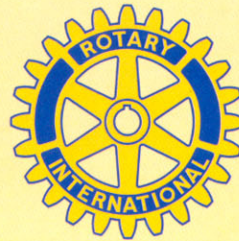


BERITA PUDU

(For members only)

www.rotarypudu.org.my

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

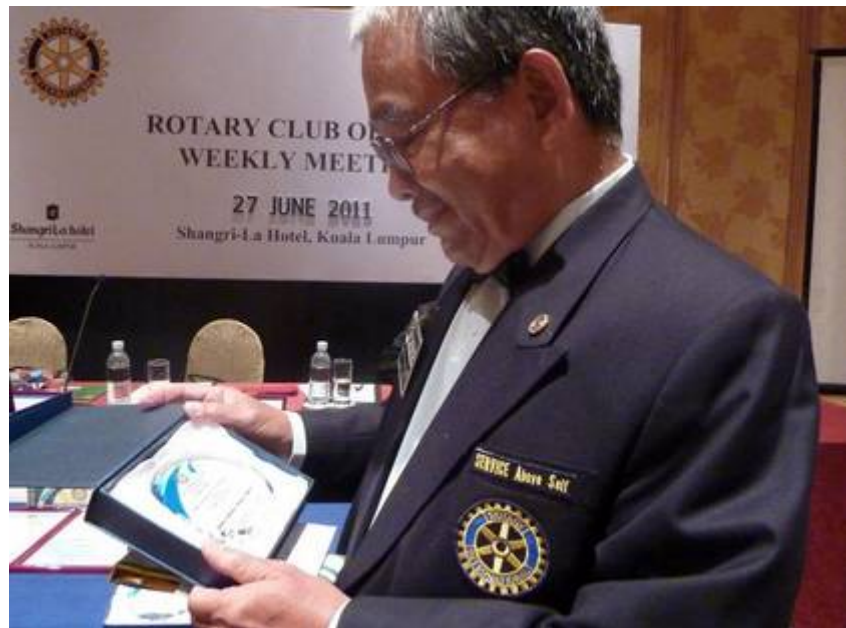


Reach Within to Embrace Humanity



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

Enjoy your **Berita** **PUDU**

12th September 2011
Issue No : **10**/2011-12

Programme Today

Speaker : To Be Advised
Subject : To Be Advised

ON DUTY

Duty Table : Rtn. Patrick Lee
Fellowship : Rtn. Asok Kumar
Finemaster : Rtn. Lee Su Zane
Introduce : Rtn. Tenny Lee
Thanking : Rtn. Edward Lee

Programme Next Week

Speaker : DG Dr. Raveendra Kumar Saravanan
Subject : District Governor's Official Address
To The Club

ON DUTY

Duty Table : Rtn. Arvin Kumar
Fellowship : Rtn. Alex Chang
Finemaster : PP Y K Chew
Introduce : PP K U Rajah
Thanking : PDG Dr. Paul Lee

Happy Birthday!

Rtn Loo Ming Chee (17th Sep)

Spouse's Birthday!

Nil

Happy Anniversary!

Nil

FUTURE ROTARY EVENTS

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 12th - 30th September 2011

Date	Time	Programme	Venue
September Mon 12	12.30 pm	Luncheon Meeting	Hotel Central Pudu
Tues 13	7.00 pm	Fund Raising Meeting	Secret Recipe, TTDI
Wed 14	7.00 pm	Publicity Com. Meeting	Bukit Jalil Club
Thu 15	7.00 pm	New Gen Meeting	George Heng's Office (Bukit Jalil)
Sat 17	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Sun 18	7.00 pm	Club Assembly and Fellowship with DG	Pres. Steven Oon's residence
Mon 19	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Tues 20	7.00 pm	Fund Raising Meeting	Secret Recipe, TTDI
Wed 21	7.00 pm	Service Com Meeting	Rest. Uncle Chilli Amp Corp Mall
Sun 25	7.30 am	Charity Run	Venue: Padang Merbok
Mon 26	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Thur 29	6.30 pm	Board Meeting	Pre Steven's Residence
Fri 30	3.00 pm	Interact Club ICC Meeting	SMK MBS KL

PP COUNCIL MEETING

Quite often the salutation at the beginning of a meeting includes the acknowledgement of the “Chairman of the Past President Council”. To the uninitiated, it can be quite mysterious as to who this “Chairman” is. It appears to be a club within a club!

The club currently has 29 past presidents and they form the Past President’s Council. The chairman is elected amongst one of them and he will preside in this group for a Rotary year. The Council actually has no legal standing in the club and its existence can either be given high regard or ignored and this will depend on whether the Council is positive in its action or not. Not only that. It can have great potential to bring the club to greater heights or destroy the club. To be effective, all the past presidents must place the interest of the club before any individual interest.

Amongst the many objectives of the Council, the most important one is to support the club president and the board of directors. At the last Council meeting at the RSGC on Sept 4, for instance, the problems of the fund raising campaign were brought up and both the President and the OC seek the advice of the Council members. Views and opinions were given so as to avoid a potentially embarrassing development and the members were approached to rally support for the President and the OC.

The club is legally run by the President and the Board of Directors. However sometimes the wisdom of the PP Council is sought as past presidents, having been there before will use their combined experience to help out.

One other important function of the PP Council is to be the Nominating Committee of the club. This is provided in the club’s constitution and by-laws. The duty of the Nominating Committee is to propose to the club a list of nominees to be Board of Directors of the club for the ensuing year. Due to their experience and number of years in the club, they are in the best position to make recommendations. In this regards the PE is an invited member of the Council.

There are a number of other functions like acting as custodians of the club’s records and culture, as critics, to activate past presidents who became inactive for some reasons and to have fellowship amongst them.

The current chairman of the PP Council is PP Ng Sim Bee who would be most willing to take queries with regards to the functioning of the Council.

Selamat Hari Raya Aidil Fitri greetings to all my Muslim friends and associates. It has been a good holiday break of nine days for most and I had a good quality time bonding with my family members. I also kept in touch with my Muslim friends with visits to their open house events, a tradition in Malaysia which is full of colour and one which we should participate more to foster better racial harmony.

We are now back to the grind at our respective vocation and I have attended the post- raya Charity Run meeting held on Monday evening. Firstly, I am disheartened to observe that our meeting lack participation from fellow Rotarians of our club. Only the Organising Chairman Aaron Ong and me were in attendance with a few technical advisers whom are participating on a voluntary basis. The charity run event run-up meetings have received minimal support that render the event to a “I, me and myself” type of event. Obviously, the first thing we should do is to appeal for more participation and do a post mortem to find out the root cause of this lackadaisal attitude towards the club’s major event later. As your President, I urge all members to discard all notions of personal agendas, make available resources within you in terms of time and finances to actively participate in this event. So far, the lack of participation by Rotary members and their network of family and friends in the event has been highlighted by non members whom are giving invaluable resources to make the event a success. By simple arithmetic calculation based on the quantity of members (60) in our club, we should have at least 240 (60 x 4) participants just from our inner network. Sadly, we have yet to see the realisation of this quorum.

I wish to highlight that the Charity Run Event has been approved by the Board of Directors to be a club event; an event that reflects all things good about the Rotary Club of Pudu as we strive to serve the community which we co-exist. As members of the organisation, you have the responsibility and obligation to assist to your best of ability and resources to ensure the successful implementation of the Club’s projects. Let us all look and reach within ourselves to do our best, which is the hallmark of rotary organisation to assist to make this event successful. Let us all put aside the mentality of “I, me and myself” and work together towards our goals and objectives.

Steven Oon
President RY2011-2012

Pudu News

Record of Meeting on 5th September 2011

Guest Speaker : Ms. Priscilla Rajan
Subject : The Power of Creative and Feature Writing

VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
Johnny Lim	KL Di Raja

GUESTS

<u>Name</u>	<u>Host</u>
Tanuja Rajah	Club
Priscilla Rajan	Club
Elaine Tan	President Steven Oon
Joanne Ting	Rtn. Laura Lee
Jonathan Avinash	PP Chow Tain

STATISTICS

Visiting Rotarians	:	1
Guests	:	5
Club Members	:	31
Total Present	:	37

COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 35.00
Paying Diners	:	RM 60.00
Raffles & Others	:	RM 62.00
Total	:	RM 157.00

Club Proceedings

Acting SAA Rtn. Lawrence Annies 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 and later proposed the loyal toast.

The finemaster for the day was Rtn. Alex Chang. He started his fine session by fining President Steven Oon and his new BOD for having been successfully installed for RY 2011/12 and all paid a fine.

Rtn. Aaron Ong and President Steven were each fined for having appeared on TV2 to promote our club's charity run.

All members who attended Datuk Muslim's Hari Raya open house were each fined RM1.

Rtn. Sandy Soh and Rtn. Laura Lee for having appeared in the bulletin were each fined RM1.

PP Sam for eating healthily was fined RM1 and Rtn. Yeap for missing meetings and not attending the club's installation was fined RM1.

Those members not wearing ties, club jackets and their name tags were each fined RM1.

Members who celebrated their birthday in the month of September were each fined RM10.

President's Announcement

The following activities were carried out last week:

- 1) The Fund Raising Committee chaired by VP Aaron Ong met on 23rd August 2011, 7.00 pm, at Secret Recipe, TTDI.
- 2) The 2nd BOD Meeting was held on 25th August 2011 at my residence.
- 3) The Sister Club Fellowship Dinner was held on 27th August 2011 at my residence. 70 paxs attended including members from sister clubs : Rotary Club of Singapore West, Rotary Club of Dhonburi, Rotary Club of Mandaluyong, Rotary Club of Songkhla, Rotary Club of Hong Kong Harbour and guest as Ambassadorial Scholarship student, Ms Tomoko Nimuru from Japan.
- 4) The 45th Installation Dinner was held on Sunday 28th August 2011 at Sabah Room, Shangrila Hotel.
- 5) The PP Council meeting cum dinner was held on 4th September 2011, 7 pm at RSGC Garden Terrace. Hosted by PP Phang Poke Shum, PP Richard Liew, IPDG Lim Kok Beng and IPP Leong Choy Ying. Meeting attended by Board of Directors: President Steven Oon, IPP Leong Choy Ying, PE CT Heng, VP Aaron Ong, Rtn Asok Kumar & Ann Prema, Rtn Laura Lee and 2 Ambassadorial Scholars.

Secretary's Announcement

Highlights of the upcoming Club events:-

1. The Fund Raising committee meeting will be held on Tuesday, 13th September 2011, 7 pm at Secret Recipe, TTDI.
2. The 3rd Public Relation committee meeting will be held on Wednesday, 14th September 2011, 6 pm at Bukit Jalil Golf & Country Club.

3. The 3rd Rotary Foundation committee meeting on 15th September 2011, 6.30 pm at Solaris, Dutamas.
4. The Board of Director meeting will be held on Thursday, 29th September 2011, 6:30pm at President Steven Oon's residence.
5. Please be reminded that the DG Dr Raveendra Kumar will visit our club officially on 18th & 19th September 2011 (Sunday & Monday).
6. The 2nd Club Assembly and fellowship dinner with DG will be held on Sunday 18th September 2011, 7.00pm at President Steven's residence.

Introduction of Speaker

Rtn. Asok Kumar introduced the guest speaker for the day who was Ms. Priscilla Rajan who spoke on the topic of The Power Of Creative and Feature Writing.

Speaker's CV

Priscilla Gaithiri Uththamarajan

PROFESSIONAL EXPERIENCE

AUGUST 2011 - PRESENT

Scribe and Reed Editorial

Owner/Chief Editor

- Writing articles for an array of magazines
- Conceptualising company brochures/proposals
- Planning & executing industry specific periodicals
- Planning & writing industry specific books

OCTOBER 2008 - JULY 2011

Partners Advantage Media, Selangor, Malaysia

Editor

- Planning 7 executing specialised supplements for newspapers.
- Planning & executing thematic booklets for universities.
- Writing cover stories on various topics including academic, business and technology.

MARCH 2005 - OCTOBER 2008

The New Straits Times Press (Malaysia) Berhad, Kuala Lumpur, Malaysia.

Journalist (Sub Editor)

- Dealing with news and current affairs copy from the news desk.
- Working on a tight deadline
- Coordinating stories with the foreign desk, subs desk and graphic artist.
- Laying out pages, copy fitting stories, headline and caption writing.

OCTOBER 2002 - MARCH 2005

SMHB SDN BHD, Kuala Lumpur, Malaysia
Consultant (Environmental Scientist)

- Desk study and field research on potential development / construction sites.
- Report-writing, mostly Environmental Impact Assessments (EIAs), water quality reports and data interpretation.
- Coordinating with government agencies and non-governmental organisations

FREELANCE WORK EXPERIENCE

COMMITTEE FOR ASIAN WOMEN, Editor,

Editing reports for a non-governmental organisation for a specific project

FRIM IN FOCUS, Writer

- Writing articles for the quarterly magazine of the Forest Research Institute of Malaysia.

PNB Magazine, Writer

- Writing articles for column on travel for company magazine

Xpress cooking, Writer

- Scriptwriting for Malaysian cooking show

Puaka Tebing Biru, Translator

- Writing English subtitles for Malay horror movie

Cun, Translator

- Co-Writing English subtitles for Malay movie

Into the Ice, Researcher, 2005

- Fact-finding and background research for coffee table book on Antarctic Expedition.

EDUCATION

SEPTEMBER 2001 - SEPTEMBER 2002

Monash University, Malaysia Campus, Selangor

Bachelor of Science (Honours) (Environmental Management)

- One-year Honours project comprising fieldwork, laboratory-based experimentation and dissertation
- Research on Tin Mine Lake Ecology

JULY 1998 - JULY 2001

Monash University, Malaysia Campus, Selangor

Bachelor of Science (Environmental Management)

- Three-year degree on Environmental studies
- Including science-based subjects and field study of habitats across the country

JANUARY 1998 - NOVEMBER 1998

Sunway College, Selangor

Australian Matriculation Programme (Year 12)

COMMUNITY WORK

Rumah Pengajian Xavier, Editor, 2006 - present

- Coordinating, writing, designing and editing a newsletter for the education boarding home for underprivileged boys.

SUMMARY

Priscilla Rajan has long been fascinated by words. An avid reader, she professionally began her affair with words with the New Straits Times as a sub-editor. After

four years there, she left to join another media company where as editor she was able to work with a variety of platforms - from newspaper publications and industry specific magazines to online portals. She recently started her own business - Scribe and Reed Editorial - where she writes, edits and conceptualises projects based on client ideas. Priscilla is a firm believer that words can inspire as much as actions and that there is nothing greater than a well told story.

Today she is here to share with us about feature and creative writing.

Speaker's Speech

GOOD AFTERNOON

Today I'd like to talk about the power of feature/creative writing and what it can do for you personally and for you professionally. Feature writing or creative writing is a form of writing that is not usually seen within the sphere of annual reports and corporate brochures. It is usually the purview of books and magazine articles. But really, creative or feature writing can have a place in the realm of business and that of the businessperson.

There are two major pointers I'd like to share with you today. The first is the why and the second is the how.

First up – the why; why is creative or feature writing a VIABLE option for you. The first is

Visibility

We're all people in the sphere of business. We all know the power of visibility. But the fact that we live in the 21st century means that we have to couple visibility with connectivity or engagement with your clients/customers. In other words, having your company visible is not enough. People want to know what you have to say, where you stand. Putting a face that has an opinion as the representation of a business is what makes a difference in the 21st century business world. You can gauge this with new media sites that allow for personal columns or social media sites that are all about personal updates. Everybody wants to know what you have to say.

Writing

What's important to remember here is that it does not matter if you can't write; that your command of the language isn't perfect. You can always get someone to look after those aspects for you. What's most important is that you are willing to voice your opinions and give some advice.

Legacy

Now other than engaging with customers and being visible, creative and feature writing gives you the

opportunity to leave a legacy. Yes, you will leave your family - your business, your money and memories. But what about generations to come? What about the people who will one day take over your company who don't even know how you look like? Wouldn't a set of memoirs be a great idea? How about a series on your rags to riches story immortalise in a series of features in a magazine? Wouldn't that be a great idea?

Content

If you're questioning if there is anyone out there interested in your story, then the answer is a resounding YES! The fact that we're living in an era where information is power means that content is king. It's a fast paced world where things become obsolete quickly. New things have to be explored, new stories told, new ideas presented. We're all eager for content – to read new stuff, to write new stuff. But where really can your story be told?

That leads me to the second major point this afternoon: Options.

- One option is Blogs: Many people keep blogs today. From former prime ministers, to famous CEOs to probably your daughter about life as a teenager in KL. Am sure you've heard of Tun Mahathir Mohamed's blog (Chedet). It is his mouthpiece to discuss current issues and sometimes to criticise certain policies or measures. If he didn't have a blog then he probably would not be heard from once he left the premiership. Of course Tun Mahathir has taken it a step further and written books. Again it is his way of recording history through his eyes, sharing his thoughts and ultimately sealing his legacy.

Entrepreneurs like Tony Fernandez keep a blog going to connect with people. This entrepreneur understands the concept that a company with a face – and he is the face of Airasia – needs a voice. We want to know what he is thinking. Why did he do that? By thinking and feeling with words. This CEO is no more Tony Fernandez. He becomes Tony – the man with a dream who now owns an English football club. How fascinating! So get creative. Take your ideas online. Write your stories!

- Another option is feature pieces in magazines – as I've mentioned before editors are constantly looking for content. As publications are competing more and more against each other and against online editions, editors are eager for a good story. This is a win-win situation. You get yourself immortalised in print, and editors get to improve the quality and content of their publication with new articles, new angles.

- Biographies & Autobiographies are another great option for creative writing that will feature your life stories. These types of publications are completely within your power and it is your chance to tell your tale from your point of view.

- If you feel that you are not ready to write your biography, that think about doing a specialisation book that would discuss your expertise and your experiences, focussing on your professional success.

Let me end with a few examples:

1. First up is this book by Barack Obama. He wrote this book long before he was elected President of the United States. This book was a memoir of sorts to mark his election as the first African-American president of the Harvard Law Review. This book put Obama into the minds of many long before he decided to run for president. (As an aside – his rival for the presidency was Republican Senator John McCain. Like Obama he had written a book – a fascinating and heart wrenching tale about his time in the Vietnam war where he was a POW. In his two years as a POW, his hair turned white – from the stress. Now I am not a big fan of McCain's or his politics. But this story of his I remember because it was so powerful and the thought of his turning white just like that has remained with me long after I've read his book (Faith of My Fathers).
2. The next two books are memoirs written in Malaysia. The first one is by Betty Young and it chronicles her 86-years. Life in England, the war, her journey to Malaysia etc. What purpose does it serve? It gives insight to her readers about life in another time, but more importantly it is an accomplishment for Betty, her final feat she says to have written a book. The second book in the same category is by Malaysian author Bernice Chauly. This book about how her parents met began with her mother writing a journal for her children about what it was like falling in love outside her race and religion. It talks about hardships

that many of us in this generation have forgotten about. Even though Bernice is a celebrated writer, she has chosen to present the book in simple language that can be achieved by even non-writers; because I believe she wanted the book to be more about her mother's story than her writing.

3. The next two books are about places, again by two Malaysians. The first is a man's take on growing up in Brickfields – the sights, the colours and the sounds of life in a simpler time. The second is a book about Antarctica and a woman's solo journey to the bottom of the world. It explores her thoughts and her feelings and the emptiness that greets her in Antarctica.
4. And finally, this is an example of how we can all start. A feature piece in an industry magazine. Almost every industry has some sort of publication. Ask to be interviewed. Even the most serious of industries like this – oil and gas – has many segments for feature pieces on CEOs from their life journeys to trips they made abroad. You'd be surprised at how much you can offer publications such as these.

I hope my little sharing here this afternoon has opened up the world of creative writing and feature stories to you.

Thank you.

Thanking of Guest Speaker

PP Chow Tain on behalf of the Club, thanked the guest speaker Ms. Priscilla Rajan by presenting to her the Club's certificate of appreciation and a gift for her wonderful presentation.

RAYA 2011 AT DATO MUSLIM HOUSE



WEEKLY MEETING ON 5th September 2011



PRC 45TH INSTALLATION DINNER ON 28TH AUGUST 2011 @ SHANGRILA HOTEL



Its lonely at the top.



District Governor Dr S Raveendra Kumar and Honorary Member YB Dato' Tan Lian Hoe is flanked by the BOD RY2011-2012



President Warawat and PE Phanida Naviraj from RC Dhonburi handing over contribution to our smile box.



Twenty five years and above of Dedicated and Sacrificial Service to Rotary and Humanity.



YB Dato' Tan Lian Hoe's acceptance speech.



President Steven Oon presenting a gift to our GOH.



DG Dr S. Raveendra Kumar presenting Rotary reading materials to YB Dato' Tan Lian Hoe after her acceptance speech.



President P. Ubolwan and fellow Rotarians from RC Songkhla.



President Warawat and fellow Rotarians from RC Dhonburi.



Fellow Rotarians from RC Mandaluyong.



RC Mandaluyong and RC Pudu group photo.



President Oscar and fellow Rotarians from RC Mandaluyong.



Group 11 Presidents, DGN Mansoor Saat and AG KH Low

My hiking buddies were there for the occasion.





Ar. Jim Poh is the Honorary Secretary for RC Gombak.



Our former club member Michael Oh (from left)



Rotarian from RC Sri Petaling, RC Titiwangsa, RC Gombak and RC Pantai Valley.



RC Mandaluyong was here in full force.



PGRM member were here with YB Dato' Tan.



President Oscar RC Mandaluyong flank by PP Gary Lim and President Steven Oon.



PP Tan Sri Soong received the citation award.



RC Temerloh lead by President Harvinder Singh.



All the ladies looking their best.



Arrival of DG Dr S. Raveendra Kumar and Ann Dr S. Indrabai.



RC Hong Kong Harbour were there too.



The arrival of IPP Belinda and her club members.



Our former Rotarian Chris Chow and friends.



RC Cheras lead by President Lenny Len.



RC Dhonburi lead by President Warawat.



We have mentioned that Rotary International conducts a wide varied number of programs. Some educational scholarships are listed below:

Exchanges and scholarships

Some of Rotary's most visible programs include Rotary Youth Exchange, a student exchange program for students in secondary education, and the Rotary Foundation's oldest program, Ambassadorial Scholarships. Today, there are six different types of Rotary Scholarships. More than 38,000 men and women from 100 nations have studied abroad under the auspices of Ambassadorial Scholarship, and today it is the world's largest privately funded international scholarships program. In 2006-07 grants totaling approximately US\$15 million were used to award some 800 scholarships to recipients from 69 countries who studied in 64 nations. The Exchange Students of Rotary Club Munich International publish their experiences on a regular basis on Rotary Youth Exchange with Germany. In July 2009 the Rotary Foundation ended funding for the Cultural and Multi-Year Ambassadorial Scholarships as well as Rotary Grants for University Teachers

Rotary Fellowships, paid by the foundation launched in honor of Paul Harris in 1947, specialize in providing graduate fellowships around the world, usually in countries other than their own in order to provide international exposure and experience to the recipient. Recently, a new program was established known as the Rotary peace and Conflict Resolution program which provides funds for two years of graduate study in one of eight universities around the world. Rotary is naming about seventy five of these scholars each year. The applications for these scholarships are found on line but each application must be endorsed by a local Rotary Club. Children and other close relatives of Rotarians are not eligible.

R.I. News

Polio eradication within reach, despite concerns

Among the key goals of the Global Polio Eradication Initiative (GPEI) is interrupting transmission of the wild poliovirus by the end of 2012. Although the GPEI Independent Monitoring Board (IMB) reported in July that this goal may be in jeopardy, it also noted signs of progress and provided several recommendations that could help get the program back on track.

The GPEI has made significant steps forward since the launch last year of its new strategic plan and the bivalent oral polio vaccine. Among the four polio-endemic countries, India has reported only one case of polio

so far this year. The country "is on track to interrupt transmission this year," the report states.

"The northern part of India, where most of the problem had been, hasn't had one case in 15 months," adds Robert S. Scott, chair of Rotary's International PolioPlus Committee.

The other polio-endemic countries are Afghanistan, Nigeria, and Pakistan. The IMB report cites good progress in Afghanistan while spotlighting the challenge of immunizing children in conflict areas. Nigeria also has been making good headway but, following elections in April, needs to sustain the political commitment required to ensure eradication of the disease.

In Pakistan, cases doubled in the first six months of 2011, compared with the same period in 2010. The report commended the country's high-level commitment to polio eradication through its national emergency action plan, launched in January, but added that the plan needs to make a stronger impact at the local level.

The report also expressed concern about controlling polio in countries with reestablished transmission, including Angola, Chad, and Democratic Republic of the Congo.

Despite these challenges, polio cases worldwide decreased almost 50 percent during the first six months of 2011, compared with the same period in 2010.

"Type 3 polio numbers have dropped to 15 this year," says Scott, referring to one of only two strains of the wild poliovirus that remain. "It appears type 3 will soon be eradicated completely."

Health experts believe that eradicating polio, rather than trying to control the disease, is both feasible and essential.

"There are approximately a dozen countries where polio gets reported sporadically, and those cases can all be traced back to the four countries where transmission has continued," says Robert Murphy, director of the Center for Global Health at Northwestern University in Illinois, USA. "If we focus on those four countries, the cases in the other countries are going to evaporate."

"It's very important to finish the job soon, because we're so close. If we back off now, the problem is going to get bigger and even more expensive."

Finishing polio once and for all, the IMB report states, will require enhanced political commitment, secure funding, and strengthened technical capacity.

"The eradication of polio is the responsibility of every government," says Scott, noting the unanimous decision in 1988 at the World Health Assembly to pursue that goal. "Rotarians in every country must continuously talk it up with their fellow Rotarians and, at every opportunity, with their political leaders, to ensure support, both financial and moral."

During a TED conversation in July, Bruce Aylward, the World Health Organization's assistant director-general for polio eradication and related areas, called Rotarians' efforts at the international and grassroots levels "incredibly powerful for a global health initiative like polio eradication."

Everyone can help end the disease, Aylward said, by providing funding and reminding their communities and government leaders that polio still exists and causes tremendous suffering.

"We have the chance to ensure that no child ever suffers from polio again, and each of us plays a role in that," he said.

Source : Dan Nixon
Rotary International News -- 25 August 2011

RI President's monthly message - September, 2011

My dear brothers and sisters in Rotary,

We have a color for the 2011-12 Rotary year, and that color is green. Why green? Because green is the color of spring, of new life, of bright leaves bursting forth from spreading branches. And there is no doubt that it is time to "green" Rotary – to lift our deepening pallor of gray and replace it with brighter shades of green.

Overall, in Rotary, only 11 percent of our members are under the age of 40, while 68 percent are over 50 and 39 percent are over 60. It's not too hard to see where this will lead us in 10, 20, and 30 years down the line, if we don't do something about it now. It is not enough to simply bring in new members. We need to bring in younger members, who will breathe new life and new vigor into our organization.

How can we be more attractive to younger members, who are so different in so many ways from the young professionals of a generation or two ago? We have to come to them where they are – and for most young people, where they are is on the Internet, on Facebook, on Twitter and e-mail, and on their smartphones. A club that doesn't have a presence on the Internet simply doesn't exist as far as they are concerned. A club's website is its public face – and it has to be a good one.

More than anything, I believe we need to bring back the idea of the family of Rotary. We need to look at all of Rotary as one family: Rotarians, their families, and also Rotaractors, Interactors, Youth Exchange students and alumni, Foundation alumni, and so on. And we need to consider retention as an idea that applies not just to Rotarians, but to the entire family of Rotary.

Too often, we look outward to find new members, and we do not see our own young generation, waiting to be called upon. We must look to them to find the capable and enthusiastic new members who will be the club presidents, the district governors, and the RI senior leaders of tomorrow.

We owe it to our Rotary family – past, present, and future – to make sure that our generation of Rotarians is not the last. We must, in a very real sense, reach within – to embrace our Rotary family, so that we can better embrace all of humanity.

Kalyan Banerjee
President, Rotary International

Trustee Chair's message - September, 2011

What will be your legacy?

Years ago, during a visit to New York City, I saw a T-shirt that said, "He who dies with the most wins." It seemed funny at the time, but we all read the stories of people who judge their success by their wealth. The problem is that material possessions often do not bring happiness, for there is always someone who has more.

Most of us, however, want our life to be measured by what we have done. Many Rotarians have expressed their appreciation of fellow Rotarians' service by promising a contribution to our Rotary Foundation that will live on after them. The earnings from their gifts go to our Annual Programs Fund year after year. What better legacy to the world?

By earlier this year, we had almost 8,000 commitments to the Bequest Society. These represented an expected value of about US\$338 million, a significant share of the almost \$700 million in assets and expectancies in our Permanent Fund.

The first Australian RI president, Angus S. Mitchell (1948-49), foretold the creation of the Permanent Fund in 1992, in a speech that ended with this story from the Talmud: Choni Hama'agel saw an old man planting a carob tree and asked when he thought the tree would bear fruit. "After 70 years" was the reply. "What!" said Choni. "Do you expect to live 70 years and eat the fruit of your labor?" "I did not find the world desolate when I entered it," said the old man. "And as my fathers planted for me before I was born, so I plant for those who will come after me."

We each have that same opportunity by making a bequest to our Rotary Foundation.

Bill Boyd
Foundation Trustee Chair