

# ***DG's NEWSLETTER***

## ***DISTRICT 9550 - FEBRUARY 2015***



### **“Light Up Rotary” February 2015 – World Understanding Month** **2014-15 District 9550 DG Moorthy Karuna**

The article “Ask!” by RI Director 2016-18 Noel Trevaskis is excellent and thought provoking. It reminds me that I am in Rotary because PDG Allan Church asked me to Rotary, PDG John Gough asked PDG Allan Church and so on. I am sure you can see what I am alluding to here. We have to actually invite people to Rotary if we are to get new members. Each of us should be more focused and more aware of those potential members who are actually all around us every day - the people we work with, the people we play sport with. Let's aim for at least 10 new Rotarians in the next 3 months. Rotary might not be for everyone but I am sure if you ask 10 people you might be pleasantly surprised at who may be eager to become a Rotarian. Dinner meetings are one avenue of introduction, a working bee maybe another. Either way just simply ask as you'll never know unless you do. Hopefully from those who do go through to becoming a member you may have a future President or District Governor or a solid club member. Please just ask.

The 110<sup>th</sup> birthday of Rotary International is fast approaching and we should be looking at ways we can celebrate this milestone event. A couple of examples of other clubs “Lighting up Rotary” to make this occasion are as follows:

- The Rotary Clubs on the Illawarra have combined to make it quite an event by ‘Lighting Up’ three high points on the escarpment and have community BBQ's down on the beachfront in three different locations. There may be opportunities for some of our clubs in D9550 to combine their planned activities which will then provide us with more opportunity to showcase to the community what

Rotary is all about. Such events can then attract greater media coverage similar to the Illawarra Clubs who have media coverage some weeks prior to the actual event occurring.

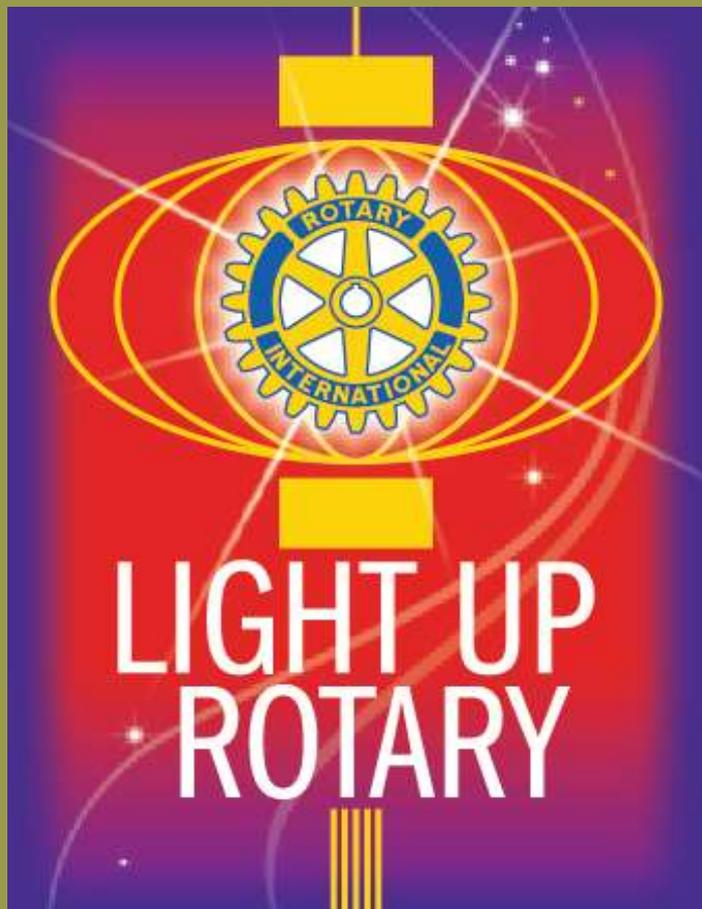
- The Rotary Clubs on the Gold Coast are planning to ‘Light Up’ the Gold Coast Convention Centre on 23<sup>rd</sup> February and are planning a Family Fun Day on the Sunday to celebrate this occasion.

District 9550 Leaders Training in Townsville is on 21-22 February 2015. This is a great opportunity for our 2014-15 leaders to share the valuable lessons learned during their year to those new leaders for the 2015-16 year. As District Governor I will be supporting and assisting DGE Mike Woods and District Trainer Marcel Mcleod.

Registration via the Website for the District 9550, 2015 Rotary Conference is now open. Our Conference will be held in Townsville from 01 to 03 May 2015 which is less than 3 months away.

In District 9550, we have about **25 eligible members** of the Paul Harris Society. Since The Rotary Foundation is Rotary's own charity, we as Rotarians, should whenever possible, look to provide our support. This is a good opportunity to “walk the talk” and to demonstrate by our actions that we fully support the Foundation. Understanding that at USD \$1,000 per year not everyone may be able to afford to contribute this on an annual basis.

Please help Light up Rotary and donate to the rotary foundation.



## IN THIS ISSUE

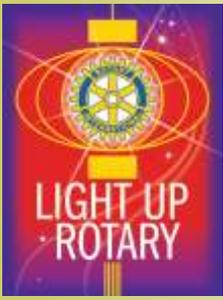
- District Governor's Message
- New Rotary Club of Ermero
- Presidential Message
- Ask RoM
- Paul Harris Society
- 2014 October Board Highlights

## THE NEW ROTARY CLUB OF ERMERO IN TIMOR LESTE



The Provisional Club of Ermero was visited by the District Rotaract Coordinator Lux Foot, David Boyce a very active member of the Rotary club of Dili who spends a lot of time helping Rotaract members in Timor Leste. Also Avito a Past President of the Rotaract Club of Dili and Ano who is the Intyernational director of the Rotaract club of Dili. The Charter President is Antonio Miguel (Bongkar), and the club has 34 members.

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(Cut off date for publication is the  
27th of each month)



# Presidential Message

GARY C.K. HUANG President 2014-15



## February 2015 Presidential message

As president of Rotary, it's my job to encourage and inspire Rotarians wherever I meet them. It's also my job to listen to what they have to say. Whether it's a successful project or a challenge to overcome, a great Rotary Day or a new idea, I want to hear what Rotarians are thinking, doing, and planning. So whenever I travel, I ask my hosts to talk to me about their clubs. What's going well, where do they see a need to improve, and what can we at RI headquarters do to help?

The answers are always interesting and often surprising. Sometimes I have a suggestion or an idea to contribute; sometimes I am able to make a connection that will move a project forward. Often, I go back to Evanston with ideas and insights that help guide us in our decisions. But what I value most about these conversations are the stories I hear – the stories that, taken together, tell the story of Rotary.

In Atlanta, I attended a Rotary event honoring teachers and heard story after story about the gift of literacy and how it transforms lives. In Istanbul, I attended a wheelchair race and learned how Turkish Rotarians are working to improve the lives of people with disabilities. In Lima, Peru, I talked to a former Rotaractor who waited nearly 20 years to be invited to join a Rotary club, and heard about how returning to Rotary has transformed her life.

I've heard stories that have made me laugh, and stories that have moved me to tears. I've heard stories of how our service changes the lives of others, and how it changes us as Rotarians. When I hear these stories, I can't help but wonder: How many other lives could we change for the better by bringing more people into Rotary? And how many more people could we bring into Rotary simply by sharing our own Rotary stories?

In this Rotary year, I ask all of you to do just that: Share your Rotary stories. Tell them to your friends, on social media, and through Rotary.org. Our Rotary stories are what inspire us, and what encourage others to join us; they help light up our service, as we work to *Light Up Rotary*.

## Ask!

With the regional membership plan the goal for our region is to increase our membership by a minimum of three percent which fits in with the international goal. We haven't reached our goal and we aren't really close at this stage. The latest figures for Australia show that from 30<sup>th</sup> June 2014 to the 31<sup>st</sup> December 2014 we have 94 fewer members and in New Zealand for the same period we have 103 fewer members. This is disappointing for many of us, as we have had a concerted effort over the last three years. I remain positive about membership here in Australia and New Zealand as there are a lot of good things happening in Clubs and Districts. The positive in these figures is that I am sure our membership would be in a far worse position if it wasn't for the regional membership plan.

The Regional membership plan has made clubs and Rotarians more focussed on membership than they may have been in the past. We have seen an increase in the numbers of women joining Rotary Clubs as a result of the regional plan. However many of our clubs do not reflect their local community. For the majority of Clubs when they originally chartered they had to have a minimum of 25 people who became the charter members of the new Club. For those Clubs that have less than 25 members now perhaps they should think about "relaunching" their club in their local community. Set aside two or more club meetings where all of the members discuss membership and how you can increase your membership to a minimum of 25 members. If you have 25 members how are you going to achieve the three percent increase. The "Yass" recruitment plan is an excellent way to start. If you want details of this plan send an email to [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

A three percent increase should not be too difficult for the majority of clubs if you have 30 members it is an increase at the end of the year of one! If all clubs were to take up the challenge and increase their current membership by a minimum of one member over the next six months we would increase our membership by over a 1,000 members. Is that achievable? I think it is, but it is up to each and every one of us to make it known that we want our club to grow by that one member, and then we need to do it again and again.

Our future is dependent on all of us asking people to join Rotary no-one else is going to do it for us, it is our responsibility. We need to ask people and ask again. One club proudly told me that their club membership plan simply was to – "Ask someone to Rotary today!" The problem was that nobody was asking anyone, they hadn't inducted one new member in four years. The Club President told me he was going to be the membership chair when he finished his year as President and he would drive membership. On asking him how many people he had brought into Rotary, his answer was "none". He had never asked anyone to a meeting. If he hasn't already got the passion in him to ask people and lead by example I doubt that he is going to really drive membership in the club or motivate the members. To drive membership you need to have someone with passion and desire to make it happen. Ask the right person to lead membership, that person has to have a record of bringing in new members. Membership isn't hard, we just need to start asking people to Rotary and keep on asking and we need to do it now.

We need everyone to make an all out effort over the next five months.



## *Paul Harris Society*

The Paul Harris Society recognizes Rotarians and friends of The Rotary Foundation who personally contribute US\$1,000 or more to the Annual Fund, PolioPlus or an approved Foundation grant each year.

### **HISTORY**

The Paul Harris Society was originally created in 1999 by Past District Governor Wayne Cusick from District 5340. He realized that giving US\$1,000 annually to the Foundation was not possible for every Rotarian, but many could be encouraged to contribute at this level or above. He introduced the Paul Harris Society program to encourage and recognise these individuals. This idea gained momentum and quickly spread to other districts throughout the world. While this recognition was originally designed as a District administered program, the Trustees adopted the Paul Harris Society as an official recognition program of The Rotary Foundation effective 1 July 2013.

### **BENEFITS TO JOINING**

In any given year, less than 3 percent of Rotary Foundation donors contribute at the Paul Harris Society level or above, yet their contributions represent approximately 35 percent of all annual giving. As Rotary Foundation grants and activities are largely funded by Annual Fund contributions, Paul Harris Society members help determine how many individuals, families and communities Rotary can impact each year.

In District 9550, we have about 25 eligible members of the Paul Harris Society. In other Districts in Australia, they have in excess of 100 members. So far this year, we have had **ONE new member** join the Paul Harris Society. **To date ( January 2015 ), eight of those members have made a \$ 1000 contribution in 2014/15.** If you or your business need a **tax deduction**, a \$ 1000 contribution is a perfect way of achieving that goal.

### **RECOGNITION**

Each Rotary District is encouraged to honour and recognize Paul Harris Society members in accordance to the individual donor's wishes and as culturally appropriate. All members of the Paul Harris Society are eligible to receive a wearable recognition insignia in appreciation for their support. Displaying the PHS insignia with a Paul Harris Fellow or Major Donor pin can help build awareness and enthusiasm for the work that Rotary does locally and around the world. The Rotary Foundation has an optional Paul Harris Society certificate. Many Districts host Paul Harris Society members at recognition events.

### **JOINING THE PAUL HARRIS SOCIETY**

Rotarians and friends of Rotary can join the Paul Harris Society through several options:

- Contribute online at [www.rotary.org/contribute](http://www.rotary.org/contribute). Monthly gifts of US\$85 or quarterly contributions of \$250 automatically make an individual a member of the Paul Harris Society
- Complete and send in the PHS enrolment and contribution form found in the [Paul Harris Society Brochure](#)
- Notify our [District Rotary Foundation Chair, Paul Harris Society Co-ordinator](#) or other District leader of your interest in joining the Paul Harris Society
- Receive your wearable PHS recognition pin by District leadership who will be able to order the insignias from The Rotary Foundation



Highlights from the October 2014 Rotary International Board of Directors Meeting  
The second 2014–15 RI Board of Directors meeting was held on 27–30 October 2014 in Evanston, Illinois, USA. At this meeting, the Board reviewed 15 committee reports and recorded 82 decisions.

#### Club and District

In reviewing districting matters, the Board reorganized:

District 3010 (India) into new Districts 3011 and 3012, effective 1 July 2015

District 3140 (India) into new Districts 3141 and 3142, effective 1 July 2016

District 3180 (India) into new Districts 3181 and 3182, effective 1 July 2016

The Board also reassigned District 2060 (Italy) from Zone 19 to Zone 12, effective 1 July 2015.

#### Programs and Awards

The Board agreed to create a new member benefit program that will provide participating Rotarians with discounts or reward points on a variety of products and services. Initial research and development on the program will begin immediately, with a planned program launch in July 2015.

**The Board modified Rotary’s calendar of special observances to designate specific months** highlighting the Areas of Focus. The new special observance months are:

September: Basic Education and Literacy

October: Economic and Community Development

December: Disease Prevention and Treatment

January: Vocational Service

February: Peace and Conflict Prevention/Resolution

March: Water and Sanitation

April: Maternal and Child Health

May: Youth Services

To create a shared responsibility model for overseeing Rotary alumni, the Board added alumni to the list of primary responsibilities for the Rotary coordinators and Rotary public image coordinators. And to encourage more alumni to attend the international convention, the Board set a single registration fee for all non-Rotarian alumni—regardless of their year of service—that is the same as the registration fee for Rotaractors, beginning at the 2016 convention in Seoul, Korea.

The Board chose 145 recipients for the 2014–15 **Service Above Self Award**. The award recipients’ names will be published on the RI website on 1 July 2015 and in *The Rotarian* August 2015 edition.

#### Administration and Finances

The Board elected Ron D. Burton, Örsçelik Balkan, Mario César de Camargo, and Thomas M. Thorfinnson to be trustees of The Rotary Foundation, beginning 1 July 2015.

The Board expanded the Innovation and Flexibility pilot program from 200 to 1,000 clubs.

Mandarin Chinese was added to the list of official languages in which Rotary provides translations of essential club and district information.

**The Board approved a change in the “additional per capita dues,” as provided for in the** RI Bylaws, to pay for the projected expenses of the Council on Legislation from \$1.00 to \$1.50, effective 1 July 2015.

**The Board accepted the audited financial statements and report on Rotary International’s** financial results for 2013–14. An annual report will be published in accordance with the RI Bylaws.