of the day, at least in their own department. It might be helpful to assign someone to be responsible for this daily. Using energy saving bulbs will further help to reduce wastage.

REUSE WHAT YOU HAVE

Again, paper is a good place to start. According to statistics, paper constitutes about 35 per cent of the world's waste. Produce double-sided documents whenever possible.

Using office supplies over and over again can be a great way to lower your overall consumption. To help do this, create a spot where people can exchange their unwanted stationery and paper products so that

they can be used again. Reuse cardboard cartons whenever possible.

Stop supplying paper and plastic dishes and utensils for staff or customers. You can eliminate disposable items in your break-room by asking employees to donate their old dishes, coffee mugs, flatware, and glasses for the office kitchen instead of continually purchasing and using disposable cups and paper plates. Rather than buying individual packets of coffee, creamer and sugar, purchase these items in bulk and store them in large containers.

Before deciding whether you need to purchase new office furniture, see if your existing office furniture can be refurbished. It's less expensive than buying new, is and better for the environment.

RECYCLE WHAT YOU CAN

Make recycling easy by placing well-labeled recycling bins at designated trash areas for every floor or even every department if there is a distance between each department. Put additional recycling bins in the break-room, by the copy machine and in the mailroom to encourage your employees to recycle rather than just throw stuff away.

Educate your staff on the ways that they can recycle at the office to help you become a green business. Some easy things to start recycling are paper, plastic and aluminum cans. Make sure your staff knows where they can find the recycling bins and what goes in them.

GREEN AWARENESS

Place recycling posters around the office. This will create some awareness before one starts to simply throw rubbish. Create the awareness that you are serious about helping Mother Earth.

To succeed, get everyone involved. Hold a company meeting to discuss your new office supply waste-reduction programme. Getting employees involved in this process can be helpful. They often have great ideas about how to make the business more environmentally friendly. They often see areas of waste that management does not. Empowering more people with the development of your green strategies will be helpful to ensure that the new principles are adhered to by more people in your business. Many people are concerned about the environment but are not sure how to make a difference.

You may even start marketing the idea of 'Green Business'. Your clients may be willing to spend more money to support green businesses and this may even attract potential clients who are aligned with your interest. ■

Global warming is literally the warming of Earth, noticeable in significantly higher temperatures that keep rising. Over the last 100 years, the Earth's average surface temperature has increased by 1.8 to 7.4 degrees Fahrenheit. While the difference of a degree or two might not seem like a lot, take this into consideration:

1. Most of the increase has occurred in the last 30 years.
2. Average temperatures in the Arctic region are rising twice as fast as they are elsewhere in the world.
3. The continuing trend will mean an increase of another 4-5 degrees Fahrenheit by 2100, by which time the Earth's population will be in a state of complete emergency.



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