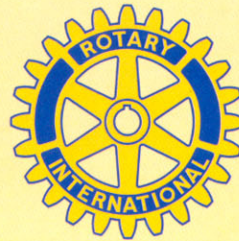


# BERITA PUDU

(For members only)

[www.rotarypudu.org.my](http://www.rotarypudu.org.my)

**The Weekly Bulletin of  
The Rotary Club of Pudu**

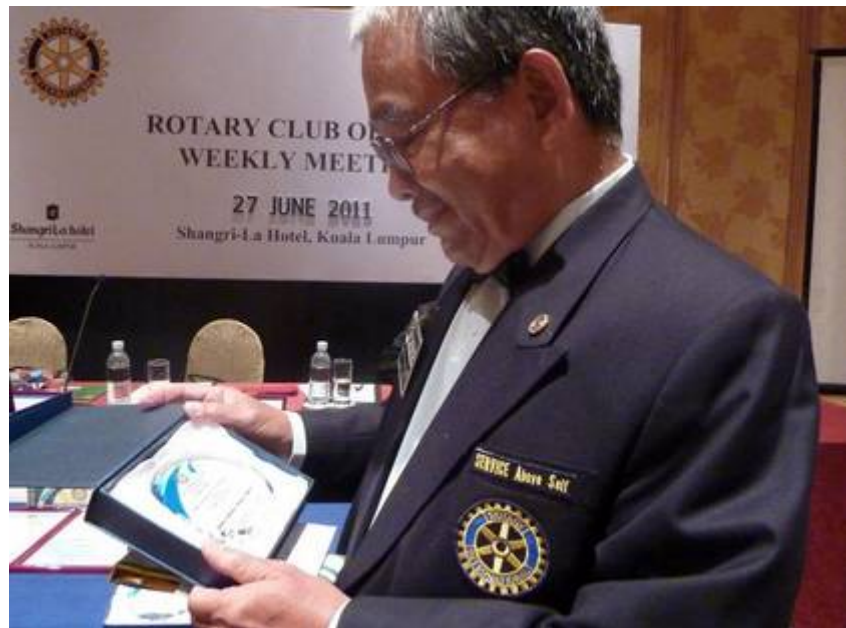


Reach Within to Embrace Humanity



BOD RC Pudu RY2011-12





**This website won the  
District 3300  
“Best Website” award for  
RY 2010-11  
for clubs with more than  
25 members**

webmaster: [datomus.ayob@gmail.com](mailto:datomus.ayob@gmail.com)

# Enjoy your Berita PUDU

15<sup>th</sup> August 2011

Issue No : 7/2011-12

## Programme Today

**Speaker** : Dr. Yeah Kim Leng  
**Subject** : Malaysian Economy Outlook For  
The 18 Months

### ON DUTY

Duty Table : Jeffery Yap  
Fellowship : Sarky  
Finemaster : CC Wong  
Introduce : Michael Yeow  
Thanking : Robert Tan

## Programme Next Week

**Speaker** : To Be Advised  
**Subject** : To Be Advised

### ON DUTY

Duty Table : Rtn. Laura Lee  
Fellowship : Rtn. Aaron Ong  
Finemaster : PP K H Low  
Introduce : Rtn. Mok Sin  
Thanking : Rtn. Roy Sreenivasan

## Happy Birthday!

PP K U Rajah (18th. Aug)

## Spouse's Birthday!

Ann Shirley (19th. Aug)

## Happy Anniversary!

Nil

## FUTURE ROTARY EVENTS

AGs' Training Seminar : Hadyai 9-11 Sept 2011  
Pudu Rotary Club Charity Run, Padang  
Merbok, KL 25 Sept 2011 Time 7.30 AM  
Pre-GDLTS KL 9 Oct 2011  
GDLTS Kuantan 11-13 Nov 2011  
Zone Bali Institute 2-4 Dec 2011  
District Conference on 9-11 Dec 2011 in Seremban  
RI Assembly San Diego 15-21 Jan 2012  
Pre PETS Klang 10-12 Feb 2012  
District Assembly Ipoh 23-25 March 2012  
RI Convention, Bangkok, 6-9 May 2012  
District Conference @ Subang 7-9 Dec 2012

## Rotary Club Diary 15th - 31st August 2011

| Date          | Time                | Programme                                | Venue                                       |
|---------------|---------------------|--|---|
| August Mon 15 | 12.30 pm<br>7.00 pm | Luncheon Meeting<br>Installation Meeting | Shangri-la KL<br>Loon Foong Res kelana jaya |
| Tues 16       | 7.00 pm             | Fund Raising Meeting                     | Secret Recipe, TTDI                         |
| Wed 17        | 7.00 pm             | Service Com Meeting                      | Rest. Uncle Chill Amp Corp Mall             |
| Thu 18        | 7.00 pm             | New Gen Meeting                          | George Heng's Office (Bukit Jalil)          |
| Sat 20        | 4.30 pm             | Rotaract Meeting                         | Carmen Rest. Foo Yong                       |
| Mon 22        | 12.30 pm<br>7.00 pm | Luncheon Meeting<br>Installation Meeting | Shangri-la KL<br>Loon Foong Res kelana jaya |
| Tues 23       | 7.00 pm             | Fund Raising Meeting                     | Secret Recipe, TTDI                         |
| Thu 25        | 6.30 pm             | Board Meeting                            | Pre Steven's Residence                      |
| Fri 26        | 3.00 pm             | Interact Club ICC Meeting                | SMK MBS KL                                  |
| Sat 27        | 7.00 pm             | Fellowship With Sister Clubs             | President Steven Oon's Residence            |
| Sun 28        | 7.00 pm             | Installation Dinner                      | Shang Hotel                                 |
| Mon 29        |                     | <b>NO MEETING</b>                        |   |
| Tues 30       |                     | <b>PUBLIC HOLIDAY</b>                    |   |
| Wed 31        |                     | <b>PUBLIC HOLIDAY</b>                    |   |

**Involved we are, Committed We Must Be**

Last week's Editorial rightly pointed out that the Membership Development and Retention Committee's members (Committee) "must work doubly hard" to reach our Club's target of nine new Rotarians nett for RY2011/2012. Yes, the said Committee must work "doubly hard". The harder the Committee works, the luckier the Committee will get the new members. But if we, the Club members, think that this work only belongs to the Committee and does not involved ourselves, we would have made a big mistake. We want to grow our memberships because this is a thing WE WANT IT DONE and WE WANT TO DO IT. We do it, not because of all the hul-la-ba-loo created by the Committee on our present membership drive. We do it, not because of all the seminars and exhortations on membership growth and retention from the District and RI.

The Rotary Club of Pudu will not grow nine new members, my friends, but many, many more.... because when each ONE member successfully bring in at least ONE new member during the coming months in this Rotary Year ..... imagine the numbers! ( besides adding up the fingers, add up the toes too!) . Can we do it? If your answer is YES, try to imagine future stalwarts coming in like the future "Paul Lees"; the future "VG Chandrans" etc etc. helming the Rotary Club of Pudu, as our just rewards! Yes, the Committee like you know there are agonies and yes, the Committee like you know there are frustrations in this task. But, carry on. If the body can recognized agony and frustration, people would not run the marathon or have babies!

Cheers!

PP Chow Tain

Recently, we have witnessed great economic instability and uncertainty due to the debt crisis in the United States of America. The crisis is threatening the world economy and we in Malaysia are also feeling the direct impact from it. From past history of economic crisis, we have managed to ride the bad times through responsible and prudent measures implemented.

Our citizens should feel blessed as we are a country with many natural resources and do not have occurrence of major natural disasters. Our people are given ample opportunity to gain knowledge through education, access to clean water, electricity, health care and ample food supply which famine victims of Somalia have to travel by foot for hundreds of miles to stay alive. Our work as Rotarians to help the less fortunate in our community to alleviate problems faced by these small groups of people is a lot easier than those ie. in Somalia or Greece where economic troubles beset them constantly.

We are also thankful that our country is peaceful at large; with the recent "Bersih" episode, not much disruption or casualty has occurred compared to those lots in the Middle East of late and the current rioting in the cities around London .

We should reflect and rejoice as Malaysians with the double celebration of Merdeka Day and Hari Raya Aidil Fitri and also with the Malaysia Day celebration around the corner as a nation that strives to improve and generous in helping others in need as was shown by the act of generosity during the recent tsunami in Sumatra, earthquake in Sichuan, China and earthquake and tsunami in Japan.

We as Rotarians should view all these global factors and be extra motivated to assist in the projects planned for RY2011-2012. Let us all do our part to assist and serve in the difficult months ahead.

Yours in Rotary  
President Steven Oon  
RY 2011/12

# Pudu News

## Record of Meeting on 8th August 2011

Guest Speaker : MR. JONATHAN AVINASH VICTOR  
Subject : LEADERS ARE LEARNERS

### VISITING ROTARIANS

| <u>Name</u>     | <u>Club</u>   |
|-----------------|---------------|
| Rtn. Johnny Lim | RC KL Di Raja |

### GUESTS

| <u>Name</u>             | <u>Host</u>  |
|-------------------------|--------------|
| Angela Tan              | PP Chow Tain |
| Priscilla               | Club         |
| Jonathan Avinash Victor | Club         |
| Tannya                  | Club         |

### STATISTICS

|                      |   |           |
|----------------------|---|-----------|
| Visiting Rotarians   | : | 1         |
| Guests               | : | 4         |
| Club Members         | : | 27        |
| <b>Total Present</b> | : | <b>32</b> |

### COLLECTIONS

|                                   |   |                  |
|-----------------------------------|---|------------------|
| Birthdays / Anniversaries / Fines | : | RM 49.00         |
| Paying Diners                     | : | RM 120.00        |
| Raffles & Others                  | : | RM 40.00         |
| <b>Total</b>                      | : | <b>RM 189.00</b> |

## Club Proceedings

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

The finemaster for the day was none other than PP Ng Sim Bee. He started his fine session by first fining PP Chow Tain who was asked to introduce his guest and not advertising his guest's business.

All those Rotarians who had traveled to Ho Chi Min recently were each fined RM5.

All those members who will not be attending the Club's installation was fined RM5 each.

Rtn. Alex Chang who brought his daughter to the meeting was fined RM2.

Rtn. Tenny Lee who will be celebrating her birthday on the 12th Aug was fined RM5.

## President's Announcement

Recently, we have witness great economic instability and uncertainty due to the debt crisis in the United States of America. The crisis is threatening the world economy and we in Malaysia are also feeling the direct impact from it. From past history of economic crisis, we have manage to ride the bad times through responsible and prudent measures implemented.

Our citizens should feel blessed as we are a country with many natural resources and do not have occurrence of major natural disaster. Our people are given ample

opportunity to gain knowledge through education, access to clean water, electricity, health care and ample food supply which the famine victims of Somalia have to travel by foot for hundreds of miles to stay alive. Our work as Rotarians to help the less fortunate in our community to alleviate problems face by these small groups of people is a lot easier than those ie. in Somalia or Greece where economic troubles beset them constantly.

We are also thankful that our country is peaceful at large; with the recent "Bersih" episode, not much disruption or casualty has occurred compared to those lots in the Middle East of late and the current rioting in London town.

We should reflect and rejoice as Malaysian with the double celebration of Merdeka Day and Hari Raya Aidil Fitri and also with the Malaysia Day celebration around the corner as a nation that strive to improve and generous in helping others in need as was shown by the generosity act during the recent tsunami in Sumatra, earthquake in Sichuan, China and earthquake and tsunami in Japan.

We as Rotarians should view all these global factors and be extra motivated to assist in the projects planned for RY2011-2012. Let us all do our part to assist and serve in the difficult months ahead.

The following activities were carried out last week:

- 1) The Fund Raising Committee chaired by VP Aaron Ong met on 2nd August 2011, 7.00 pm, at Secret Recipe, TTDI.
- 2) The 2nd Club Admin committee meeting chaired by Rtn Lawrance Annies met on 3rd August 2011 at 719, 7th Floor, Block A, Lobby B, Kelana Centre Point, Kelana Jaya.

- 3) The 2nd Membership & Development Committee meeting chaired by PE CT Heng met on 4th August 2011 at Loong Foong Restaurant , Kelana Jaya.
- 4) I would like to inform you that on Wednesday, 3rd August 2011. Vice President Aaron Ong and myself met Deputy Minister YB Dato' Tan Lian Hoe, of Ministry of Domestic Trade, Co-Operatives and Consumerism. In the meeting, YB Dato' Tan confirmed that she will personally attend to events as listed:
  - a) Soft Launch of the Charity Run on Monday 22nd August 2011 at Shangrila Hotel. Time : 12.45 pm – 2.00 pm.
  - b) Official Flag-off of the Run on Sunday, 25th September 2011, 7.00 am at Padang Merbok,
 And agreed to sponsor in-kind as listed:
  - a) 1000 units of recycle bags for the charity run event.
  - b) Prizes to be awarded to lucky draw category winner.
- 5) Lastly, Vice President Aaron Ong and myself will be attending “Hello On-Two” @TV2 programme on Tuesday, 16th August 2011. This programme will be aired at 7.30 am – 8.30 am. and to promote our Fund Raising for Pudu Rotary Club Charity Foundation.
- 6) Please be informed that our Club's Membership Directory RY2011-2012 is ready for collection since last meeting. For those who have not collected their copies, please pick it up at 4 copies per member.

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### **Secretary's Announcement**

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Highlights of the upcoming Club events:-

1. Our next Installation committee meeting will be held on Monday, 15th August 2011, 7 pm at Loong Foong Restaurant, Kelana Jaya.
2. The Fund Raising committee meeting will be held on Tuesday, 16th August 2011, 7 pm at Secret Recipe, TTDL.
3. The 2nd Service committee meeting will be held on Wednesday, 17th August 2011, 7.00 pm at Restaurant Uncle Chilli Amp Corp Mall, Petaling Jaya.
4. The 2nd New Gen committee meeting will be held on Thursday, 18th August 2011, 7.00 pm at Rtn George Heng's office, Bukit Jalil.
5. The 2nd Board of Director meeting will be held on Thursday, 25th August 2011 at President Steven's residence. All BOD members were urged to prepare report and make 10 copies and bring along to meeting.
6. On the 27th August 2011 (Saturday) we will be having our Sister Club Fellowship Dinner at President Steven Oon's residence at 7.00 pm. Fellow Rotarians and their spouse are invited for this fellowship. Kindly confirm your attendance with Organizing Chairman – PE CT Heng.

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### **Introduction of Speaker**

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PP Chow Tain introduced the guest speaker for the day who was none other than Mr. Jonathan Avinash Victor who spoke on the subject of Business Insurance.

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### **Speaker's CV**

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Jonathan Avinash Victor  
Associate Financial Planner  
+6012 2717445

Total Coverage Solutions  
No 71/2, Jalan TKS1, Taman kajang Sentral,  
43300, Kajang Selangor

jonathan@totalcoveragesolutions.com  
www.totalcoveragesolutions.com

### **Education and Professional Certifications**

#### Oct 2008 – Associate Financial Planner

Completed modules of the Certified Financial Planner course and currently licensed as a Associate Financial Planner (A11895-01) by the Financial Planning Association of Malaysia.

#### Jun 2007 – Unit Trust Examination

Completed exam and am now member of the Federation of Investment Managers Malaysia (009-0-39201).

#### Jun 2003 – Alevels

- Field of Study : Science
- Institute / University : University of Cambridge
- Located In : Sunway University College, Malaysia
- A Levels Certificate in the subjects of Biology, Chemistry, Pure Mathematics and General Paper

### **Experience**

#### April 2009 – Present – Director/Founder

*Total Coverage Solutions – Shah Alam*

Founded to provide integrated financial services including:

- Life Insurance - Great Eastern Life Assurance (M) Bhd
- Business Insurance - Great Eastern Life Assurance (M) Bhd
- Takaful - Great Eastern Takaful Sdn Bhd
- General Insurance - Oriental Capital Assurance Bhd
- Will and Trustee Services – Rockwills Corporation Sdn Bhd
- Unit Trust – Public Mutual Bhd
- Home Loans – OCBC Bank

Written a series of articles for various magazines and the The New Straits Times as part of my goal to provide better understanding of financial planning to the public.

#### March 2008 – Present – Director/Founder

*Creating Solutions – Klang*

Founded to provide IT supplies and services.

May 2004 – May 2007 – AutoCAD trainer

*M&R Designtech – Klang*

Taught workers at Proton and students of Gamuda how to use AutoCAD software for Level I and Level II.

Oct 2003 – April 2004 – Customer Service Executive

*Scicom Bhd – Kuala Lumpur*

Attended to Celcom customer queries and requests tactfully via telephone. Provided accurate, efficient and quality service to customers. Handled customer complaints professionally at all times as well as maintained a high degree of responsibility towards their confidentiality.

March – Dec 2001 – Laboratory Assistant

*Tropbio Sdn Bhd – Sirim, Shah Alam*

Involved in soil sampling from Malaysian rainforests in the effort of isolating microbes that may be used for pharmaceutical purposes. Experienced in handling scientific materials and analyzing data from experiments conducted.

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## **Speaker's Text**

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### **Jonathan Avinash Victor**

Total Coverage Solutions  
Associate Financial Planner  
Talk Outline

Business Insurance:

- Buy and Sell Agreement funded by Life Insurance
- Key Person Insurance

Cekap Construction Sdn Bhd

Business Value: RM10 million

Shares: Ah Meng: 50% / Ah Chong: 50%

Business Disruptions

- Death of co-owner
- Disability
- Major illness
- Retirement
- Other events (e.g. fire, natural disasters)

If your business partner passes away today, can you work with his family to run the business?

Would you want to work with them?

And if it was you that passed away and not your business partner, would your beneficiaries get a fair price?

Do you have the funds to buy out your partners' share/ interest from the family members when there is no pre-agreed price in a written agreement?

Do you want to lock up cash flow or capital just to create an emergency fund?

SOLUTION

BUY AND SELL AGREEMENT funded by LIFE INSURANCE

What Is a Buy and Sell Agreement?

- "Pre-marital" agreement between business partners'/ shareholders.
- Business Will.

How Does a Buy and Sell Agreement Work?

Made up of several legally binding clauses that control the following business decisions:

- Who can buy a departing/disabled partners' share of the business?
- What events will trigger a buyout (death, disability, critical illness, retirement)?
- What price will be paid to buy out a partners'/ shareholders interest in the business?

Role of Insurance?

- Creates an immediate sum of money.
- Low-cost alternative – 2-3% cost creates 100% capital.
- Insurance proceeds are paid quickly to conclude the Buy and Sell Agreement.
- Proceeds may be tax free depending on the insurance plan.
- Premiums paid may be tax free depending on the insurance plan.

What About The Rest?

- Sole business owners
- Key sales people
- Key project managers
- People with specific skills/knowledge
- People especially valuable to the company

SOLUTION

KEY PERSON INSURANCE

Compensates the company/business for financial losses arising from death, disability or disease of a particular member.

Key Person Insurance

- Cost of replacement of reliable human capital is high.
- Prepare for an unfortunate event without locking up valuable business capital.
- Business continues with the least amount of interruption.

*"Take away my factories, my plants; take away my railroads, my ships, my transportation; take away my money; strip me of all these, but leave me with my people, and in two or three years I will have them all back again"*

Andrew Carnegie

Industrialist, Businessman, and Entrepreneur  
1835 - 1919

A well constructed business continuation and protection plan is essential to protect the value of your business.

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## **Thanking of Guest Speaker**

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IPP Leong Choy Ying on behalf of the Club thanked MR. Jonathan Avinash Victor by presenting him with the Club's certificate of appreciation for his well prepared presentation.

# WEEKLY MEETING ON 8th August 2011



President Steven Oon, Hon. Secretary- Rtn P H Tan and Guest Speaker - Mr Jonathan Avinash Victor



Rtn Arvin Kumar reading the Rotary Information.



PP Chow Tain introducing the Speaker.



Rtn Alex Chang receiving the lucky draw prize from Mr Jonathan.



IPP Leong Choy Ying thanked and presented a gift.



PP Quah Sek Cheng receiving a copy of the compendium of Berita Pudu for Year 2010-11 from IPP Leong Choy Ying.



Members enjoying the buffet at lunch.



The speaker lovely spouse Ms. Thanya.



PP Ken Ong sharing a light moment with PP Sam and PP Quah.

## **FUND RAISING COMMITTEE MEETING ON 9th AUGUST 2011 @ SECRET RECIPE, TTDI.**



*VP Aaron Ong serious in his presentation to his committee.*



*PDG Dr Paul attending the fund raising committee meet.*



*Serious runner were there to assist on the technician.*



*PP Gary Lim commit to bring in the sponsor.*

## **CLUB ADMIN COMMITTEE MEETING ON 3rd AUGUST 2011**



## **APPOINTMENT WITH YB DATO' TAN LIAN HOE ON 3rd AUGUST 2011 AT DEPUTY MINISTER OFFICE , MINISTRY OF DOMESTIC TRADE, CO-OPERATIVES AND CONSUMERISM**



*President Steven Oon presenting a token to YB Dato' Tan Lian Hoe.*



*VP Aaron Ong, President Steven, YB Dato' Tan Lian Hoe and June Leong (Ketua Wanita, PGRM Cawangan Sri Damansara Selatan)*



*VP Aaron Ong presenting PRC Charity Run to YB Dato' Tan Lian Hoe.*



*YB Dato' Tan Lian Hoe was all smiles and elated during the meeting with her.*

### **Pudu Club News**

The Rotary Club of Pudu is organizing a charity run on Sept 25th 2011 to raise funds for our projects for RY 2011/12.

For our Rotary Year of 2011-2012, our club has planned the following community services activities and projects:-

1. Educational Grants and Scholarship to about 200 deserving secondary school students and undergraduates;
2. To equip St Mark's Old Folks Home (located at Sg Buloh) with physiotherapy equipment for the poor elderly inmates;
3. To equip medical equipments for 3 vans belonging to St John Ambulance;

4. Interact Leadership Training Seminar (ILTS) to train and motivate 250 Interactors and other youth leaders on leadership and management;
5. To support in purchase of a van for Special Children's Society of Ampang;
6. Upkeep and maintenance of the Jenjarom Old Folks Home;

To carry out these meaningful projects, estimated to cost about RM120,000, our club is planning to raise the required funds through a "PUDU ROTARY CLUB'S CHARITY RUN" which will be held on the 25th September 2011 (Sunday) from 7.00am to 9.30 am at Padang Merbok, Kuala Lumpur.

We invite all Rotarians and their family members and also interested companies to support our service to the community through this Charity Run. All donations

to the Pudu Rotary Club Charity Foundation are Tax Exempted. All cheques should be made payable to "PUDU ROTARY CLUB".

Those interested in participating for this meaningful event, you can register online at to HUwww.myraceonline.comU or fax your forms to the organizing chairman - Rtn Aaron Ong

HP No: 012 336 0789 / Fax No: 03 5621 7090  
Email address : aaron88ong@gmail.com

We would like to take this opportunity to thank you for your kind generosity and contribution which we assure will go a long way for the recipients

Organizing Chairman

Rtn Aaron Ong  
012 3360789  
aaron88ong@gmail.com

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## FUND RAISING FOR PUDU ROTARY CLUB CHARITY FOUNDATION

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Appeal of Sponsorship

Greetings from Rotary Club of Pudu.

We are a service club with members comprising of various professionals. Amongst the many activities we had carried out since our Charter in 1966, were community projects benefitting the youth, the aged, the underprivileged, single mothers and people with special needs.

For our Rotary Year of 2011-2012, our club has planned the following community services activities and projects:-

1. Educational Grants and Scholarship to about 200 deserving secondary school students and undergraduates;
2. To equip St Mark's Old Folks Home (located at Sg Buloh) with physiotherapy equipment for the poor elderly inmates;
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CHARITY RUN" which will be held on the 25th September 2011 (Sunday) from 7.00am to 9.30 am at Padang Merbok, Kuala Lumpur.

We invite your esteemed company to support our service to the community through this Charity Run. All donations to the Pudu Rotary Club Charity Foundation are Tax Exempted. All cheques should be made payable to "PUDU ROTARY CLUB".

We would like to take this opportunity to thank you for your kind generosity and contribution which we assure will go a long way for the recipients.

Sincerely Yours in Rotary Service,

RTN AARON ONG LAI HUAT  
Organizing Chairman  
Vice President RY2011-12

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## Programs to help your club set tangible membership goals

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Presidential Citation and Changemaker Award can help your club set tangible membership goals What is your club's approach to recruiting and keeping members? August, Membership and Extension Month, is an ideal time to discuss membership strategies for the year. The Presidential Citation and Changemaker Award both include membership criteria and are excellent resources to help you set your goals. Clubs aiming for the Presidential Citation this year must add at least one new member and keep at least 85 percent of their membership. Additional goals include recruiting RI and Rotary Foundation program alumni and young professionals, and increasing diversity by adding more female members. Districts must meet similar goals. Review the full criteria for the Presidential Citation. The Changemaker Award, established by RI President Kalyan Banerjee, also puts membership in the spotlight. Clubs must achieve a specific set of club service goals, including adding one new member under the age of 40 for each 50 members, implementing a comprehensive strategy for keeping members, and demonstrating that they have retained 85 percent of their members for the three Rotary years ending with 2011-12. Review the full criteria for the Changemaker Award. Both recognitions also include criteria for supporting Foundation programs, crucial to Rotary's continued global success. Past RI Vice President Monty J. Audenart, chair of the RI Membership Development and Retention Committee, encourages all clubs to focus on their membership goals as they take a fresh look at strengthening Rotary. "When building strong clubs, attracting new members and retaining existing ones are given first priority. Then, the rest of our service activities and programs will take care of themselves," says Audenart. Source : Joseph Derr, Rotary International News -- 3 August 2011



## Rotary Information

Previously we had looked at the types of membership in a Rotary club. Today we look the membership of women in Rotary which until 1987 was confined to men only.

### Female membership

From 1905 until the 1980s, women were not allowed membership in Rotary clubs, although Rotarian spouses, including Paul Harris' wife, were often members of the similar "Inner Wheel" club. Women did play some roles, and Paul Harris' wife made numerous speeches. In 1963, it was noted that the Rotary practice of involving wives in club activities had helped to break down female seclusion in some countries. Clubs such as Rotary had long been predated by women's voluntary organisations, which started in the United States as early as 1790.

The first Irish clubs discussed admitting women as members in 1912, but the proposal foundered over issues of social class. Gender equity in Rotary moved beyond the theoretical question when in 1976, the Rotary Club of Duarte in Duarte, California admitted three women as members. After this club refused to remove the women from membership, in 1978 Rotary International revoked the club's charter. The Duarte club filed suit in the California courts, claiming that Rotary Clubs are business establishments subject to regulation under California's Unruh Civil Rights Act, which bans discrimination based on race, gender, religion or ethnic origin. Rotary International then appealed the decision to the U.S. Supreme Court. The RI attorney argued that "... [the decision] threatens to force us to take in everyone, like a motel". The Duarte Club was not alone in opposing RI leadership; the Seattle-International District club unanimously voted to admit women in 1986. The United States Supreme Court, on May 4, 1987, confirmed the Californian decision. Rotary International then removed the gender requirements from its requirements for club charters, and most clubs in most countries have opted to include women as members of Rotary Clubs. The first female club president to be elected was Silvia Whitlock of the Rotary Club of Duarte, California, USA in 1987. By 2007, there was a female trustee of Rotary's charitable wing The Rotary Foundation while female district governors and club presidents were common. Women currently account for 15% of international Rotary membership (22% in North America).

The change of the second Rotarian motto in 2004, from "He profits most who serves best" to "They profit most who serve best", 99 years after its foundation, illustrates the move to general acceptance of women members in Rotary.



## R.I. News

### My Magical Rotary Moment



When I first came into Rotary, I only thought of Rotary in terms of what it could do for me, and I didn't think Rotary did much. Although I paid all of my dues on time and had perfect attendance, I didn't do much for Rotary, either.

I know now that I had this unsatisfactory relationship with Rotary because I did not participate in any of my club's service projects. I felt that I was too busy.

Then, at one of our club meetings, our president made a plea for support. He didn't need our money. He didn't need donated goods. He needed us. He needed us to show up on a weekend with our cars to drive fatherless boys to the beach for a day of fun and recreation. I did not volunteer.

When one of the other volunteers cancelled, the club president called me at home in a state of panic. At the time, I resented the intrusion into my personal time. But I also didn't want my club to look bad, so I agreed to participate. I was reluctant, to say the least. .... The very next morning I found myself driving to the beach in a car full of happy boys. I was not so happy, myself.

I had a boy in my group that I disliked from the moment I saw him. He was withdrawn and peculiar. And of course, this boy attached himself to me from the moment the day began.

At first, I found this extremely irritating and I just wanted him to go away. But then, a miracle took place. I asked myself "Why is he doing this?" which allowed me to think about someone other than myself.

It occurred to me that this little boy needed me.

From that moment on, I did everything I could for that little boy. During that day, I experienced a happiness and satisfaction I never could have imagined. And after telling myself and everyone else that I didn't have time for such things, I found myself wishing that the day would never end.

I think it is interesting to reflect back on this event, which I have spoken of often since it changed my life. What is interesting to me is that it only took one little boy to awaken the heart of a selfish man.

I have now been a Rotarian for more than 43 years, and I can say that no one experiences the real magic of Rotary without direct participation in service. The power of this participation is so potent, that it only takes a little bit to transform our lives and the lives of those we serve. In this way, we do indeed change the world, one life at a time.

Bhichai Rattakul President, Rotary International 2002 - 2003

Extracts from speech at Melbourne Rotary Institute in November 2001

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### **Resourceful fundraisers fuel Rotary's US\$200 Million Challenge**

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Rotarians have raised US\$185 million for Rotary's US\$200 Million Challenge to help underwrite the cost of ending polio around the world. Although the challenge runs through 30 June, it is vital that fundraising efforts continue until the disease is finished.

Many clubs are enlisting the support of their communities. Rotarians in Australia and New Zealand, in cooperation with 20th Century Fox, held a benefit screening of the movie *Conviction* at 36 theaters in February, netting \$54,000 for Rotary's challenge. A fashion show sponsored by the Rotary Club of Fremont Warm Springs Sunrise, California, USA, garnered more than \$52,000 in March. And in a weeklong project organized by the Rotary Club of Pondicherry-Cosmos, Pondicherry, India, 3,000 students at Petit Seminaire Higher Secondary School raised \$25,000.

### **Walking in Tanzania to end polio**

More than 320 Rotarians and friends of Rotary walked through Moshi, Kilimanjaro, Tanzania, in June, raising about \$38,000 and boosting awareness of the disease. A marching band, polio survivors, and Rotarians wearing red End Polio Now T-shirts led the walk, organized by the Rotary Club of Moshi and several others.

Reginald Mengi, founder and executive chair of IPP Group, one of the largest conglomerates in East Africa, called on businesses to help eradicate polio. Leading by example, Mengi contributed \$32,000 to the event.

"This is called corporate social responsibility," he said. "You must give back to the community."

Both Mengi and Stephen Mwanje, 2010-11 governor of District 9200, encouraged parents to have their children immunized against polio.

"We must be aware and take all measures, since the disease can spread here within a short period of time," Mwanje said.

### **Rotarians ride in Pennsylvania**

District 7370 (Pennsylvania, USA) sponsored a four-day, 330-mile bicycle tour of all 34 of its communities. Rotarians and friends donated at least \$25 each to ride in the June event, called Rotary Pedals Out Polio.

"Most people made donations online, as 'virtual' riders," said Past District Governor Jeff Coup, who came up with the idea for the tour and has served as the district's PolioPlus subcommittee chair since the program began in 1985. "We also had radio and a lot of newspaper coverage all through the district. Some clubs arranged for police escorts for us as we entered or left town. One arranged a PolioPlus billboard on our route."

The fundraiser netted more than \$21,000 for Rotary's challenge. Key to its success, said Coup, was "a great district committee that did the publicity, did a website with all the information, processed all the donations," and handled other tasks. "The event really reawakened awareness of the polio eradication cause in our district among Rotarians and the general public."

### **Plan for World Polio Day**

It's not too early to plan for World Polio Day, 24 October, an excellent opportunity for your club and district to support the global effort to eradicate the disease.

Here are a few ideas to get you started:

- Create your own "This Close" ad and make it your Facebook profile photo.
- Host a walk, run, or bikeathon and send out a press release about the event. Download a sample release. Download a World Polio Day Proclamation.
- Make a donation for polio eradication.
- Place an op-ed about polio in your local newspaper.

For more examples of polio eradication fundraisers and other news about Rotary's US\$200 Million Challenge, subscribe to the "End Polio Now newsletter".

Source : Dan Nixon

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