

The Weekly Bulletin Of The Rotary Club Of Pudu, R.L. District 1300, K.L. Malaysia



# BERITA pudu



" THE FUTURE OF ROTARY IS IN YOUR HANDS "   
 R.I. Theme for Rotary Year 2009/2010

<http://www.rotarypudu.org.my>

*Involved We Are, Committed We Must Be.*



*R.I. President John Kenny  
& R.I. First Lady June Kenny*

# With Compliments

from



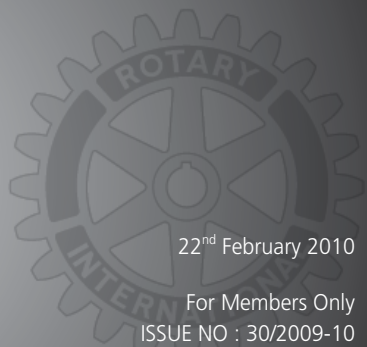
E3A-3, Block E, Dataran Palma  
Off Jalan Ampang, 68000 Ampang  
Selangor, Malaysia

Tel: +603-4270 6470, Fax: +603-4270 6471

Email: [datomus@gtitec.com.my](mailto:datomus@gtitec.com.my)

Web: [www.gtitec.com.my](http://www.gtitec.com.my)

# Berita PUDU



22<sup>nd</sup> February 2010

For Members Only  
ISSUE NO : 30/2009-10

website:- <http://www.rotarypudu.org.my>

## Programme for Today

Speaker : HE Alejandro A Gordillo  
Subject : As The Peruvian Ambassador  
In Malaysia

### ON DUTY

Duty Table : Rtn Suresh Gregory  
Fellowship : Rtn Lawrence Annies  
Finemaster : PP Michael Tung  
Introduce : Rtn Jeffrey Yap  
Thanking : Rtn Sarky Subramaniam

## Programme for 1<sup>st</sup> March 2010

Speaker : President Robin Tay  
Subject : Polio Walk From Alor Setar To  
KL. My Experiences

### ON DUTY

Duty Table : Rtn James prophett  
Fellowship : Rtn C T Heng  
Finemaster : Rtn Mok Sin  
Introduce : Rtn Steven Oon  
Thanking : Rtn Aaron Ong

**THE PRESIDENT AND MEMBERS OF THE PUDU ROTARY CLUB WOULD LIKE TO CONGRATULATE  
PDG DR. PAUL LEE AND ANN LILIAN ON BEING FIRST TIME GRAND PARENTS ON THE RECENT BIRTH  
OF THEIR FIRST GRANDSON ON THE 2ND FEB. 2010.**

## Birthdays & Wedding Anniversaries

**Birthdays** : PP Choo Jee Sam (22<sup>nd</sup> Feb)  
**Spouse's Birthday** : Nil  
**Anniversaries** : PP Kumar Tharmalingam and Ann Ranee (22<sup>nd</sup> Feb)

## Your 22<sup>th</sup> February– 31<sup>st</sup> March 2010 Diary

### Month of February is Dedicated to World Understanding Month

Date	Day	Time	Meeting	Venue
22-02-10	Mon	12.45 pm	Weekly Meeting	Shangri-la Hotel, KL
25-02-10	Thurs	6.00 pm	BOD Meeting	Rtn Steven Oon's Residence
25-02-10	Thurs	7.30 pm	Rotary Fireside/ CNY Open House	Rtn Steven Oon's Residence
27-02-10	Sat	3.00 pm	Pudu Rotaract Club Meeting	Eurasian Club, Jalan Pudu, KL
01-03-10	Mon	12.45 pm	Weekly Meeting	Shangri-la Hotel, KL
03-03-10	Wed	6.30 pm	Club Service Com. Meeting	Rtn Asok Kumar's Office
04-03-10	Thurs	6.30 pm	International Service Com. Meeting	Rtn Steven Oon's Residence
06-03-10	Sat	6.30 pm	District 3300 International Nite	Royal Bintang Hotel, Jln. Raja Chulan, KL
08-03-10	Mon		<b>MEETING CANCELLED</b>	
09-03-10	Tues	6.30 pm	Vocational Service Com. Meeting	Marco Polo Rest. KL
10-03-10	Wed	6.30 pm	New Gens. Com. Meeting	Rtn Arwin Kumar's Office
11-03-10	Thurs	6.30 pm	Community Service Com. Meeting	Rtn Mok Sin's Office
15-03-10	Mon	12.45 pm	Weekly Meeting	Card Room, Royal Selangor Club, KL
22-03-10	Mon	12.45 pm	Weekly Meeting	Shangri-la Hotel, KL
25-03-10	Thurs	6.30 pm	BOD Meeting	President Robin Tay's Office
29-03-10	Mon		<b>MEETING CANCELLED</b>	

## KUNG HEE FATT CHOY

A very happy and prosperous Chinese New Year to all who celebrate this festival!!!

### KUNG HEE FATT CHOY!!!!

You will notice that the Chinese always add the greeting “**Prosperous**” when they wish their friends. Not that the Chinese are money mad. It is just that they want each other to earn or make a lot of money. With money, many wonders can be done. With money, there will be food on the table, clothes to buy and a house to stay in. Perhaps it all go back to the old days when all these luxuries were hard to come by. People suffered a lot in the old days in China especially when there were famine and various types of disasters like earthquake, flood and fires. So prosperity was a way to get away from all these calamities.

The Chinese also wish “**Good Health**” to their friends, as they know that good health is essential and parallel to “prosperity”. For they know without good health all the money in the world is useless and they are unable to enjoy the money. When they wish “good health” they also wish that next year will find them in good health as well. The receivers of such good tidings will surely be happy and they in turn will reciprocate the greetings.

What else do the Chinese wish their friends besides “prosperity” and “good health”?

Coming to mind is the wish of “**good luck**”. Somehow the Chinese believe that one needs to be lucky to achieve “prosperity” and even “good health”. Many Chinese take side gambles and thus the 4 digit bets, toto, horse racing and the Genting casino are popular with them. It is at this time of Chinese New Year that sales of betting slips are at its zenith and visits to the casino are popular outings. One needs “good luck” for such activities.

Of course Chinese New Year is also a **time of reunion**. Family members try their best to get home on time at the eve of the Chinese New Year to meet other family members. You must have seen in the news that in modern China, at least 200 million people are on the go during each season. Thus the airlines, trains, buses, boats and all types of transport are fully packed for going home and getting back to work.

**Business wise** Chinese New Year records much turnover and much spending. Many Chinese businesses’ timing are geared towards the Chinese New Year eg like settling business debts, salaries, purchases etc.

Chinese New Year is also a time to **remember those who are less fortunate than us**. And thus you can see a lot of charity activities during this period.

### KUNG HEE FATT CHOY!!!!

## How Rotary has changed my life?

On the 6<sup>th</sup> February 2010, I travelled back to Johore Bharu to attend my St. Joseph School's 55<sup>th</sup> Old Boys Get-Together Anniversary; I recalled how ignorant I was at my younger days in school. When I was 12 years old (in Form One), I often saw the Rotary and Interact symbol side by side. But then, both symbols didn't ring a bell to me at all. What I can remember is this group of seniors wearing blazers and look so elegant at most school major events and functions. My further presumption was they were from a 'high class social' society in school. Although, the feeling was good but it didn't impress me.

My next encounter with the Rotary symbol was in the early 80's. Then, I was only at my early 20s desperately trying to build my career working in an advertising company. My boss was a 'dominant and pushy' Rotarian from the Rotary Club of Kuala Lumpur. As an employee, my colleagues and I were often asked to help him at Rotary functions and meetings. All these involuntary work and long hours spent during our leisure times in assisting him and his club often comes 'Free'. As an employee, I guessed there wasn't any other choice but to adhere to your superior's orders. Although I remember the community service work carried out by his Rotary Club, generally, I was not interested in Rotary the way my boss portrayed it.

Back in December 1984, one of the greatest blessings in disguise came to me when I was supposed to travel to 'Amazing Thai' for a weekend relaxation with my friend. Nevertheless, when confirming my reservation, an 'Exotic Adventure' caught my attention. So there I was with my friend in Nepal for a 14 adventurous day's mountain trekking by foot from Kathmandu to Pokara. That night, at the 'Welcome Dinner', I was introduced to this lovely couple,- PP Dato' PY Choong and Rtny Irene by the tour guide.

Anyway, PP Dato' PY Choong wasted no time and my 14 days mountain trekking with him was like attending a 'Sunday School' on Rotary. "What a coincidence that I have come in contact with Rotary again?" I thought to myself.

As a young man fresh out of the corporate world, I found myself at a crossroad. A small voice whispered that I should do what was expected of a young man then – that is, to build a strong career, have a loving wife, get married raise a family, and manage my own home – and yet, another small voice told me I should spread my wings and try my luck in business, and from my hard earned profits I am able to make a difference by contributing back to the society and help the underprivileged and those in need. I felt the urge then that I had to carve my own little niche in the real world.

Random thoughts played in my head but then, I listened to my heart, and I opted for the second voice - try my luck in business, and spread my wings. Deep inside, I knew that there was a big world out there waiting to be explored and that there were more lessons to be learned outside my sheltered life. Thus, I decided that personal growth and maturity at that time was best pursued in a corporate environment.

....continues on page 6

## "INVOLVED WE ARE, COMMITTED WE MUST BE"

### PROCEEDINGS ON MONDAY, 8<sup>th</sup> February 2010

**Guest Speaker** : DGE Lim Kok Beng  
**Subject** : An Overview of the RI International Assembly Jan. 2010

#### VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
PP Edward Pon	RC Kelana Jaya
PP Lynn Abdullah	RC Kelana Jaya
Rtn Alex Tan	RC Kelana Jaya

#### GUESTS

<u>Name</u>	<u>Host</u>
Tenny	Rtn Leong Choy Ying
Mark Hazelwood	Rtn James Prophett

#### STATISTICS

Visiting Rotarians	:	3
Guests	:	2
Club Members	:	26
<b>Total Present</b>	:	<b>31</b>

#### COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 113.00
Paying Diners	:	RM 150.00
Raffles & Others	:	-
<b>Total</b>	:	<b>RM 263.00</b>

#### CLUB PROCEEDINGS

Acting SAA PP Richard Liew called the meeting to order at 1.15 pm on behalf of President Robin Tay. He introduced all the visiting Rotarians and guests. He later led in the singing of the National Anthem and proposed the loyal toast.

The finemaster for the day was Rtn Lawrence Khoo. He started his fine session by asking everyone to contribute RM1 being declared a happy ringgit fine session and since CNY started last week all the Chinese members were each fined RM1 as well.

He congratulated PDG Dr. Paul Lee for being a happy grandfather for the first time and welcomed him back from overseas. PDG Dr. Paul Lee contributed RM50.

DGE K B Lim and Rtn James Prophett were each fined RM2 each for having just come back from overseas.

PP Sam paid RM10 for his birthday and a birthday song was sung for him and Rtn Asok Kumar was fined RM2 for his wife's birthday.

Rtn Daisy Chiu paid a fine of RM2 being her first maiden fine.

All those members who attended Rtn Sandy Soh's company annual dinner were each fined RM1 each.

#### PRESIDENT'S ANNOUNCEMENT

Good Afternoon,

Firstly, let's welcome back PDG Dr. Paul Lee from 2010 RI International Assembly and at the same time, let's congratulate him and Rtn Lillian, PDG is now a real 'DATUK' and Rtn Lillian is a 'DATIN'. On the 2<sup>nd</sup> February 2010, his son, Mr. Jason Lee and his spouse, gave them a

grandson in Singapore. Congratulations and May God Bless all in the family.

Next there are a few announcements.

Welcome back DGE PP Lim Kok Beng from the 2010 RI International Assembly. We hope the DG's training is fruitful and by looking at your expression, we are sure you are all charged up and you are ready to go. Thank you so much for your gifts.

Fellow Rotarians, 6 days from now, most of us will be celebrating Chinese New Year and it is time again for great fellowship. Before that, on behalf of the BOD, I would like to take this opportunity to wish all of you, a prosperous "Gong Xi Fatt Chai".

Since we all are in CNY mood, on the 14<sup>th</sup> February 2010 (first day of CNY), PP Gary Lim will be having an Open House at his residence in Sri Damansara at 7.00 p.m. As usual, traditionally, PP Gary Lim's Open House is open on the first day, but unofficially he accommodates us until "Chap Goh Mei".

On the 20<sup>th</sup> February 2010, (seventh day of CNY), PP KH Low will be having an Open House at his residence at 6.30 p.m.

On the 25<sup>th</sup> February 2010, we will be having our BOD meeting at 5.00 p.m. followed by a Fireside and then, CNY Fellowship at Rtn. Steven Oon's residence. Please attend the Fireside organized by Fireside Chairman, Rtn PH Tan. Thank you, Rtn Steven Oon for hosting the Fireside at your residence once again.

Our Rotaractors have sent greetings to all Fellow Rotarians and wish us all "GONG XI FATT CHAI". They also have requested that they would like to take this auspicious festive season to visit all Fellow Rotarians' home. Please get in touch with Rotaract Chairman, PP Michael Tung if you wish them to visit you and your family.

Kindly be informed that there will be no meeting on the 15<sup>th</sup> February 2010 (second day of CNY). Please take note. Our meeting will resume on the 22<sup>nd</sup> February 2010, same place in Shangri La, and same time at 12.45 p.m.

Kindly note, on the 7<sup>th</sup> March 2010, the District will be having a hiking fellowship at Gasing Hill. For those who are interested, please get in touch with me or Rtn Steven Oon.

**INTRODUCTION OF GUEST SPEAKER**

PP Ng Sim Bee introduced the guest speaker for the day who was none other than DGE K B Lim who spoke on the subject on RI International Assembly Jan. 2010.

**SPEAKER'S CV**

DGE Lim Kok Beng is no stranger to our club being a member of PRC and most members knows him. He is a Chartered Accountant by profession and age is no barrier for him to scale Mount Kinabalu. Has been a Rotarian since 1992 by joining the RC Gombak became its President in RY 2001/02 and later joined RC Pudu.

Has been a grandfather twice over.

**SPEAKER'S TEXT**

DGE K B Lim spoke about his recent trip to California to attend the DG Elect's training. The sessions started from the 18 – 24<sup>th</sup> January 2010. At the assembly, there were more than 500 DGE aspirants and incoming RI President Elect Ray Klinginsmith spoke for the first time.

Later he met up with our former PRC member Rtn Gary Mcelroy who lives in San Diego and in his spare time works in the zoo and mind other peoples' pets for a living. DGE KB Lim was also brought to their Rotary meeting to attend the weekly meeting.

DGE KB also spoke on the opening ceremony of the assembly and also mentioned that PDG Dr. Paul Lee was there as a trainer. The assembly also emphasized on the strict discipline of all delegates to be at the meetings on time.

The total delegates including spouses were close to 1000. The type of sessions were either plenary and workshops being conducted.

**THANKING OF GUEST SPEAKER**

Rtn Alex Chang on behalf of the Club thanked the guest speaker DGE KB Lim by presenting him with a certificate of appreciation and a token from our club for giving us an excellent talk.

**The Final Inch**

Dear Friends,

From the various talks given at Clubs and attending the Rotary Institute in Manila, I have come to realise that there are many aspects of the polio eradication initiative that Rotarians are not aware of. Allow me to give a brief overview of the salient points concerning our Number 1 priority.

Polio is endemic only in 4 countries (Afghanistan, Pakistan, India and Nigeria). Polio exists as cases of importation in 8 countries (all in Africa). Endemic cases have reduced. Cases due to importation have risen.

Where does your money go to:

- Environmental surveillance (Australia, Egypt, Haiti & Indonesia)
- Prevalence studies
- Screening
- Research
- Evaluation & Assesment
- Long term surveillance & response
- Oral Polio Vaccines
- Surveillance and laboratory costs
- Technical assistance
- NID's / SNID's
- Emergency response
- Certification & containment

Operational : manpower, incentives, training, meetings, supplies, equipment, transportation, social mobilisation and running costs.

Just to take one example of the above : 2009 Surveillance and laboratory costs

All figures are in millions

- Bangladesh \$0.90
- India \$7.88
- Indonesia \$1.07
- Myanmar \$0.51
- Nepal \$0.61

Regional surveillance and laboratory \$3.41 (only for South East Asia) Subtotal \$14.38 (Just for surveillance and Laboratory costs) The activities in the 2009 cost US\$ 785 million.

At the recent half yearly review, there were many requests for copies of the Final Inch. Kindly do communicate your address and a complimentary copy shall be sent to you. Viewing this CD will provide a clearer picture of the immense work that goes towards the eradication process.

Thank you.

Yours in Rotary Service,  
PP Bindi Rajasegaran  
Chairman End Polio Now Campaign

# City



Seow with Toto Bird.

## RM750,000 in ang pow and goodies for over 60s

SPORTS Toto is set to usher in the upcoming Lunar New Year with its annual Sports Toto Ang Pow campaign in 41 cities nationwide which will run from Thursday to Feb 5.

More than 15,000 people aged over 60 will benefit from the campaign which has been organised annually since 1988. The company has set aside RM750,000 for the campaign and enlisted more than 500 staff and agents to help in the distribution process this year.

Each recipient will receive an *ang pow* and a mini hamper containing more than 10 types of foodstuff and essential items including milk, biscuits, canned food, soap and a towel as well as Mandarin oranges – a must for the Chinese New Year celebrations.

This charitable initiative has been Sports Toto's trademark due to its large scale and long-term sustainability, apart from its other year-round charitable efforts.

"The giving of *ang pow* is simply a satisfying act especially when it is intended to cheer up needy old folk who look forward to receiving

goodies during the festive season," Sports Toto executive director Vincent Seow said.

"Besides the Chinese community, needy old folk of other races, particularly indigenous communities in East Malaysia, have also benefited from the campaign," he said.

"We are thankful that a number of dignitaries including ministers and community leaders have agreed to grace the campaign at the local level around the country. Their presence will make our cause more meaningful."

The campaign will be officially launched by Deputy Finance Minister Datuk Chor Chee Heung at the Kuala Lumpur & Selangor Chinese Assembly Hall on Thursday, when old folk from seven homes in the Klang Valley will be invited to receive their *ang pow* and hampers.

Except for distribution during the launch, pre-registration is required in order to be able to receive donations at other locations nationwide. Registration details can be obtained at the Sports Toto outlet nearest the selected town.

## Selangor wants people in on green agenda

by **Natalie Heng**  
newsdesk@thesundaily.com

SELANGOR has plans to transform itself into a model sustainable state, promising a more eco-friendly waste management system as well as initiatives aimed at boosting green technology industries and investment.

However, Selangor State Tourism, Consumer Affairs and Environment executive councillor Elizabeth Wong conceded that the state needs public and non-governmental organisation participation to succeed in this effort, adding that many people were still unaware of issues like the main source of pollution in the state, which is motor vehicles, rather than industries.

She said this during a talk at the Pudu Rotary Club on how non-governmental organisations (NGOs) such as the Rotary Club can help by educating the public on environmental issues and ways in which they can help.

Two ongoing projects in the state are aimed at rehabilitating peat swamp forests in the Raja Musa Forest Reserve, and the Kuala Selangor mangroves which have been encroached upon.

"We need funds to buy seedlings for replanting, which can cost up to RM5 per seed," Wong said. She said manpower was needed to help plant seeds,



Pudu Rotary Club president Robin Tay (left) handing the cheque to District 3300 governor-elect Lim Kok Beng. Looking on is Wong.

which is where NGOs and the public can play a role in mobilising fundraising and volunteers.

Wong also spoke about the potential role of energy utility companies such as Tenaga Nasional Berhad in investing and encouraging the use of renewable energy sources, saying: "TNE can look at creating incentives for renewable energy producers so that more people will embark on these kinds of ventures."

She later witnessed the presentation of a cheque for RM10,250 to Rotary International for the eradication of polio.



## Make it, protect it, grow it!

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Are you a current Great Eastern policyholder?  Yes  No

CM/SUN/STT/01/10

Life is great!



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**President's Message** ....(continues from page 2)

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I joined Pudu Rotary Club towards the end of 1985 after a few involvement in it's projects as a speaker speaking on Interior Design. Today, I am proud to be the 43<sup>rd</sup> President and it is Rotary that has nurtured me with maturity, wisdom, and enlightenment. Besides that, Rotary also giave me the chance to spread my wings, get connected to the corporate world locally and internationally and most importantly, Rotary has changed my life to be a better person. In Rotary there is a saying, "**When you became a Rotarian, for life, you will be a Rotarian**".

Isn't this amazing?

Tomorrow, on the **23<sup>rd</sup> February 2010, Rotary International, - the World's First Service Organization and the global organization will turn 105**. Approximately 1.2 million Rotarians belong to more than 32,000 clubs in more than 200 countries and geographical areas consisting of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and help build goodwill and peace in the world will be celebrating this auspicious day.

Words can't describe what Rotary have done for me all these years. Indeed, I am proud to have joined this wonderful organization. With this, I would like you to share my enthusiasm with you in saluting this great organization with a toast, - "**The future of Rotary has always been in our hands, let's bridge the continent and make this place a better place to live in.**"

Cheers!

**May God Bless All Of You and "Gong Xi Fatt Chai"**

Robin Tay Lian Kiat  
President Pudu Rotary Club, RY 2009/2010.

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**TRF Chair's Feb 10 Message**

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Building bridges through service  
February 2010

On 23 February, Rotary will celebrate its 105<sup>th</sup> anniversary. On that day, we also mark World Understanding and Peace Day, for in Rotary, part of our mission is working for peace - not through military might, but through our humanitarian work. Rotarians understand very well that the causes of war and strife are often the same: poverty, inequality, deprivation, and a lack of hope.

Rotary works to restore that hope by bringing health, education, and the promise of a better future. We do this through the locally based club and district projects for which we are known, and through larger projects run internationally and with the support of our Rotary Foundation - projects that support schools, build wells, improve quality of life, and bring us ever closer to our goal of a polio-free world.

The years that we have been working together through PolioPlus have been years of steady determination, of lessons learned, of confidence built. Where government representatives and health organizations have been refused entry, Rotary has been allowed in, because our local service and our international reputation have earned us the trust of others. Through our work, we have helped build bridges of cooperation between governments and communities. With every one of those bridges, and with every drop of polio vaccine, we come closer to the better, healthier, and more peaceful world that we know is possible to build.

Glenn E. Estess Sr.  
Foundation Trustee Chair

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**ROTARY INTERNATIONAL NEWS**

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**Presidential Citation for 2010-11**

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Clubs are asked to complete the following questionnaire to test their activities in all four Avenues of Service. Each of the four categories offers a possible 50 points. Clubs that score at least 25 points in each category will qualify for the 2010-11 Presidential Citation. Clubs that score at least 35 points in each category will qualify for the 2010-11 Presidential Citation with Distinction.

The questionnaire is to be completed by each club and then sent to the district governor - not to Rotary International.

The completed questionnaire must be received by the district governor no later than 31 March 2011 for the club to be eligible for the Presidential Citation.

The answers to all questions on the questionnaire are subject to The Four-Way Test!

Governors must certify the list of clubs that have earned the citation and the citation with distinction and send it to RI World Headquarters by no later than 15 April 2011.

District governors will be accorded special recognition if 50 percent or more of the clubs in their respective districts are awarded the presidential citations.

Club Service

&#10065; Did your club achieve a net gain of at least one member between 1 July 2010 and 1 January 2011 as shown on the club's semiannual reports to RI? (5 points)

&#10065; Has your club adopted and used a valid membership recruitment plan, such as the Five for One plan? (5 points)

&#10065; Has your club developed and used an effective membership retention plan, such as the STAR program for the mentoring of new members? (5 points)

&#10065; Has your club established a written three-year plan for the club, which has actively involved the current club president, club president-elect, and club president-nominee, and any other club members selected by them, with the development and statement of three-year goals for each Avenue of Service and targets for club membership to support the new goals? (10 points)

&#10065; Has your club sponsored a new Rotary club that has been chartered within the past 12 months? (5 points)

&#10065; Are the regular meetings of your club consistently marked by both great fellowship and stimulating programs? (5 points)

&#10065; Does your club regularly send a weekly newsletter to all club members, either electronically or by postal mail? (5 points)

&#10065; Has your club developed and maintained a club Web site on the Internet outlining its membership, programs, projects, and achievements? (5 points)

&#10065; Does your club provide financial assistance to the club president-elect for his or her attendance at PETS or the international convention? (5 points)

This category has 50 points available. How many points has your club scored?

#### Vocational Service

&#10065; Has your club sponsored an effective Four-Way Test essay or speech competition for young people within the past 12 months? (5 points)

&#10065; Have your club members been actively involved in providing career information for local school students within the past 12 months? (5 points)

&#10065; Have four or more of your club meetings been devoted to vocational service topics during the current Rotary year? (10 points)

&#10065; Has your club utilized classification talks by club members for at least three club meeting programs during the current Rotary year? (5 points)

&#10065; Has your club recognized the importance of high ethical standards and public values by giving an award, within the past 12 months, to honor an individual who exemplifies such traits? (5 points)

&#10065; Has your club recognized the importance of high ethical standards and public values by giving an award, within the past 12 months, to honor a business or other organization that actively promotes such traits? (5 points)

&#10065; Has your club developed and initiated a new vocational service project during the current Rotary year? (5 points)

&#10065; Does your club routinely provide a copy of The Four-Way Test and the Declaration of Rotarians in Businesses and Professions to all new club members as they join the club? (5 points)

&#10065; Did your club observe Vocational Service Month in October of 2010 with a special club program or other event? (5 points)

This category has 50 points available. How many points has your club scored?

#### Community Service

&#10065; Has your club completed a significant community service project involving the active participation of virtually all the club members within the past 12 months? (5 points)

&#10065; Is your club currently sponsoring an active Interact or Rotaract club? (5 points)

&#10065; Has your club sponsored a RYLA camp or a student participant in a RYLA camp within the past 12 months? (5 points)

&#10065; Has your club completed a community service project within the past 12 months that has improved the public image of Rotary in the community and also increased the pride of your club members in Rotary? (10 points)

&#10065; Has your club conducted one or more successful fundraising events in the past 12 months that have produced reasonable results for the amount of time expended by the club members and provided sufficient funds to conduct meaningful projects for the community? (5 points)

&#10065; Has your club spent substantially more time and money, during the current Rotary year, on Rotary service projects in the community rather than using its resources to fund requests from other organizations for their projects without clear identification of your club's contributions? (5 points)

&#10065; Has your club undertaken a community service project, during the current Rotary year, within one of the six areas of focus established by the new Future Vision Plan of The Rotary Foundation? (5 points)

&#10065; Has your club conducted a community needs assessment during the current Rotary year? (5 points)

&#10065; Has your club provided a community service project to benefit young people in your community within the past 12 months? (5 points)

This category has 50 points available. How many points has your club scored?

#### International Service

&#10065; Is your club currently serving as the host club, or as the sponsor club of a candidate, for a Rotary Foundation Ambassadorial Scholar or a Rotary World Peace Fellow? (5 points)

&#10065; Has your club served within the last 12 months as a host club for a Group Study Exchange team or as the sponsor club of a candidate for a Group Study Exchange team? (5 points)

&#10065; Is your club currently serving as the host club, or as the sponsor club of a candidate, for a Rotary Youth Exchange student? (5 points)

&#10065; Has your club actively supported Rotary's US\$200 Million Challenge for polio eradication? (5 points)

&#10065; Has your club actively participated in a Matching Grant or a 3-H Grant from The Rotary Foundation during the current Rotary year? For clubs in a pilot district, has your club actively participated in a Rotary Foundation Global Grant during the current Rotary year? (5 points)

&#10065; Has your club actively participated in an international project during the current Rotary year with the assistance of funds from a District Simplified Grant received by your district from The Rotary Foundation? For clubs in a pilot district, has your club actively participated in an international project during the current Rotary year with the assistance of funds from a Rotary Foundation District Grant received by your district? (5 points)

&#10065; Has your club supported a World Community Service project through a financial contribution, the donation of goods, or volunteer service in the past 12 months? (5 points)

&#10065; Has your club accepted the challenge of the Every Rotarian, Every Year initiative as evidenced either by a contribution from every club member to The Rotary Foundation during the current Rotary year or by an average contribution to The Rotary Foundation of at least US\$100 per member for the current Rotary year? (10 points)

&#10065; Does at least one member of your club belong to a Rotary Fellowship or a Rotarian Action Group? (5 points)

This category has 50 points available. How many points has your club scored? Rotary Club \_\_\_\_\_

Source: Rotary International

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### The Foundation establishes Haiti earthquake fund

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By Ryan Hyland

Top: Thousands of people are feared dead after a powerful earthquake crumbled government buildings, hospitals, schools, and shantytowns in Haiti. AP Photo/Julie Jacobson  
Bottom: a young woman reacts to the devastation.

Photo courtesy of Barry Rassin  
UPDATED 15 January 2010

The Rotary Foundation has established the Haiti Earthquake Relief Fund for U.S. Rotarians who want to donate toward recovery efforts after a powerful earthquake rocked Haiti on 12 January.

The Haitian Red Cross is estimating that more than 50,000 people are dead and millions more injured after the quake, the impoverished nation's strongest in 200 years, crumbled government buildings, hospitals, schools, and shantytowns. Most of the capital, Port-au-Prince, is in ruins.

A ShelterBox response team of two U.S. Rotarians and one from the United Kingdom has already mobilized to deliver 500 containers of supplies to the affected areas. Also, more than 100 Aquaboxes are being delivered to Haiti to provide safe water.

Claude Surena, a member of the Rotary Club of Petion-Ville and president of the Haitian Medical Association, is sheltering more than 100 people in his damaged home in Port-au-Prince. He is also leading the efforts of the 17 Haitian Rotary clubs to ensure that the ShelterBox containers will be deployed effectively to the thousands left homeless.

The Rotary Club of Curaçao, Netherlands Antilles, has committed US\$50,000 to clubs in the affected areas.

"Rotarians are working hard and fast to get help to those in Haiti," says Past RI Director Barry Rassin, of Nassau, Bahamas, who has previously coordinated relief efforts in the country. "We're at the same time working on long-term efforts."

More than \$75,000 has been donated to District 7020 in the Caribbean, according to Past District Governor Dick McCombe. The district will be coordinating much of the Rotarian relief effort through its Haiti Task Force, set up two years ago to administer all financial aid to the nation.

A six-member team of Rotarians from District 5890 (Texas, USA) has reported in safe after landing in Haiti for a humanitarian mission 45 minutes before the quake struck. They were scheduled to be there a week but will likely return early.

Dawn Johnson, president of the Rotary Club of Verrettes, L'Artonite, Haiti, says the infrastructure couldn't handle a quake this massive.

"The government is highly centralized in Port-au-Prince, which is now entombed in rubble," says Johnson, who was in the U.S. while the quake struck. "The scale of this disaster is so huge. It is way beyond anything Haiti has ever dealt with before."

Johnson plans to return to Haiti at the end of the month. Her club is already working on getting clean water to victims. "I cringe a little at what I might see when I get back."

RI President John Kenny and Rotary Foundation Trustee Chair Glenn E. Estess Sr. have sent a joint letter conveying Rotary's condolences to victims of the quake and asking for more information on how Rotarians can help.

Source: Rotary International News

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### Building the Rotary Brand = KR Ravindran @ International Assembly

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*Building the Rotary Brand*

K.R. Ravindran  
RI Director

Management specialist Jim Collins asks whether Harvard truly delivers a better education than other universities. Perhaps, but the emotional pull of Harvard overcomes any doubt when it comes to raising funds.

Does the Red Cross truly do a better job of disaster relief? Perhaps, but it gives people an easy answer to the question, How can I help? Is the Cancer Society the best mechanism for conquering cancer, or the Nature Conservancy the most effective at protecting the environment? Perhaps, but their brand reputations give people an easy way to support a cause they care about.

Today, the question we need to ask ourselves is, What does Rotary mean to others?

We agree that the Rotary emblem should represent humanitarian service. But to achieve that, we need the

world to recognize that we are the premier organization for outstanding humanitarian service. That is easier said than done!

Similar to major corporations like Apple, which means innovation, or Coca-Cola, which means a cold, thirst-quenching beverage, or Toyota, which means quality, long-lasting cars, we need to build the brand of Rotary.

True, Rotary does not have billions of dollars to spend on marketing and advertising. But we have what others do not: 33,000 Rotary clubs and 1.2 million Rotarians worldwide, a tremendous resource that sometimes transcends even those of large, prestigious corporations.

In fact, I have a theory that I use when negotiating a corporate deal for Rotary. If you go on the basis that just 300,000 of our 1.2 million Rotarians are doing Rotary work in a day, and say we value their service at just US\$30 each per day, what does it come to? That's right - \$9 million per day! That is what we bring to the table, and that is our strength. And so, one of the most vital challenges confronting you and me is to mobilize this power and raise the public image and awareness of Rotary.

True, we cannot afford to blanket the public with paid advertising on a massive scale. But if we can capture the imagination of the public with high-quality and innovative projects, and if we can tap into the connections and talents that we already have at the grassroots level, our PR resources will be multiplied, and we will achieve significant results.

As the Chartered Institute of Public Relations says, "Public relations is about reputation - the result of what you do, what you say, and what others say about you." This does not mean that we should not, or do not, spend any money on public-image building. In fact, the RI Board, through the PR Division, has lent credible support to our PR drive by making available to Rotary clubs and districts millions of dollars of funding for innovative public relations projects. And during the past few years, Rotary International has received hundreds of media clips from around the world. Increasingly, Rotary has been in the news.

We have also noted a trend where clubs and districts take the RI-produced Humanity in Motion public service announcements and create regionalized versions for use in their own communities. If you have not done so yet, you are encouraged to customize the Humanity in Motion materials so that they are culturally appropriate to your needs. 47 Let's look at just a few of the many Rotary public relations success stories in the last year.

These iconic buildings you see on the screen - the Sydney Opera House; the House of Commons in London; the African Trading Port in Cape Town, South Africa; the Colosseum in Rome - have appeared in the media and in magazines, in calendars and in catalogs, in brochures and in booklets around the world. On 23 February last year, these buildings were lit with a simple message that Rotary has made its own - End Polio Now - and all attracted media and public attention. Many Rotarians, dignitaries, and journalists attended lighting ceremonies, and the events were covered in local and national media.

There are other examples of PR successes. The 18 districts in France hosted various outreach events all in one week, including an advertising campaign on city billboards, at major radio stations, and in magazines. And, by reaching out to the media to gain coverage in news articles, they raised awareness of what Rotary is and does.

Another example comes from a district in the United States that created a website for visitors to learn about Rotary and link to clubs in the area. The site was successful because the district first placed Humanity in Motion television, radio, print, and billboard ads in its communities, all directing their audiences to this user-friendly website.

District 9200, including clubs from Eritrea, Ethiopia, Kenya, Tanzania, and Uganda, created a multinational television campaign in advance of the district conference. The campaign was supplemented by Humanity in Motion billboards localized with district information and by "Rotary information days" that increased awareness of Rotary and its programs.

A district in Taiwan worked with local business contacts to air Rotary's 30-second public service announcements on screens strategically placed near elevators in 500 building lobbies. Some 700,000 people viewed the Rotary video messages.

And 23 districts in Brazil worked together to produce and broadcast a weekly 30-minute national cable television show, reaching nearly 32 million viewers. Each episode featured on-location reporting from Rotary projects all across Brazil.

Unfortunately, there is no single defining action, no grand program - not even PolioPlus - no killer innovation, no solitary lucky break, no miracle moment alone through which the strong work of our organization can spread. Rather, it needs a multitude of high-quality projects all over the world, coupled with good public relations. The quality, the depth, and the usefulness of the projects gives Rotarians the best possibility of building up Rotary's brand equity. That brand equity, in turn, improves our ability to raise funds for ourselves and for our Rotary Foundation and, for that matter, to attract quality new talent to our ranks.

Your challenge, then, is to go back to your districts and build positive Rotary awareness. During your next break, stop by the RI Public Relations booth and pick up a flash drive of various PR tools, including Humanity in Motion materials, to help you and your district public relations coordinator during your year.

Before I close, let me share with you a project from my home country, Sri Lanka, a story of raising Rotary awareness and Rotary's brand equity.

The tsunami of 2004 decimated half the country. Nearly 60,000 people died. Rotary Sri Lanka knew it needed to do something substantial. We gathered that over 100 schools were destroyed that day. Fortunately, it was a Sunday, so there were no children in those schools. But the emotional scars that were left behind and the mental trauma the children went through would remain forever. We decided, therefore, that we would build high-quality schools to replace some of those that were destroyed.

**BOARD OF ROTARY YEAR 2009/2010****President**

Rtn Robin Tay Lian Kiat  
(robin\_tay33@hotmail.com)  
Tel: 603-6201 0086 H/P: 012-2382 389

**Vice President**

Rtn Lawrence B. Khoo  
(lawrencebkg@gmail.com)  
Tel: 603-2163 2018 Fax: 603-2163 3018  
019-3880 905

**Honorary Secretary**

Rtn Alex Chang Huey Wah  
(alex@alexchanglaw.com)  
Tel: 603-2166 9928 Fax: 603-2166 9328  
H/P: 012-6289 928

**Honorary Treasurer**

Rtn C T Heng  
(eejunlighting@yahoo.com)  
Tel: 603-9172 7091 Fax: 603-9172 7092  
H/P: 012-2363 451

**President Elect**

Rtn Leong Choy Ying  
(cyleong@ppb.com.my)  
Tel: 603-2117 0888 Fax: 603-2117 0999  
H/P: 012-3778 713

**Immediate Past President**

Michael Yeow Kiew Meng  
(mikeyeow@gmail.com)  
Tel: 603-2176 1155 Fax: 603-2031 8925  
H/P: 012-3291 882

**Directors****Club Service**

Rtn K A Kumar  
(panpropreal@yahoo.com)  
H/P: 012-2953 935

**Vocational Service**

Rtn Edward Lee Shin Foong  
(edleesf@yahoo.com)  
Tel: 603-2162 8181 Fax: 603-2711 8218  
H/P: 012-2685 551

**Community Service**

Rtn James Teh Chee Hin  
(jamestehch@myjaring.net)  
Tel: 603-2039 4332 Fax: 603-7880 5437  
H/P: 012-3312 302

**International Service**

Rtn Steven Oon Hoon Nam  
(experto@streamyx.com)  
Tel: 603-6273 2868 Fax: 603-6276 0868  
H/P: 012-2127 011

**Service to New Generation**

Arvin Kumar  
(edumalnetwork@gmail.com)  
H/P: 012-3631 630

**Chairpersons****Classification**

Rtn K K Yap  
Tel: 603-2142 1207

**Fellowship**

Rtn Patrick Lee Hong Lian  
(patrickleeprc@gmail.com)  
Tel: 603-8943 1199 Fax: 603-8942 1969  
H/P: 016-2113 988

**Programme**

PP Chow Tain (erealty@myjaring.net)  
Tel: 603-8945 9728 Fax: 603-8945 3278  
H/P: 012-3722 663

**Public Relation**

PP Albert Lim Yew Seng  
(yslim2@gmail.com)  
Tel: 603-3342 1537  
H/P: 012-3354 287

**Attendance**

Rtn Sharon Lim (sharonbhlim@gmail.com)  
Tel: 603-8961 6779 Fax: 603-8961 6773  
012-2851 218

**Rotaract Chairman**

PP Michael Tung Siak Kei  
Tel: 603 2142 1148 Fax: 603 2145 2103

**Bulletin Editor**

PP Richard Liew (liewrnn@gmail.com)  
Tel: 603-8024 1422 Fax: 603-8024 1459  
019-2162 516

**Sergeant-At-Arms**

Rtn Stanley Pereira  
(stanley\_pereira@yahoo.com)  
Tel: 603-2095 8291  
012-2211 625

**Advisors**

PDG Dr. Paul Lee, DGE K B Lim,  
PP V G Chandran, PP Ng Sim Bee,  
PP Phang Poke Shum

**Rotary Clubs around the Klang Valley Meeting Information**

DAYS	TIME	ROTARY CLUBS	VENUE
Monday	1245	RC Pudu	Shangri-La Hotel, KL
	1730	RC Cyberjaya	1st Floor, MSC Innovation Centre, Cyberjaya
	1830	RC Pantai Valley	Kuala Lumpur Golf & Country Club, Bukit Kiara, KL
	1900	RC Titivangsa	Royal Selangor Club, KL
	1930	RC Brickfields	Royal Selangor Club, KL
	2000	RC Senawang	Royal Sungei Ujong Club, Senawang, Seremban
Tuesday	1230	RC Cheras	Wenworth Hotel, Pudu
	1245	RC Petaling Jaya	Grand Dorsett Hotel, Subang Jaya
	1815	RC Bangsar	Royal Selangor Club, KL
	1830	RC Bandar Utama	Business Centre, One World Hotel, Bandar Utama, PJ
	1830	RC Metro KL	Banker's Club, Amoda Building, Jln. Imbi, KL
	1900	RC Kajang	Prescot Metro Inn, Kajang
	1930	RC Danau Desa	Wisma Belia, 1st Floor, Room 711, Jalan Syed Putra, KL
	1945	RC Port Klang	Royal Klang Club, Klang
Wednesday	1230	RC Ampang	Novotel Hotel, No 2, Jln Kia Peng, KL
	1245	RC KL Di-Raja	Shangri-La Hotel, KL
	1245	RC Shah Alam	Kelab Shah Alam, Shah Alam
	1745	RC Subang	Holiday Villa Subang, Subang Jaya
	1830	RC KL North	Royal Selangor Club, KL
	1830	RC Sri Petaling	Sri Petaling Hotel, Sri Petaling, KL
	1930	RC Bandar Sunway	Sunway Lagoon Resort Hotel, Subang
	1930	RC Central Damansara	Royal Commonwealth Club, Damansara Heights, KL
	1930	RC Bukit Komanwel	Bukit Jalil Golf & Country Club
	2000	RC Kampung Baharu	Selesa Inn, No 285-287, Jln Tuanku Abdul Rahman, KL
	2000	RC Damansara West	Sri Damansara Club, Bandar Sri Damansara, KL
	2000	RC Sungei Way	Bukit Kiara Equestrian & Country Club, Bukit Kiara, KL
	2015	RC Port Dickson	Royal Port Dickson Yatch Club, Port Dickson
	2030	RC Melawati	K Club, Taman Melawati, KL
2030	RC Lembah Damansara	Tropicana Golf & Country Club, PJ	
Thursday	1245	RC Klang	Royal Klang Club, Klang
	1245	RC Gombak	Corus Hotel, Jln Ampang, KL
	1245	RC Seremban	Royal Bintang Hotel, Seremban
	1730	RC Damansara	Royal Selangor Club, KL
	1900	RC Sentul	PDRM Golf Club, Titivangsa, KL
	1900	RC Kelana Jaya	Bukit Kiara Equestrian & Country Resort, KL
	2000	RC Puchong	9, Jln BK 3/2, Bdr Kinrara, Puchong
Friday	1845	RC KL West	Royal Selangor Club, KL
	2030	RC Bernam Valley	2nd Flr, 19B, Jln Bdr Rawang 1, Rawang
Saturday	0730	RC Bukit Kiara Sunrise	Bukit Kiara Equestrian & Country Resort, KL
	0900	RC Lembah Damansara	Tropicana Golf & Country Resort, PJ

**Rotaract Club of Pudu meets on the 2nd & 4th Saturdays at Eurasian Club, Jalan Pudu**

**THE FOUR- WAY TEST**

**Of The Things We Think,  
Say, or Do.**

- 1. Is it the TRUTH?**
- 2. Is it FAIR to all concerned?**
- 3. Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4. Will it be BENEFICIAL to all concerned?**

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*Conceived by Herbert J. Taylor, a Chicago Rotarian in July 1932  
In January 1943, Rotary International Board Of Directors agreed that  
'The 4-Way Test' should be part of Vocational Service Ideal.  
Herbert J Taylor was RI President in 1954-55*