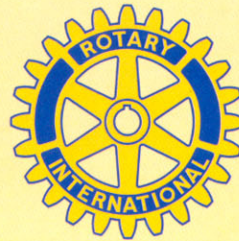


# BERITA PUDU

(For members only)

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

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

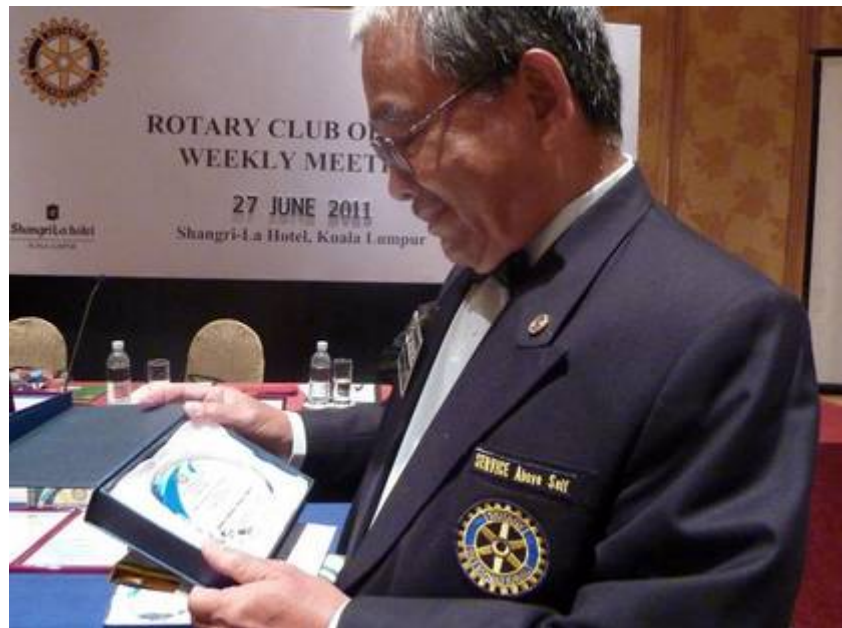


Reach Within to Embrace Humanity



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**

9<sup>th</sup> January 2012

Issue No : **22**/2011-12

**Programme Today**

Speaker : To Be Advised  
Subject : To Be Advised

**ON DUTY**

Duty Table : Rtn. Joanne Ting  
Fellowship : Rtn. Jonathan Avinash  
Finemaster : Rtn. Tenny Lee  
Introduce : Rtn. Laura Lee  
Thanking : Rtn. Loo Ming Chee

**Programme Next Week**

Speaker : To Be Advised  
Subject : To Be Advised

**ON DUTY**

Duty Table : Rtn. Elaine Tan  
Fellowship : Rtn. Patrick Lee  
Finemaster : PDG Dr. Paul Lee  
Introduce : IPP Leong Choy Ying  
Thanking : PP Gary Lim

**Happy Birthday!**

PP Y K Chew (15th. Jan)

**Spouse's Birthday!**

Ann Datin Esther (10th. Jan)

**Happy Anniversary!**

Nil

**FUTURE ROTARY EVENTS**

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

HEARTIEST CONGRATULATIONS TO OUR PRESIDENT DATO STEVEN OON  
ON BEING CONFERRED WITH THE DARJAH INDERA MAHKOTA PAHANG (DIMP) TITLE  
FROM DYMM SULTAN OF PAHANG DURING HIS ROYAL HIGHNESS RECENT BIRTHDAY  
ON THE 24TH. OCTOBER 2011.

**Rotary Club Diary 9th - 30th January 2012**

Date	Time	Programme	Venue
January Mon 9	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 11	7.00 pm	Publicity Com. Meeting	TBA
Thu 12	6.30 pm	Rotary Foundation Meeting	42 East TTDI
Sat 14	9.00 am	Launching Secondary and undergrad. scholarship	SMK Cheras, KL
Mon 16	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 18	7.00 pm	Service Com Meeting	TBA
Thu 19	7.00 pm	New Gen Meeting	George Heng's Office (Bukit Jalil)
Sat 21	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Mon 23		<b>No meeting – CHINESE NEW YEAR</b>	
Thu 26	6.30 pm	Board Meeting	Pre Steven's Residence
Fri 27	3.00 pm	Interact Club ICC Meeting	SMK MBS KL
Mon 30	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL

**HAPPY NEW YEAR****Happy New Year to one and all!!!**

Time flies and we are now into the second half of the Rotary Year 2011/2012. We had completed a number of projects and carried out a number of activities. Our main project is of course the fund raising project-charity run- in which we raised about RM120,000 to carry out the various projects we had in mind. We had visited the Jenjarom Old Folks Home, had the spouses night, had a successful installation night and visited most of our sister clubs. In other words our club is functioning well. All our directors are working hard and fulfilling their obligations. We attended the district conference in numbers and is well respected in the district. Many of our members also took up positions in the district.

One negative aspect of the first half is the attendance issue. We have never in recent memory reached a level of only 70% in attendance and we are now languishing in 25th position in the district competition. What happened? We have always maintain an attendance level of about 90% and always placed amongst the top 5 position in the district attendance competition.

There are some members who do not make up when they are absent. There are many avenues to make up eg attending the regular meetings, the committee meetings, Rotaract or Interact meetings, other clubs' meeting etc. In other words, this group of Rotarians have not participated in any Rotary related activity for some time. Have they lost interest? Or are there any issues that they are uncomfortable with? The Board of Directors particularly the Membership and Retention Chairman must take the initiative to find out the reasons why some members are shying away. If we are not careful, this group of members might eventually leave the club.

While we are pondering this problem, let us not forget the next big event in the club ie the Scholarship Presentation. The about RM200 aid to the deserving student is useful in this hard times and will be useful to buy some books, uniform, shoes and bag. This is one of the main reasons for our existence, ie to do community service work.

To all my Fellow Rotarians, their families and to all my friends, please accept my sincerest and best wishes for a Happy New Year. I believe 2012 will be an exciting and a memorable year as we will continue to roll out more community and service projects as per our RY2011/12 master plan.

The first community service project to kickstart the year will be our visit to the Jenjarom Old Folks Home on 8th January 2012 which is a follow-up visit since the implementation of the project on 14th August 2011 for the Rotary year 2011/2012.

At the 1st visit, a new refrigerator was donated by the Rotarians from our club and a DVD player was also donated by Rotarian Mok Sin. During this forth coming visit, we will carry out maintenance works of all electrical items and also install a unit of water heater and a ceiling fan at the home so as to ensure that the staff and the old folks continue to have a conducive and comfortable environment for their daily activities.

To further instill the Chinese New Year mood to the old folks, we will be distributing ang paws, goody bags, mandarin oranges ,CNY gift packs, T-shirts and arrange for a dim sum brunch.

I wish to appeal to fellow Rotarians who are keen to contribute cash donations to the Home to register with Daisy Chiu, the Service Director for this project.

Most importantly, I hope that all fellow Rotarians and their families will actively participate in this visit and generously contribute to the plight of these old folks. Your contribution will be invaluable and indeed memorable for these old folks with the coming celebration of the Chinese Lunar New Year.

The next service project that will be undertaken is the "Educational Grants & Scholarship Presentation for Secondary School Students And Undergraduates". This will be held on 14th January 2012 at 9:00am at the Sekolah Menengah Kebangsaan Cheras, Jalan Yaacob Latif, 56000 Kuala Lumpur. We will be inviting YB Dato' Seri Ghafar Mahmud , the Ketua Pengarah Pelajaran Malaysia as the Guest of Honour to officiate the event.

....continue on page 7

# Pudu News

## Record of Meeting on 19th December 2011

Guest Speaker : PP DR. SIVA ANANTHAN  
Subject : ROTARY MEMBERSHIP

### VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
PP Dr. Siva Ananthan	RC Greater KL

### GUESTS

<u>Name</u>	<u>Host</u>
Yap Kar Men	Rtn. Jeffrey Yap

### STATISTICS

Visiting Rotarians	:	1
Guests	:	1
Club Members	:	<u>37</u>
<b>Total Present</b>	:	<b><u>39</u></b>

### COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 90.00
Paying Diners	:	RM 150.00
Raffles & Others	:	<u>RM 150.00</u>
<b>Total</b>	:	<b><u>RM 390.00</u></b>

## Club Proceedings

Acting Sgt-at-Arms PP Dato Muslim called the meeting to order at 1:10 pm and introduced the visiting Rotarians and Guests. He then led in the singing of the National Anthem and proposed the loyal toast. IPDG KB Lim was invited to propose a toast to RI.

Finemaster was PP Gary Lim who first of all fined the OC PP KU Rajah for the PP led meeting for calling the meeting "Colours of Glory". He then fined PP Phang for not wearing his year's jacket when he was the president. The AGM we had last evening went on well and he congratulated the President for conducting the meeting expertly and accordingly fined him RM2. Rtn Ashok was considered to be long winded in his report and was fined a ringgit by Gary. Those who were elected into office next year were each asked to contribute RM2. Next to be fined was Dato PP Jasani who was featured in the newspaper prominently last week. Late comers like Rtn Jeffrey Yap, Rtn Mok Sin, Rtn Sandy Soh and Rtn Meng Chee had to part with a ringgit each. Those not wearing name tags had to pay one ringgit each too. Apparently Gary noticed that Jeffrey Yap was lip syncing only when he sang the National Anthem and Jeffrey was penalised. Those who came back from overseas paid RM5 each eg Jeffrey Yap, Daisy, Meng Chee and Dato PP Jasani. Celebrating their wedding anniversaries were Rtn Heng, PP Albert, VP Aaron and they paid RM5 each. Celebrating their birthdays were Rtn Heng and PP Ken Ong.

## ORGANISING CHAIRMAN'S SPEECH

Organising Chairman PP KU Rajah was then invited to give a welcome speech. He thanked everyone who helped to make the occasion a great success.

## ROTARY INFORMATION

The Rotary Information was read by PP KH Low.

## A SHORT REMINISCE

PP Tan Sri Dato Soong Siew Hoong was invited to give a short reminisce on the background of the Pudu Rotary Club he being the only living charter member of the Club. According to Tan Sri our charter dinner was held in the Selangor Club in 1967 and the VIP was the Sultan of Selangor. Doug Fraser of the Fraser & Neave was the charter president. Unfortunately Tan Sri did not attend the charter night as he was leading a trade delegation to Australia. However he took the opportunity to visit some of the Australia Rotary clubs to see how they function. After that the regular meeting was conducted at the Malaya Hotel at Jalan Bukit Bintang. Later on it was shifted to the Holiday Inn on the Park. When the hotel was shut down we shifted again to the Shangri-La hotel where we have been since then. When the idea of our club was first mooted

there was a discussion on the name though we finally settled on the name of Pudu. On the scholarship fund, it was the late Tan Sri Alex Lee who managed to get the

status of tax exempt. Some features that continue until today was the club had been maintaining the number of 60 members and the role of the Past Presidents which he reckoned was mainly responsible for the durability of the club. Another feature according to him was the ability to find good friends in the club. One important date was in the 1969 when we were tasked by the district 330 to organise the district conference. Before the conference the May 13 racial riot started and it was aborted. On a personal capacity after the charter, he took off from the sungei besi old airport for a world trip and returned at the then new subang airport. In conclusion he opined that you can make good friends in Rotary and can meet many friends from other countries.

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### **INDUCTION OF TWO NEW MEMBERS**

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President Steven then conducted the induction of two new members viz Rtn Veronique Pearcey and Rtn Delbert Lee Guat Heng.

Rtn Veronique was introduced by PP Michael Yeow and Rtn Delbert was introduced by PP Gary Lim. After the formal induction a toast was proposed by President Steven to welcome them. In her acceptance speech, Rtn Veronique stressed that she would do her best to contribute to the community. In his acceptance speech Rtn Delbert said that what we were doing was the same as the work done by his church and he would contribute to the fine work we were doing.

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### **President's Announcement**

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The following activities were carried out last week:

1. On 18th December, 2011 we had conducted the AGM RY2011/12 and the 3rd Club Assembly at Hotel Sentral Pudu. It was attended by 26 members and 3 spouses.
2. Past Presidents Luncheon was held on 19th December 2011 at Shangrila Hotel with the theme "Colours of Glory". Thank you to PP KU Rajah for organizing the event successfully.

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### **Secretary's Announcement**

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Highlights of the upcoming Club events:-

- a) The Public Relation committee meeting will be held on Wednesday, 11th January 2012, 7pm at Bukit Jalil Golf & Country Club.
- b) The Rotary Foundation committee meeting will be held on Thursday, 12th January 2012, 6.30pm at 42 East TTDL.
- c) The Educational Grants & Scholarship Presentation to Secondary School Students and Undergraduates

will be held on 14th January 2012, 9.am at Sekolah Menengah Kebangsaan Cheras.

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### **The Speaker**

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PP Dato Jasani was invited to introduce the speaker PP Dr Siva Anandan who was to speak on the subject of Membership Development. Dr Siva was the Membership Development Chairman of the District and from the RC Brickfields. He had been active in both club and district for many years.

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### **The Talk**

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In starting his talk Dr Siva praised the RC Pudu for being able to maintain our membership numbers for so many years. He then urged members to and visit other clubs to help them both in organising events and for membership growth. Some of the clubs in the district really needed help as out of the 74 clubs, 80% of them had less than 30 members and many of them had less than 20 members.

The membership numbers in world also had been swing up and down especially in the years after 2001 when they had a membership drive called "Rotary Global Quest". Then encouragement was made to increase the numbers and many clubs responded by bringing in members who left after a short while. According to Dr Siva, they brought in members who were not "Rotarians" at heart. He gave the example of RC Sentul which had a growth of 800% that year and yet today it was in a sorry state as many members had left.

Rotarians were special people and many practised the "Service Above Self" motto. He then gave an example how he was helped by a Rotarian when he was young seeking funds to do his studies.

He then listed a list of follies in Rotary which led to many clubs to fail. Some of them were:

- 1) God of Small things- ie being petty in small matters.
- 2) Form without substance ie giving ourselves too many titles
- 3) Ego- having egos to boost
- 4) Number games
- 5) "Jaguh Kampung" syndrome

In conclusion he again asked Pudu Rotarians to go out to the other clubs and help them.

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### **Thanking of Guest Speaker**

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He was thanked by President Steven and he presented him a memento on behalf of the Club.

**21st Weekly Meeting, Past Presidents Luncheon and Induction of new members - Rtn Delbert Lee & Ms Veronique on 19th December 2011 at Shangri-la Hotel**



Sergeant At Arms – PP Dato’ Muslin, President Steven and Honorary Acting Secretary – PP Ken Ong.



Members standing to attention and singing NegaraKu and for Loyal Toast.



PP Ken Ong deliver his announcements.



The Organising Chairman Past Presidents Luncheon – PP KU Rajah



AG KH Low giving his talk – Rotary Information.



PP Tan Sri soong flanked by pretty ladies. From left – New Rotarian, Veronique, Rtn Joanne, Rtn Laura and Rtn Elaine.



Members enjoying the buffet lunch



Past Presidents cutting anniversary cake.



Our President Steven wearing a great smile flanked by Past Presidents and members.



President RY2011-2012 and Past Presidents.



PP Dato’ Jasani invites Membership Development Chairman PP Siva Ananthan to deliver a Motivational Talk on Rotary Membership.



PP Dr Siva addressing members with Motivational Talk on Rotary Membership.



PP Siva receiving a speaker gift from President Steven.



Rtn Tenny Lee receiving a raffles gift from PP Siva.



PP Gary Lim introducing new rotarian Mr Delbert Lee.



PP Dr Siva fix up the rotary pin to Veronique.



PP Dr Siva fix up the rotary pinto Delbert Lee.



New membe Delbert Lee giving his acceptance speech.



New Member Veronique giving her acceptance speech.



PP Tan Sri Soong presenting gift to new member.



New Rotarian – Ms Veronique and Rtn Delbert Lee.



Anniversary Cake



Sergeant-At-Arms – PP Dato' Muslim Ayob



PP Tan Sri Soong present brief background about PRC since charter till now.



PP Ng Sim Bee addressing the holding a one minutes silence for the departed rotarians.



PP Tai Chin Peow, PP Albert Lim and PE CT Heng at Duty Table



PP Dato N K Jasani and PP Siva Ananda – District 3300 Membership Development Chairman.



President Steven, PP Quah Sek Cheng and Rtn Lawrance Annies.



Sweet smiles from IPDG Lim Kok Beng and PP Tan Sri Soong

## **AGM RY2011-2012 and 3rd Club Assembly Meeting on 18th December 2011, 6.30pm at Hotel Sentral Pudu**



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### **President's Message** ....(continue from page 2)

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This grant and scholarship program is to assist deserving and needy students who come from financially poor backgrounds. This program is primarily aimed to ensure that these deserving students will be able to progress and excel academically and will become constructive contributors to the society in later years. These young students need our financial support and also more importantly need our sincere encouragement and as such I am appealing to all our Rotarians to come forth and participate in this Program to nurture the future leaders of our country.

With these two forthcoming events, one for the aged and one for the young we will endeavor to continue with the pursuit of our goal in building better communities .

It is hoped that with the success of such community projects undertaken by our Club, it will spark and spur the interest of many others who will be keen to join us in our mission to fulfill our role in society and towards a better world.

On behalf of the Board I am reiterating our appeal to all our Rotarians to come forth and actively participate in kind and or in time or both as together we will strive to make the Rotary year 2011/2012 a meaningful and memorable year for Pudu.

Dato Steven Oon Hoon Nam  
President RY2011-2012



## Pudu Club News

Dear all,

I wish to thank PDG Dr Paul Lee for a fantastic briefing on 27th Dec about the duties of BOD.

For those who have missed due to prior commitments, I have the notes for you and we can catch up another time. The notes are very useful and it will be a more productive RY year ahead for all if we keep to the plan.

Have a great yeah ahead and we will have our first BOD meeting at the end of January 2012 cum CNY fellowship.

See you all.

Aaron Ong  
Incoming President RY 2012/13

### Congratulations to the BOD RY2012/13

Dear In-Coming PRC BOD RY 2012/2013,

Greetings and a big thank you for saying "YES" to serve our community through your involvement as a member of PRC BOD RY 2012/2013.

The following are the various members of the in-coming board:-

- |                        |   |
|------------------------|---|
| 1. President           | - Aaron Ong   |
| 2. President Elect     | - Alex Chang  |
| 3. Vice President      | - Lawrence Annies   |
| 4. Treasurer           | - Sandy Soh   |
| 5. Secretary           | - Daisy Chiu  |
| 6. Club Administration | - CT Heng   |
| 6. Directors           | - Jeffrey Yap / Laura Lee / Roy Sreenivasan / Loo Ming Chee |

The above is a star-studded line-up (like Barcelona FC) and I am confident it will bring Pudu Rotary Club to be the service club of choice and the envy of other NGOs.

To help us get a head start to the coming year, PDG Dr Paul Lee gave us (in-coming BOD members) a fire-side briefing on 27 Dec (Tuesday @ 8 pm)2011 in my residence. I would like to thank all of you who were there for a great time of fellowship and learned from our very experience and district-most-sought-after trainer, PDG Dr. Paul Lee.

Regards & Serving Together,  
Aaron Ong

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## Citizens take pride in their town

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FORMER PRC ROTARIAN LAWRENCE KHOO AND HIS SPOUSE ISABEL WINS AN EXAMPLARY CUSTOMER SERVICE AWARD IN THEIR TOWN IN ILFRACOMBE

<http://www.thisisnorthdevon.co.uk/Citizens-pride-town/story-14145071-detail/story.html>

Thursday, December 15, 2011

ILFRACOMBE celebrated those who make a difference in the town's community on Tuesday at the Pride In Ilfracombe Awards ceremony.

The awards give an opportunity for people in Ilfracombe to vote for someone they feel has gone out of their way to help others.



*TOWN PRIDE: From left are Garry Thompson, Ivan Frances, Ben Stephens, Lawrence and Isabel Khoo, Mayor Rod Donovan, Alexa Coyle, Paul Ginnings and Martin Duce.*

Picture: Mike Southon

Ref: BNMS20111213E-003\_C

The awards, which are handed out twice a year, are run by the town council and the ceremony takes place at the Ilfracombe Centre.

On Tuesday seven winners received their awards, each for specific good deeds.

The winner of the special award, which goes to someone who has had many nominations and covers several categories, was Ivan Francis.

Ivan, 65, is chairman of Ilfracombe in Bloom and this year the town achieved gold.

He is also founder of Ilfracombe's Poverty Action Group, a governor of Ilfracombe Junior School, vice chairman of the town's street pastors and he works full time at Pedlars.

On finding out he had won the award Ivan said: "I am only part of the picture, it is not me, it is all groups who bring all the great parts of Ilfracombe together.

"You just have to continuously look at the bigger picture and I think with Ilfracombe in Bloom and the street pastors that is what we are doing."

Martin Duce received the Act of Kindness Award for his help in the incident when six-year-old Ben Alston was run over by a bus in the summer.

Martin drove Ben's grandparents to Derriford Hospital in Plymouth and then on to Bristol when Ben's condition worsened.

The family previously publicly thanked both Martin and his daughter Hanni for their help and they sent him a letter on hearing the news about the award.

The heart-felt letter was read at the ceremony and part of it said: "In the moment when it felt like our world was falling apart you stepped in with your caring thoughtfulness and practical help.

"Congratulations on receiving this Pride of Ilfracombe award, a special award for a very special person and our friend for life."

Other winners were Laurence and Isabel Khoo, who run Ilfracombe's Cravings Restaurant and The Chill Bar.

They received the Exemplary Customer Service award.

Isabel, who is from Portugal, said: "It was a huge surprise to hear we had won this award, I think you always hope but don't think it will happen, particularly not this quickly."

The couple only set up the business in August 2010 and they said they had been amazed with how well it had gone.

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## Rotary Information

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### Awards and Recognition

Awards offer clubs and districts a way to acknowledge, encourage, and inspire Rotarians and others in their service efforts. RI sponsors the following recognition programs each year. Given the number of available recognition opportunities, governors may wish to appoint a recognition committee to assist with publicizing them and selecting nominations.

### Four Avenues of Service Citation

The Four Avenues of Service Citation is awarded by clubs to recognize the grassroots efforts of individual Rotarians. Rotarians in good standing who have consistently demonstrated their support of the Object of Rotary through participation in service activities in each of the four Avenues of Service — Club, Vocational, Community, and International Service — are eligible. Current club presidents are not eligible. Candidates are nominated by the club president. The club president must endorse the nomination form and submit it to RI World Headquarters with an information copy to the governor.

Pudu Rotarians who have been awarded the 4Avenues of Service Citation include PP Gary Lim, the late PP VG Chandran, PP Phang Poke Shum, PP Ng Sim Bee and PP Albert Lim.

Some of the other awards by RI include:

**Presidential Citation**  
**RI Service Above Self Award**  
**RI Public Relations Award**

## R.I. News

### RI president's monthly message - January, 2012

My dear brothers and sisters in Rotary,

At Arlington National Cemetery outside Washington, D.C., stands a memorial to the Seabees, formally known as the U.S. Naval Construction Force. An inscription reads, "With willing hearts and skillful hands, the difficult we do at once; the impossible takes a bit longer."

In Rotary, we already have our own mottoes. If we didn't, I might be given to nominate those two lines. The power of combined effort, as Paul Harris once wrote, knows no limitation. When we work together, the impossible becomes possible.

I thought of this when I read, a few months ago, an article in the New England Journal of Medicine, the premier medical journal in the United States. Titled "The Polio Endgame," it outlined a strategy for a post-polio era, including managing post-eradication risks.

Thirty years ago, such an article could never have been published. Today, it is a testament to the power of dedication, of persistence, and of combined effort. The impossible has, indeed, become possible. A post-polio world, once the stuff of dreams, will soon be here.

My friends, the day that polio will be eradicated is close at hand. We have to be ready for it with a powerful Rotary – a Rotary of enthusiasm and confidence, of bold vision and clear ambitions. It is time for us to prepare by taking an honest look at our clubs. Are our projects meaningful, sustainable, and relevant? Are our meetings productive and enjoyable? Are our clubs welcoming to new members, and are our schedules and events friendly to young families? And once people join us, do we welcome them properly, involve them enough? Do we make them a part of the family of Rotary quickly enough?

The figures tell us that while enough new individuals join Rotary every year and everywhere, too many exit Rotary, on an ongoing basis. What unfulfilled hope do they leave with? What expectations are we not meeting? Can we do more and better?

Now is the time to focus our energies on our clubs, and on the way people see them. It is time to show our

communities that the Rotary of today is not the Rotary of their preconceptions. Rotary is a way to connect, to do more, to be more – it is a way to take our idealism and our vision, and turn them into reality.

Kalyan Banerjee  
President, Rotary International

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### Trustee chair's monthly message - January, 2012

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#### Areas of focus are the causes that drive Rotary

Areas of focus are the causes that drive Rotary. We are now halfway through the pilot of our Future Vision Plan, and as I look to the future I think the most significant change will be the adoption of the six areas of focus – and not just for our Foundation. I recently heard RI Director Stuart Heal, the chair of the Strategic Planning Committee, say that our areas of focus fit very comfortably into our RI Strategic Plan.

Today's generation supports causes rather than organizations, and so we in Rotary should be able to clearly identify the causes that drive us. When somebody asks you what Rotary is, you do not have to fumble for words. Tell the person that we are an organization of service-minded individuals around the world who are working to make the world a better place with our efforts in water and sanitation, basic education and literacy, maternal and child health, disease prevention and treatment, economic and community development, and peace and conflict resolution. You can say that in 20 seconds!

You can see how this may bring new members to Rotary and increase the giving to our Foundation. If you approach corporations for a contribution, they are much more likely to respond if they know how their money will be spent, and that we will spend it wisely. We are building on a strong record of performance over a long period of time. Bill Gates has said as much on a number of occasions. He has shown his faith in us through his significant gifts for polio eradication.

While I am writing this from a Foundation perspective, the membership factor should not be overlooked. Plenty of organizations talk about issues, but Rotary is about action, not words.

Bill Boyd  
Foundation Trustee Chair

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**ROTARY PR TIPS** - 21 December 2011 - edited by Joseph Lorenzo

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#### Promoting Rotary this holiday season

Don't miss the opportunity to tell local media about your club's holiday service projects. Whether the activity is collecting items for the disadvantaged, raising funds, or just spreading goodwill and cheer, be sure local news

outlets know about it. During the holiday season, media are always looking for stories of service, so share your news and raise your club's local profile. Read how the Rotary clubs of Springfield, Ohio, USA, and San Juan, Trinidad and Tobago, are making a difference in their communities.

### **Visuals help make a better presentation**

Think visually when preparing your next presentation. You can make any public relations discussion at a presidents-elect training seminar, governors-elect training seminar, or other large Rotary meeting more effective and enjoyable for your audience by including visuals. Thousands of free Rotary images are available online to help you communicate successfully. See tips for creating visually dynamic presentations.

### **Social media trends to look for in 2012**

In the past year, sharing content and engaging online through social media have become a daily routine for millions of people around the world. Rotarians have found that social media are effective marketing tools and a good way to reach out to new audiences. Read about social media trends predicted for 2012.

### **Strategic partnership formed with UNESCO-IHE Institute for Water Education**

Rotary and the UNESCO-IHE Institute for Water Education have teamed up to tackle the world's water and sanitation crisis. Together, they will work to increase the ranks of critically needed trained professionals who can devise, plan, and implement solutions in developing and emerging countries, where the problem is most widespread. Through the partnership, The Rotary Foundation will offer packaged global grants that Rotary clubs may use to select and sponsor scholarships for professionals in the water sector. Up to eight students a year may be chosen for any of three master of science programs at the institute in Delft, the Netherlands. The details of the packaged global grants are being finalized, and an announcement will be made as soon as the application becomes available online. Read more about the partnership.

Did you know that Rotary PR Tips reaches more than 15,000 people in 120 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to [pr@rotary.org](mailto:pr@rotary.org).

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### **Ron Nethercutt describes the Philippine Disaster**

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This is a story about the work being done by Rotarians in assisting those in the tragedy of tropical storm Sendong. There has been a wonderful joint effort by Rotarians, ShelterBox, and the Philippine Air Force in bringing aid to those in need.

Here first is a story from PP Abner Tyco written on Christmas Eve. Abs is also one of three certified ShelterBox Response Team members in the Philippines.

The first shipment of 80 Shelterboxes has landed in CdO yesterday and delivered to Iligan City and temporary stored in the clubhouse of RC Iligan North. Another wave of shipment is waiting for the devastated province after Christmas. The city government has ordered by Jan 3 that all evacuation sites in schools have to be vacated in time for the opening of classes. That is where the dilemma lies, with about almost 14,000 families affected, 8 barangays (communities) has been declared unsafe for them to go back, the city will close down said areas in January.

Groceries and supermarket, small or big has stopped its bulk sales, they could no longer sustain the purchases for relief operations. All commerce is headed there to augment its supply that coincides the spending season for the holidays. Aid agencies are getting their supplies in other provinces like that of Cebu, Davao or Cotabato. Half of the city has no water. In areas that have been devastated, you can smell the stench of death, it's a hair raising experience. One gym is serving to house 1867 families or 4375 heads, with 4 toilets to use and very little water. The situation is unimaginable, after the loss, sufferings in the evacuation sites looms. You cannot even walk in between without stepping on someone's sleeping mat, if lucky enough to have one, or cardboard to sleep on.

Life is hard for this people during this holiday. Please pray for them to ease the inhumane suffering, it's really a heart breaking experience seeing those people.

Abs Tayco ShelterBox Response Team (Cagayan de Oro City)

With over 1,000 people dead, another 1,000 missing, and over 280,000 displaced by the late-season tropical storm, Philippines President Benigno Aquino has declared a national calamity.

'The assistance we have had from Rotary has been invaluable here,' said PDG Jess Nicdao , Chairman and Founder of ShelterBox Philippines. 'It is possible for PP Abs, PP Jose, and I to set up the tents ourselves, but it would have been a much slower process. Now that we have shown area Rotarians how to do it, they will be able to help us set up camps rapidly. This will allow families who have lost everything to soon begin to rebuild their lives, offering them shelter, warmth and dignity - assets everyone should have so close to Christmas.'

ShelterBox was founded by Tom Henderson OBE, a Rotarian and former Royal Navy search and rescue diver. He saw that the aid response to most disasters was in the form of food and medicine to help people survive the immediate aftermath. However little or no assistance was

given in terms of proper shelter to help them through the first few days, weeks and months as they tried to rebuild their lives. ShelterBox was launched to fill that void.

In 2005 they sent out more than 22,000 boxes, almost 10 times the number sent out the previous three years. Not only did they send aid to victims of the Tsunami, but also able to help those who had lost their homes in Hurricane Katrina in the USA and the massive earthquake that hit the Kashmir region of Pakistan.

Henderson said, "We have continued to build on our Tsunami experience, helping as many people as we can, and as quickly as we can when disaster strikes. ShelterBox has now worked on every continent, responding to earthquakes, tsunamis, floods, typhoons, hurricanes, volcanoes and ....

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### **Polio survivor inspires support for ending the disease**

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Ten days before his 21st birthday, David Goldstone lay in a hospital bed near Sydney, New South Wales, Australia, his arms and legs paralyzed by polio, his body gripped by fever and in terrible pain. His hospital admission form read, "Life expectancy: 24 hours."

Six days later, Goldstone emerged from a semicoma and was moved out of isolation into a children's ward; adult polio victims were and still are relatively rare. "You will probably never walk again," the hospital's chief medical officer told him.

"I will," Goldstone replied.

#### **His story**

That was 55 years ago. Now 76 and a member of the Rotary Club of Crawley, Western Australia, Goldstone recounted his battle with polio at an October meeting of nearly 600 Rotarians gathered in support of polio eradication. He had never shared his story in public because of the emotional trauma it would have caused him. But fellow club member Michael Sheldrick, manager of the Global Poverty Project's polio eradication campaign, had persuaded him to talk about his experience.

Throughout most of the story, Goldstone referred to himself as "John," a friend, revealing only at the end that the story was about him. "For days, John's arms and legs were covered with sandbags to stop any deformity from occurring, [then] they were placed in splints," Goldstone

told his listeners. "Then, John was placed in a half-body plaster cast to stop his limbs from changing shape, and was administered injections of morphine every four hours to help the pain. After six weeks, he became immune to the morphine and lived with the pain."

John was fortunate to receive physical therapy, Goldstone said. First, he learned to bend a knuckle, then to regain use of his left hand, to bend an arm, and to feed himself. Several weeks later, he sat in a wheelchair. From there, he learned to walk all over again, "just like a baby."

"Near the entrance to the ward were three iron lungs, always occupied with children," Goldstone continued. "John still has nightmares of the ghostly sound of the bellows pumping air. Whenever the level of sound changed, he knew another child had passed away."

Goldstone finished by saying, "There is no friend John. This is my story, and I do not want one more person in this world to suffer as I have suffered." He said that Rotary must keep the promise it made to the world's children 25 years ago to eradicate polio.

#### **Pennies for Polio**

For many years, Goldstone has worked extensively with children crippled by polio, inspiring them with the simple message: "If I can do it, you can do it." And for 10 years, he chaired the polio eradication committee of District 9450 (now 9455). A signature accomplishment was the Pennies for Polio project, which he initiated in 1999. A partnership with the Perth Mint, the effort made available as collector's items 100,000 Australian pennies produced before 1964. Sales of the near-mint-condition coins raised more than A\$84,000 for PolioPlus.

Goldstone now has postpolio syndrome, enduring fatigue, muscle and joint pain, and respiratory problems. Yet he continues to help young people with disabilities and disadvantaged youth by generating support for projects like CanTeen, Camp for Kids, Teen Challenge, and the St. John of God Horizon Program for the homeless. All told, he has raised \$11 million for charity.

Goldstone has also been a leader in expanding the Crawley club, which now has a membership of more than 100, with an average age of 42 and with several corporate members. Recently, the club raised \$20,000 for PolioPlus through an online petition drive in support of polio eradication, sponsored by Australian Rotarians and the Global Poverty Project. The club contributed \$1 for each supporter's signature.

"If I have helped save a life or made someone's dream of a better life come true, then that is why I am proud to be called a Rotarian," Goldstone says.

Source : Dan Nixon, Rotary International News