

Enjoy your **Berita**
PUDU

30th January 2012
Issue No : **24**/2011-12

Programme Today

Speaker : Rtn. Delbert Lee
Subject : Water & Your Health

ON DUTY

Duty Table : Rtn. Sandy Soh
Fellowship : Rtn. Roy Sreenivasan
Finemaster : PP Ng Sim Bee
Introduce : PP AG K H Low
Thanking : Rtn. May Lim

Happy Birthday!

NIL

Spouse's Birthday!

Ann Datin Irene (2nd. Feb)

Happy Anniversary!

NIL

Programme Next Week

Speaker : To Be Advised
Subject : To Be Advised

ON DUTY

Duty Table : Rtn. C T Heng
Fellowship : Rtn. Mok Sin
Finemaster : PP Tai Chin Peow
Introduce : Rtn. Robert Tan
Thanking : Rtn. Sarky Subramaniam

FUTURE ROTARY EVENTS

Pre PETS Klang
10-12 Feb 2012

District Assembly Ipoh
30 March - 1st April 2012

RI Convention, Bangkok,
6-9 May 2012

District Conference @ Subang
7-9 Dec 2012

Rotary Club Diary 30th January - 27th February 2012

Date	Time	Programme	Venue
January Mon 30	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
February Wed 1	7.00 pm	Club Admin Meeting	719, 7th Flr., Block A, Lobby B Kelana Centre Point
Thu 2	6.30 pm	Membership Com. Meeting	Loong Foong Restaurant
Sat 4	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Mon 6		No meeting	
Wed 8	7.00 pm	Publicity Com. Meeting	Bukit Jalil Club
Thu 9	6.30 pm	Rotary Foundation Meeting	Solaris Dutamas
Sat 11		Launching Community Project Family Value	
Sun 12	7.00 pm	PP Council Meeting with Incoming & Outgoing Board and Fellowship	PP Ken Ong's Residence
Mon 13	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 15	7.00 pm	Service Com. Meeting	Rest. Uncle Chill, Amp Corp Mall
Thu 16	7.00 pm	New Gen. Meeting	George Heng's Office (Bukit Jalil)
Sat 18	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Mon 20	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Thu 23	6.30 pm	Board Meeting	President Steven's Residence
Fri 24	3.00 pm	Interact Club – ICC Meeting	SMK MBS KL
Mon 27	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL

SECONDARY SCHOOL SCHOLARSHIP

On Saturday 14th Jan 2012 our club under the programme of Pudu Rotary Club Charity Foundation "Secondary School Scholarship & Undergraduate Grants" gave out more than RM32,000 worth of scholarships to 150 over deserving secondary school students and a RM3,000 scholarship grant to an university undergraduate. In the days when the economy was better we did give out more than RM60,000.

The deteriorating economy does affect us as not only it was more difficult to get donations, the interest rate had stagnated or declined thus reducing the quantum we could give out. Nevertheless it was a blessing we could give out anything at all. Many students especially from big families in a way relied on this scholarship to buy books, school bags and uniforms and school related items. Not only it was a new term, the Chinese New Year was just around the corner and there were many expenses.

Still it is a case of concern that we had slashed the quantum of overall scholarship. We did had a fund raising done and it is indeed a disappointment that no allowance was made to top up this quantum. This ongoing project had been with us since the 1960s and it is an activity central to our link with the school authorities where we have our Interact Clubs, and the Interact Teacher Advisers. It is a programme well looked up upon by the Teacher Advisers and a programme looked forward by the deserving students and their parents. For certain there would have been some disappointed stake holders on the Sat 14th Jan.

Therefore, for the next such outing, the club must make double efforts to reach as many deserving students as possible. In order to do this, we must once again go back to the community to ask for their help to help in this matter. To be sure, there are still people in the community willing to do a bit more stretching knowing this is indeed a good and vital programme. To us and the community, education is an important element to create a healthy nation and it is important that we keep up the good work we had been doing for the past 40 over years.

In the meantime, "**Kong Hee Fatt Choy**"

I wish to extend a warm welcome to the Rotary club members from Group 11; RC Cheras, RC Ampang, RC Bukit Tinggi Klang and RC Bandar Utama and also the Rotary members invited from RC Sri Petaling, RC Gombak, RC Bukit Bintang and RC Bentong. A very Happy New Year of the Dragon and Gong Xi Fa Cai to all present.

In this auspicious occasion, it is certainly heart warming to meet friends from other clubs as we gather in the common cause of the Rotary Movement to foster greater ties and carry out fellowship for the benefit of all and those related to us. I commend all the Rotary members present this afternoon whom has taken the time and travelled some distance to be with us today. Your presence has given great impetus and help energized this Joint Club Meeting Event. As the host Club, we have prepared an interesting program and a special lunch with the Malaysian Chinese traditional dish of "Lou Sang – Raw Fish in a Spledour of Colourful Condiments" as part of the menu.

Today, we have completed a total of 28 community service projects for RY2011-2012. We have completed these events successfully and I would like to request all the committee heads of these projects to submit a small writeup on their project to me and the club will subsequently forward these articles to the District Award Submission Committee. The list of these projects are as listed:

....continue on page 5

Pudu News

Record of Meeting on 16th January 2012

Guest Speaker : PP PRABHU
Subject : RAPPORT IN HELPING PEOPLE WITH NLP

VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
Nil	

GUESTS

<u>Name</u>	<u>Host</u>
Jasvinder Dr. Prabhu	PP Chow Tain Club

STATISTICS

Visiting Rotarians	:	
Guests	:	2
Club Members	:	25
Total Present	:	27

COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 82.00
Paying Diners	:	RM 50.00
Raffles & Others	:	
Total	:	RM 132.00

Club Proceedings

Acting SAA Rtn. Lawrence Annies on behalf of President Dato Steven Oon called the meeting to order at 1.15 pm. He later introduced all the visiting Rotarians and guests. He later led in the singing of the National Anthem and proposed the loyal to the King.

The finemaster for the day was PP Ng Sim Bee. He started the fine session by fining all the Chinese members who are celebrating the coming CNY RM1 each.

The last BOD meeting did not see Rtn. Patrick Lee, PE Aaron Ong and Adviser PP Gary Lim and each had to pay a fine of RM1.

As the bulletin was late in coming the director, Lawrence Annies was fined RM1.

All the members who did not wear their name tags, or were not in a club jacket or were not wearing a tie were each fine RM1.

Birthdays, PP Gary Lim paid a fine of RM7 for his birthday and his spouse's birthday.

Rtn. K A Kumar paid RM10. for his wedding anniversary and PP Datuk Muslim, PP Sam paid RM5 each for their wedding anniversaries respectively.

President Dato Steven Oon paid RM5 for his spouse's birthday.

President's Announcement

The following activities were carried out last weeks:

1. The Public Relations committee meeting chaired by Rtn Patrick Lee was held on Wednesday, 11th January 2012 at 7.00 pm at Lake Club. This was followed by New Generation committee meeting and was chaired by Rtn Laura Lee.
2. The 6th BOD meeting scheduled for December has been rescheduled and the board met last Thursday 12th January 2012 at 6.30 pm at my residence.
3. On Saturday 14th January 2012, IPP Leong Choy Ying had successfully carried out the Club's RY2011-2012 Scholarship presentation at SMK Cheras. The Guest of Honour DG Dr Raveendra Kumar attended the presentation and gave away the cheques to the recipients present. In this Rotary year, Pudu Rotary Club has allocated a total of RM32,600 for disbursements of RM200 each to 133 secondary students and RM3,000 each to 2 deserving undergraduates.
4. AG KH Low and my self attended the Mid Term Review for RY2011-2012 meeting held yesterday, 15th January 2012 at D-Villa Residence, Jalan Ampang, K.Lumpur.
5. Please be informed that a charity dinner organised by the Inner Wheel Club, Petaling Jaya which

was scheduled on 18th February 2012 has been postponed.

Other District Announcements.

1. Please note that the 78th RI District 3300 Assembly has been moved to 30th March – 1st April 2012. The venue remains the same – Syuen Hotel, Ipoh.
2. RI President-elect Sakuji Tanaka unveiled the RY2012-2013 theme, “**PEACE THROUGH SERVICE**”

I wish to take this opportunity to wish all our Rotary friends who are celebrating the coming Chinese New Year “Gong Xi Fa Chai”. May you and your family be blessed and may the year of the Dragon bring you prosperity, good health, good fortune and lots of happiness. For the other members here’s wishing you Happy Holidays.

Secretary’s Announcement

Highlights of the upcoming Club events:-

1. I wish to remind you that of the upcoming club event. Due to the unavailability of the caterer on Sunday 5th Feb 2012, the PP Council Meeting Cum Chinese New Year Fellowship is now re-scheduled to Sunday 12th Feb 2012, time; 7.00 pm at PP Ken Ong’s residence.
2. Please be informed that there will be no weekly meeting on 6th February 2012 due to the Public Holiday, Prophet Muhammad’s Birthday

Introduction of Speaker

PP Chow Tain introduced the guest speaker for the day who was none other than Dr. Prabhu who spoke on the topic of Rapport In Helping People With NLP.

Speaker’s CV

Coach Prabhu is an Action COACH with Spark Activators Sdn Bhd. He is certified in Neuro linguistic Programming (NLP) He also has a medical degree.

He has used all his qualifications and experience to help business owners, MNCs and hospitals. This has yielded increases in employee productivity and morale as well as enhanced sales.

In his free time, he enjoys reading, planning awesome vacations and spending quality time with his loved ones.

Speaker’s Text

NLP Presentation at Rotary Club 16/1/2011

What is NLP?

NLP is the study of excellence – how individuals and companies get OUTSTANDING results

How to get clear on your goals?

9 Questions to structure outcomes

1. What do you want? (positive)
2. How will you know when you have succeeded?
3. Where, when and with whom?
4. What resources do you have?
5. Can you start and maintain this outcome?
6. What are the wider consequences?
7. Is the outcome keeping with who you are?
8. How do your outcomes fit together?
9. What do I do next? ACTION!

3 Things you need to believe about your Outcomes

1. Possibility – It’s possible to achieve it
2. Ability – I can do it
3. Worthiness – I deserve it

What are YOUR beliefs about ...

- Yourself
- Your team
- Your business
- Your customers
- Your future

How to connect with people fast?

Rapport = Quality of a relationship of mutual influence and respect between two people

5 Ways to Building Rapport

1. Environment – attire, interests, mutual friends
2. Body language
3. Voice – tone, speed, volume
4. Language – key words/phrases
5. Beliefs and values

How do you know if you have rapport?

3 things to look out for:

1. They smile and are at ease
2. They open up to you and share
3. They buy your product / service and feel comfortable referring you

Thanking of Guest Speaker

Rtn. Aaron Ong on behalf of the club thanked our guest speaker, Dr. Prabhu for giving us a wonderful presentation by presenting him with a gift and a certificate of appreciation.

President's Message(continue from page 2)

MONTH	PROJECT / EVENT	SERVICE (AVENUE)
2011		
11-13 Mac	35th Interact Leadership Training & Motivation Camp (ILTC) RY2011/12 & RRI Games Day. Theme : "Nurturing Our Youth -Towards 1Malaysia" @ venue: Akademik Pembangunan Belia Malaysia, Port Dickson.	New Generation
13 May	Rotarian & Teacher Advisor Hi-tea @ Hotel Sentral Pudu.	New Generation
13 Aug	Rotaract Club installation @ Lodge Paradise Hotel	New Generation
14 Aug	1st Visit to Jenjarom Old Folks Home	Community Service
27 Aug	Sister Club Fellowship Dinner @ President Steven's Residence	TRF
28 Aug	45th Rotary Club of Pudu Installation Dinner @ Shangrila Hotel	President Elect
28 Aug	Induction of YB Dato' Tan Lian Hoe - Honorary Member	Secretary
8 Sept	100% Appreciation Dinner @ Restaurant Duck King	IPP
18 Sept	2nd Club Assembly and Fellowship Dinner with DG Dr S Raveendra @ President Steven's Residence.	Secretary
19 Sept	District 3300 Governor Dr S Raveendra Kumar official Visit to club @ Shangrila Hotel	Secretary
19 Sept	Induction of 3 new members - Rtn Jonathan, Rtn Elaine Tan and Rtn Joanne Ting.	Secretary
25 Sept	Fund Raising - Charity Run @Padang Merbok	Vice President
7 -8 Oct	Father & Son Adventure Camp	Service
10 Oct	Visitor's Day Cum Presentation Mock Cheque - US\$10K, UPS.	Membership Development
22 Oct	Mother & Son Connection	Service
19 Nov	Spouses' Night @ Charco Restaurant Café.	IPP
21 Nov	Vocational Awards - "In Efforts To Eradicate Human Trafficking In The Rotary Spirit of "Service Above Self". - Ms Wong Su Zane (Women's Aid Organisation) - Ms Jessie Ang (Women's Aid Organisation) - Dr Hartini Zainudin (Yayasan Chow Kit)	Service
27 Nov	RC Pudu's 45th Anniversary @ Rtn Tenny Lee's Residence	Club
2 Dec	2nd Fireside - Club Admin	Membership & Development
12 Dec	To present banker's chq of US\$2000 for Polio Plus Programme to PP Dato' Subramaniam @ Shangrila	TRF
18 Dec	3rd Club Assembly & AGM RY2011-2012 @ Pudu Sentral Hotel	Secretary
19 Dec	Past President Luncheon, Theme: "Colours of Glory".	PP Council Chairman
19 Dec	Induction of 2 new members - Mr Delbert Lee and Ms Veronique.	Membership
30 Dec	Fellowship dinner cum New Year Party at President Steven's residence.	Club Admin
2012		
6-8 Jan	District Rotaract Conference RY 2011/2012, Glory Beach Resort, PD.	Rotaract Club of Pudu
8 Jan	2nd Visit to Jenjarom Old Folks Home	Service
9 Jan	Handover a cheque of RM45,000 for the balance of the purchase for 1 unit van for Special Children Society of Ampang (SCSOA)	Service
14 Jan	Secondary Education & Undergraduate Scholarships and Grants Presentation for RY2011-2012 @ SMK Cheras	IPP

We hope that the club will continue to make additional headway and execute all schedule other projects to achieve the objectives set out earlier in the Rotary Year. Let us all enjoy this Joint Club Meeting and cherish the time we have to have more fellowship in the true spirit of the Rotary Movement.

Dato' Steven Oon
President RY2011-2012

WEEKLY MEETING ON 16TH JANUARY 2012



President Dato' Steven, Secretary – Rtn Daisy and Speaker – Dr Pradhu



President Dato' Steven giving his speech.



Rtn Daisy as Acting Secretary making her announcement.



PP Ng Sim Bee as Fine Master.



Dr Pradhu presenting his topic "Rapport In Helping People With NLP"



PP Chow Tain, Rtn Asok Kumar, Ms Jasvinder and PP Ng Sim Bee.



PP Chow Tain always good for a question.



VP Aaron thanking the invited Speaker



VP Aaron presenting certificate of appreciation to Dr Pradhu



President is always happier with ladies around

SECONDARY EDUCATION & UNDERGRADUATE SCHOLARSHIPS AND GRANTS PRESENTATION FOR RY2011-2012 ON SATURDAY 14TH JANUARY 2012 AT SMK CHERAS. GUEST OF HONOR - DG DR S RAVEENDRA KUMAR





TEA-BREAK AFTER THE SCHOLARSHIP PRESENTATION



Dear PDGs, PPs and Fellow Rotarians

The 2nd Visit to Jenjarom Old Folks Home was held on 8 January 2012 and attended by 10 rotarians who also brought along their family members.

A dim sum brunch was prepared for the residents.

A special thanks to President Steven for his siew yoke, fried bee hoon and curry puffs and not forgetting his treat to all those who attended to a sumptuous seafood lunch. Also special thanks to Rtn Mok Sin for organising the entire event and purchasing items for the good bags.

My sincere appreciation goes out to the contributors:

- PP Ng Sim Bee - RM300
- PP Choo Jee Sam - RM300
- Rtn Loo Ming Chee - RM300
- PP Quah SC - RM200
- PP Richard Liew - RM200
- Rtn Jeffrey Yap - RM100
- IPP Leong Choy Ying - RM300
- PP Kumar Tharmalingam - RM100
- PDG KB Lee - RM200 + Son-RM50
- Rtn Tenny Lee - Rtn300
- Rtn PH Tan - RM100
- Rtn Roy Sreenivasan - RM100
- PP Albert Lim - RM50

The contributions collected was channeled to purchasing the necessity items for the good bags (towels, toothpaste, hair cream, shampoo, collar t-shirts, sandals & mandarin oranges), dim sum brunch and water, replacing a ceiling fan and an instant water heater. Rtn Mok Sin has earlier on replaced a worn out TV and brought back a spoilt TV for repair. PP Albert collected back the Ozoniser for repair.

Many thanks to the Anns & IPP Choy Ying who distributed ang pows to the residents.

During this visit, a bi-annual cheque of Rm3000 was presented to the Home.

This event could not have been a success without everyone's effort, contributions, support and attendance.

I would like to take this opportunity to wish everyone 新年快乐 (Happy new Year) , 身体健康 (Good Health) , 万事如意 (Success in everything you do) and 龙年发财 (May the Year of the Dragon brings you prosperity)

Thank you & regards
Daisy Chiu

NEW GENERATIONS

It is the responsibility of each Rotarian to prepare the New Generations — all young people up to the age of 30 — by improving their life skills to ensure a better future, while recognizing the diversity of their needs. All clubs and districts are encouraged to undertake projects that support the fundamental needs of the New Generations: health, human values, education, and self-development.

The RI Structured Programs for New Generations are

- Interact,
- Rotaract,
- Rotary Youth Leadership Awards, and
- Rotary Youth Exchange.

Components of the Menu of Service Opportunities (e.g., Children at Risk, Health Care, Literacy and Numeracy) also address New Generations needs

Statement of Conduct for Working with Youth

Rotary International strives to create and maintain a safe environment for all youth who participate in Rotary activities. To the best of their ability, Rotarians, Rotarians' spouses and partners, and other volunteers must safeguard the children and young people they come into contact with and protect them from physical, sexual, and emotional abuse.

R.I. News

ROTARY PR TIPS- 17 January 2012 - edited by Bryant Brownlee

Rotary clubs worldwide meet US\$200 million fundraising challenge for polio eradication

Despite a stagnant global economy, Rotary clubs around the world have succeeded in raising more than US\$200 million in new funding for polio eradication.

The fundraising milestone, announced today at Rotary's annual International Assembly in San Diego, was reached in response to a \$355 million challenge grant from the Bill & Melinda Gates Foundation. All funds have been earmarked to support polio immunization activities in countries where this vaccine-preventable disease continues to paralyze children.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F. Germ told the annual conference of Rotary leaders.

“We can’t stop until our entire world is certified as polio free.”

“In recognition of Rotary’s great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership,” said Jeff Raikes, chief executive officer of the Gates Foundation. “Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement and maintaining polio at the top of the agenda with key policy makers.”

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 infections annually to fewer than 650 cases reported so far for 2011. The wild poliovirus now remains endemic – meaning its transmission has never been stopped – in only four countries: Afghanistan, India, Nigeria, and Pakistan. However, India on January 13 marked a full calendar year without a case, paving the way for its removal from the endemic list.

But other countries also remain at risk for polio cases imported from the endemic countries. In Africa in 2011, Chad and the Democratic Republic of the Congo had significant outbreaks. Also in 2011, a small cluster of polio cases in China, which had been polio-free for a decade, was attributable to a virus from Pakistan.

Rotary members not only reached into their own pockets to support the Gates challenge, but engaged their communities in a variety of creative fundraising projects, such as a fashion show in California that raised \$52,000; benefit film screenings in New Zealand and Australia that netted \$54,000; and a pledge-supported hike through Kilimanjaro, Tanzania, that brought in \$38,000. Many events were planned around October 24, widely observed as World Polio Day.

To date, Rotary club members worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF and the U.S. Centers for Disease Control and Prevention joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by June 30, 2012.

Reaching children with the oral polio vaccine in the disease’s remaining strongholds is labor and resource-intensive due to a host of challenges, including poor infrastructure, geographical isolation, armed conflict and cultural misunderstanding about the eradication campaign.

Promote the success of the US\$200 million challenge in your community

To help you publicize your club or district efforts toward meeting the US\$200 million fundraising challenge in support of polio eradication, a news release template will be available for download in eight languages by Wednesday, 18 January at www.rotary.org.

In addition to distributing this news release to your local media, share it through social media such as Facebook and Twitter, and include it in your club or district newsletter.

Did you know that Rotary PR Tips reaches more than 13,000 people in 120 countries from Afghanistan to Zimbabwe? It’s a great opportunity to learn how the media work and how Rotarians in other cultures promote their projects. What PR tip would you share with readers? Send it to pr@rotary.org.

‘Peace Through Service’ is 2012-13 RI theme

By Megan Ferringer and Arnold R. Grahl

RI President-elect Sakuji Tanaka unveiled the 2012-13 RI theme, Peace Through Service, during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors. Rotary Images/Alyce Henson Rotary International on Facebook

RI President-elect Sakuji Tanaka will ask Rotarians to build Peace Through Service in 2012-13.

Tanaka unveiled the RI theme during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors.

“Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary,” he said. “Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways.”

Peace has different meanings for different people, Tanaka said.

“No definition is right, and no definition is wrong,” he said. “However we use the word, this is what peace means for us.

“No matter how we use, or understand the word, Rotary can help us to achieve it,” he added.

Tanaka, a businessman from the greater Tokyo metropolitan area, shared how becoming a Rotarian broadened his understanding of the world. After joining the Rotary Club of Yashio, in 1975, he said, he began

to realize that his life's purpose was not to make more money, but to be useful to other people.

"I realized that by helping others, even in the simplest of ways, I could help to build peace," Tanaka said.

He noted that the Japanese tradition of putting the needs of society above the needs of the individual helped his country rebuild after the tsunami and earthquake in March.

"This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs -- when we focus our energies on a shared goal that is for the good of all -- this changes everything," he said. "It changes our priorities in a completely fundamental way. And it changes how we understand the idea of peace."

Tanaka will ask Rotarians to focus their energy on supporting the three priorities of the RI Strategic Plan, he said. He added that he will ask the incoming leaders to promote three Rotary peace forums, to be held in Hiroshima, Japan; Berlin; and Honolulu, Hawaii, USA.

"In Rotary, our business is not profit. Our business is peace," he said. "Our reward is not financial, but the happiness and satisfaction of seeing a better, more peaceful world, one that we have achieved through our own efforts."

Source: Rotary International News

You can watch RIPE Sakuji Tanaka making his theme speech at

http://www.rotary.org/en/MediaAndNews/News/Pages/120117_IA12_themevideo.aspx

Sakuji Tanaka's Theme Speech

Peace Through Service Sakuji Tanaka, RI President-elect Good morning. It is a great honor to be here, standing before all of you: our new district governors for the 2012-13 Rotary year. Rotary has been at the center of my life for many years. I did not know it at the time, but the day I joined Rotary in 1975 was the day I set my first step on the path to a different future. Before I joined Rotary, my view of the world was narrow. I was the fourth of eight children. We were poor, and so was nearly everyone we knew. I had never met anyone who was not Japanese.

Every week, I walked with my mother 20 kilometers to the market, to sell vegetables. This was as far as I went, and as much as I saw of the world beyond my village. I dreamed of travel. I dreamed of seeing other cities, other countries. I wondered what they were like. Since then, I have traveled a great deal. I have seen more of the world than I ever imagined. But nothing has broadened my

vision as much as the perspective I have gained through Rotary.

Before I was a Rotarian, I saw only what was in front of me. I saw my business, my family, my customers, and my competitors. When I traveled, I saw only what I knew to look at. But I did not see beyond that. I did not look for context. I did not look past what I believed was relevant to me. One day, I was asked to join the Rotary Club of Yashio. And it was two years later that someone came and spoke to us about the idea of vocational service. From that day, slowly, I began to change. I realized that the purpose of my life was not just to earn more, to sell more, to make my business better than anyone else's. I realized that I wanted to have better goals and higher goals — both personally and professionally. I realized that for me, the most important thing in life was being useful to other people. And I realized that by helping others, even in the simplest of ways, I could help to build peace. We hear the word peace every day. We hear it in the news, we use it in conversation, and we talk about it a great deal in Rotary. But most of us spend very little time thinking about what peace is, and what that word means.

On its simplest level, peace can be defined by what it is not. It is a state of no war, no violence, and no fear. It means that you are not in danger of hunger or persecution or the suffering of poverty. But we can also define peace by what it is, and by what it can be. Peace can mean freedom of thought and of speech, freedom of opinion and of choice, and the ability for self-determination. It can mean security, confidence in the future: a life and home in a stable society. On a more abstract level, peace can mean a sense of happiness, of inner serenity, of calm. The truth is that peace means different things to different people. No definition is right, and no definition is wrong.

However we use the word, this is what peace means for us. And however we use the word, however we understand peace, Rotary can help us to achieve it. Rotary helps us to meet the basic needs of others: to provide health care, sanitation, food, and education when and where it is most needed. It helps to meet the inner needs as well, for friendship, connection, and caring. And Rotary helps us to build peace in its most traditional sense, by reducing the causes of conflict. It builds bridges of friendship and tolerance among people and nations. It helps us to understand each other.

Through our service, we learn that the problems that may seem large to us are really very small. We learn empathy for others. We come closer to people who seem very different from us. And we begin to understand how alike we really are. Through our Rotary service, we learn that cooperation is more productive than conflict. We

learn to value each other, as human beings with human strengths and weaknesses. We learn that every one of us has something to give, and every one has something to teach. To me, Service Above Self is more than just a motto.

It is a way of life — one that will make any life richer and more meaningful. Putting Service Above Self allows us to focus our energies on what is truly important. We put the common good above our own. We prioritize others' needs over our own desires. We think less about ourselves and more about what is best for everyone. And in this way, we help to build the foundation for a more peaceful world. This is why, in 2012-13, our Rotary theme will be Peace Through Service. Because however we define peace, whatever peace means to us, we can bring it closer through service.

Service Above Self reminds us that none of us can live for ourselves alone. A life lived in isolation is empty and without joy. But when we live for others — when we focus on our role within our family, our community, and all humanity — then we begin to realize our own place in the world. I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that we now place a great priority on peace. We saw where militarism brought our country. And we also saw the great economic growth that came when our nation made the choice to change our way of thinking, and to embrace peace.

This was the decision that allowed Japan to grow and thrive. It allowed new generations of children to grow up in safety, to become educated, to improve their lives. It fundamentally changed the Japanese attitude toward other countries and cultures. It caused us to open our minds, to become more tolerant, to seek greater understanding. And it allowed us to redirect our energies toward positive goals. In Japan, it is traditional to prioritize the needs of the society over the needs of the individual. This has always been part of our culture. In the weeks and months following the great earthquake and disaster of last March, this was what helped us to survive and rebuild.

This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs — when we focus our energies on a shared goal that is for the good of all — this changes everything. It changes our perceptions. It changes how we relate to the world. It changes our

priorities in a completely fundamental way. And it changes how we understand the idea of peace.

For me, the idea of Peace Through Service does not involve any complicated philosophy. I am not a philosopher. I am a salesman. And over many years of business, I have learned that ultimately, the only way to a successful business is happy customers. When my customers are happy, my business grows. And this makes me happy in turn — not only because my business is doing well, but because I am glad to see that I have made others happy. In business and in life, in order to get where you want, you have to know where you are going.

In Rotary, we have made the decision to adopt the goals and priorities of the RI Strategic Plan as the roadmap for our organization. To support the implementation of the strategic plan, RI will no longer have presidential emphases that change every year. This decision will help us to have greater continuity in our service, and achieve more significant goals over the long term. And so, in 2012-13, I will ask you to focus the energies of your clubs on the three priorities of the RI Strategic Plan: to support and strengthen clubs, to focus and increase humanitarian service, and to enhance public image and awareness. I will ask you also to help promote the three Rotary global peace forums that we will be holding in Hiroshima, Berlin, and Honolulu. You will be learning more about these important events during this assembly. I hope that many of you will become involved and make it a priority to attend.

In Rotary, our business is not profit. Our business is peace. Our reward is not money, but the happiness and satisfaction of seeing a better, more peaceful world — one that we have achieved through our own efforts.

In this Rotary year, I ask you to put Peace Through Service at the forefront of your Rotary work. And I ask you to understand that peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary. Peace is not something that can only be achieved through treaties, by governments, or through heroic struggles.

It is something that we can find and that we can achieve, every day and in many simple ways. And so I ask you all to commit to a Rotary year of Peace Through Service — and a Rotary goal of a more peaceful world.

Thank you.