

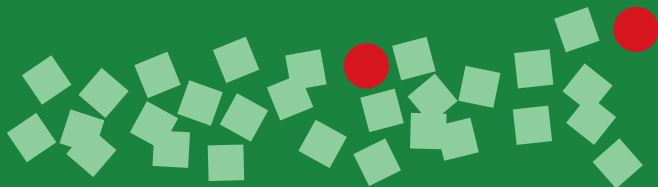
BERITA
(For Members Only)



PUDU

www.rotarypudu.org.my

*The Weekly Bulletin
of The Rotary Club of Pudu*



This website is sponsored

by

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Programme Today	
Speaker	: MR. RAJ RIDVAN SINGH, SOLS 24/7 (Science of Life Systems 24/7)
Subject	: REACHING OUT TO NEEDY YOUTH (SOLS 24/7)
ON DUTY	
Duty Table	: Asok Kumar
Fellowship	: Lee Su Zane
Finemaster	: Alex Chang
Introduce	: Y.K. Chew
Thanking	: K.U. Rajah

Happy Birthday!
Nil
Happy Anniversary!
PP Dato' Mohd Muslim & Ann Raja Azma (28th January)
PP Choo Jee Sam & Ann Suit Yong (28th January)

Programme	On Duty
Speaker : PP KASSIM MOHD ARIFF (CHAIRMAN, DISTRICT PUBLIC RELATIONS COMMITTEE) Subject : CREATING ROTARY AWARENESS	Duty Table : Arvir Kumar Fellowship : Sharon Lim Finemaster : May Lim Introduce : Mok Sin Thanking : K.H. Low

**Next
Week**

Diary 24th January - 13th February 2011						
Mon	Tues	Wed	Thur	Fri	Sat	Sun
24 12.30 pm Rotary Lunch Meeting Card Room, Selangor Club - Dataran	25	26	27 7.00 pm BOD meeting Royal Lake Club	28 3.00 pm Interact Co-ordinating Council - ICC SMK Methodist	29	30
31 12.30 pm Rotary Lunch Meeting Shangri-La KL	1 HARI WILAYAH PERSEKUTUAN (CITY DAY)	2 7.00 pm Club Administrative Committee Meeting Marco Polo Rest.	3 CHINESE NEW YEAR HOLIDAYS 7.00 pm Rotary Foundation Committee Mtg. Royal Lake Club	4 CHINESE NEW YEAR HOLIDAYS	5 5.00 pm Pudu Rotaract Meeting Eurasian Club	6
7 NO LUNCH MEETING	8 7.00 pm Service Avenue Meeting RSGC	9	10	11	12	13

It is nice to be able to get away and be assured that the Bulletin production would be in good hands of **PP Phang** last week. It is also good to have him back after his long rest last year. No less dependable has been **PP Richard Liew** who has often stood in for the Editor during last year when he was on long vacation and PP Phang was resting at home.

The recent break was also a good time to reflect on the constant contribution by a handful of Rotarians over the past 6 months. My girl "Friday" has been an invaluable help, chasing me for various things to put into our Bulletin; indeed **Ms Baby Cheah** has worked on the Berita Pudu for as many times as I have been an Editor. It is good she says she enjoys the work and reading out Rotarians and their activities.

Then there is **Laurance Annies** who without fail will almost instantly email me text and pictures of events as they unfold. **Patrick Lee** on the other hand will silently move about taking pictures to forward to me. Another photographer who loves his job is **Robert Tan** and invariably he has his professional looking camera with him most of the time.

CT Heng's English tutor **PP VG Chandran** without fail will also ensure that Rotary Information gets to the Editor each week without fail, often checking to see if more is needed, in "sickness or in health". His is definitely a labour of love for Pudu and for Rotary.

PDG Paul Lee has been constantly filling up my email box with his Rotary District and International updates, some are not published as it would repeat our District Governor's Newsletter, but where it is appropriate and space permitting, they get published for our members information. He is a treasure trove for all things Rotary and is a nice alamac to have around.

PP Albert Lim is a maniac for news clippings, he is such a "dear" dependable "newspaper man". And **Sarky** has been most supportive with his updates of speakers.

Then there is **PP Robin Tay** who keeps me posted with Rotary happenings around him even as he walks to Johore with his personal quest for Polio Plus.

Ms Cheah Swee Yong, secretary to Pres. Choy Ying has been great helping to prompt the President whenever she runs late with her message or any other matters.

And one must appreciate the efforts and help of **our publisher Corinne** and her assistant for being very prompt with their tasks to ensure that our Bulletin gets to our meeting venues each week on time.

Giving and Receiving



Last weekend our club carried out two projects, namely the annual scholarship presentation and the 2nd annual visit to the Jenjarom Old Folks Home.

To some of us who have been with Pudu Rotary Club for a number of years, these are "boring" and "non-creative" projects that is being carried out year after year. However, I would like to share with you my realization while carrying out these projects this year.

Firstly, for the scholarship recipients, we are giving out to different students each year. To a poor student who cannot afford to pay their school PIBG or computer fees at the start of the school year, the RM200 is a timely relief to ease their financial burden. To us Pudu Rotarians, it maybe just another yearly project but to them, it may be an answer to a desperate prayer.

A close friend once shared with me how Rotary helped her to become who she is today. Years ago, after her father passed away, her family ran into financial difficulties and they could not afford her SPM exam fees. She is extremely grateful to the Rotary Club in Penang who gave her a scholarship to tie her through this most difficult period.

As for the elderly and abandoned folks in the Jenjarom home, I heard them expressing how they always look forward to Pudu Rotary Club's visits. They appreciate our continuous financial support and effort in visiting them over the years.

This year, in addition to the Dim Sum treat, we gave each of them a decorated, personalized Chinese New Year Card with their names and photographs on it. As we announced each of their names, they beamed with joy and happily came forward to receive their gifts of Ang Pows and goodies from our club members and friends. The Rotaractors served them food and drinks and sang Chinese New Year songs to entertain them.

I looked around and observed that there were so much goodwill and joy amongst those who give and those who receive.

"We make a living by what we get, but we make a life by what we give". Winston Churchill.

In Rotary Service,

President RY 2010/2011

Club meets on 17th Jan, 2011

“BUILDING HEALTHY FAMILIES”



Bollywood wanna-be gets a break as fine-master.



Speaker Lee Wee Min with President & Secretary



Mr. Lee listening to questions from the floor.



Pensive President appear moved by the speaker's message.

Club Proceedings

Meeting was called to order by Secretary Lawrance Annies. Visiting guests were introduced before the singing of the National Anthem and proposing of the loyal toast.

Bollywood “wanna-be” Arvin Kumar who spotted a pair of dark glasses (to hide some imperfection or indiscretion?) confessed to being very relieved to be given a break to do the job of a finemaster. His hilarious delivery have everyone in stitches even if he was making numerous unenforced errors. But all was forgiven as the victims of his fines paid up willingly, including all the birthday boys present. Those present voiced out that perhaps he should be made a permanent fine-master!! He no longer can claim that he was not given the chance all these times, and if he was ecstatic the dark glasses which he was wearing was hiding his concealed joy, like a part-time actor getting his first break.

President Choy Ying that took over the proceedings for her announcements (refer to details) before the introduction of our guest speaker.

Sarkunan, better known as Sarky, then went up to the rostrum to introduce our speaker Mr Lee Wee Min who was to speak to us on the subject of “Building Healthy Families”.

Mr. Lee is the executive director of Focus On The Family Malaysia (see his detailed CV under a separate column).

Mr. Lee’s subject invited many questions from the floor as his subject touches everyone’s emotion. PP Sim Bee had to ask his question after the meeting as the meeting was running late.

Meeting closed after the Secretary’s announcements. Our meeting will be at the Royal Selangor Club next week.

Record of Meeting on 17th January 2011

Guest Speaker : Mr. Lee Wee Min
Subject : Building Healthy Families

VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
PP Chris Lee	PJ

GUESTS

<u>Name</u>	<u>Host</u>
Ms Victorine Su Lee	Pres. Leong Choy Ying
Mr. Lee Wee Min	Guest Speaker
Mr. Benny Kong	Guest Speaker
Ms Annie Ting	Rtn Tenny Lee
Yeo Siew Cheng	Rtn Tenny Lee
Ms. Ong Chee Huang	Rtn Tenny Lee
Ms. Tay Bong Tiong	Rtn Tenny Lee

STATISTICS

Visiting Rotarians	:	1
Guests	:	7
Club Members	:	29
Total Present	:	37

COLLECTIONS

Birthdays / Anniversaries / Fines	:	RM 56.00
Paying Diners	:	RM 210.00
Raffles & Others	:	
Total	:	RM266.00

President's Announcement

Welcome to Pudu Rotary Club's RY2010/2011's 26th Weekly Meeting.

Last week our club had carried out the following activities:-

- On Tuesday, 7 pm on 11 Jan 2011, Director Tan Peng Huat had his service committee meeting at RSGC.
- On Wednesday 12 Jan 2011 at 7 pm, The Club Admin Committee met at the Marco Polo Restaurant, chaired by Director Sandy Soh.
- On Thursday 13 Jan 2011 at 7 pm, Director Edward Lee chaired his TRF Committee meeting at the Royal Lake Club.
- On Saturday 15 January 2011, IPP Robin Tay had successfully carried out the RY2010/2011 Scholarship Presentation at SMK (P) Pudu. YB Dato' Seri Ong Tee Keat attended the presentation and gave away the cheques.
- On the same day at 11 am, the Rotaract Club of Pudu held their AGM and voted in their new board for RY2011/2012, under incoming Rotaract President Lee Yan Jye. RC Pudu's incoming New Gen Director Rtn George Heng and Incoming Rotaract Chairman Rtn Alex Chang have joined me in attending this AGM.
- The D3300 Rotary Kinabalu Polio Challenge was held from 13-17 January 2011.

Highlights of the upcoming Club events,

- Interact Leadership Training and Motivational Camp and the Rotary Rotaract Interact games will be held from 11 – 13 March.

Upcoming District Events,

- The Pre Pets 2 Presidents-Elect Training Seminar (PETS), RY 2011-2012, will be held on 19 - 20 February 2011. This is a mandatory and vital training program for all Presidents-Elect for Rotary Clubs.
- RYLA training seminar for youth will be held from 3 - 6 March 2011 at Intekma Shah Alam.
- The 77th District 3300 Assembly will be held from the 8 - 10 April 2011 at the Bayview Beach Hotel, Batu Ferringhi, Penang. I would like to urge all the incoming board members for RY2011/2012 to attend this assembly which is designed to train the office bearers.

C.V. of Speaker

Lee Wee Min

Wee Min is a Civil Engineer by profession and specialized in the area of concrete repairs and waterproofing till 1995 when he sold his business to a public listed company.

Out of concern for the deterioration of the family unit, Wee Min moved on to something very close to his heart – the family. In July 1997, he started the affiliate office of Focus on the Family in Malaysia as the Executive Chairman.

Through Focus on the Family Malaysia, Wee Min continues to actively create awareness on the importance of the family through media campaigns. He also speaks regularly at conferences and seminars throughout Malaysia, Singapore, Indonesia, Philippines, Taiwan, China as well as USA on issue pertaining to the family.

Focus on the Family produces internationally syndicated radio programs, heard on over 7,000 radio facilities, in twenty seven languages in over 160 other countries – including Malaysia. Focus on the Family Commentaries are heard over TRAXX FM, KFC outlets and most major supermarkets in Malaysia.

In March 2007, Wee Min took on the role of Asia Regional Director for Focus on the Family Global providing strategic support, licising with the Board of the Associate offices and providing a mentoring role to the CEO's.

Wee Min is the author of the book “Parenting A Roller Coaster Ride,” which is based on the Focus on the Family Malaysia's popular “12 Parenting Hot Tips” campaign.

Wee Min also serves as a Board Member of Bukit Bintang Boy's Secondary School – his alma mater.

Wee Min Is married to Swee Choo and they have three children, Joel, Sarah and Sandra.

Advocate for the Family

Wee Min has been heavily involved in governmental agencies related to the family. He is also a member of the Board of Directors at the National Population and Family Development Board, Malaysia under the Ministry of Women, Family and Community Development. He was also appointed to the Technical Committee for the National Family Policy, and continues to be involved in special programs pertaining to Family Development. He also played a vital role in developing the Smart Start Premarriage Education Program and the Parenting@Work Curriculum.

Wee Min was also involved in developing the guidelines for the Sex Education curriculum with the Ministry of Education and Ministry of Women, Family and Community Development.

In 2008, Wee Min was invited to share his experience as a non-governmental organization working with governmental bodies at “The Arab Families in the 21st Century Issues and Challenges” colloquium organized by the DOHA Family Foundation in Qatar.

To commemorate the 60th anniversary of the Universal Declaration of Human Rights. Wee Min, in his capacity as the Asia Regional Director of Focus on the Family, was invited to speak on “The Importance of Preserving Marriage and Family as Essential Foundations of Nations” at the Briefing at United Nations, New York in May 2009.

Speaker's Text

As a prelude our invited speaker Mr. Lee Wee Min spoke of his wish to do social work since he was aged 10, perhaps inspired by his mother's example, and how he was able to do this after selling his company in 1955.

His long term goal is, if its possible, to see the need for Focus On The Family “not to exist anymore”. That would have meant that they have achieved their goal of building healthy families. He cited that statistics showed that divorce rates are on the rise even if it isn't as high as that of say the USA. It is a sad trend and the aim or mission of his non-profit organization is to strengthen the family in order to encourage and promote an enriched family life for all. Their vision: Enriched families and communities nationwide.

How do they do this? Their organization, the Focus on the Family Malaysia (FOFM) works with a network of professional counselors, educators, government agencies, corporations, family support organizations and resource agencies who are dedicated to the preservation of the family. They strive to help families to thrive by providing sound family content, relevant resources, effective events and programs, and counseling help, as reflected in their seven core programs, namely:

1. Awareness Campaigns
2. Resource Management
3. Education & Training
4. Counseling
5. Workplace Program
6. Family Research
7. Friends of the Family

He elaborated on these programs emphasizing bonding programs, father's role model, affection and connection, parenting issues, marital conflicts and others. He pointed out that “relationship matters” as it affects productivity, mentioning in passing their program of “marriage enrichment” weekends.

He listed the three ingredients to a healthy family life as:

1. Commitment – The Security
2. Communication - The Essence
3. Consecration of Time – The Practice

He ended his talk with a short video clip that moved many Rotarians close to tears. The message appear to be appreciate those close to you, especially when they are alive, and accept all their imperfections for they can one day appear “perfect” when they are no longer around. A powerful message to end an interesting, thoughtful talk on a topic that is very real, very pertinent in today's fast changing society.

Thanking of Guest Speaker

In thanking the speaker, PDG KB Lee says that FOFM is a “emotional project” and its vision and core values somewhat mirrors that of Pudu Rotary Club. He opined that it will help build a better society and warrants our support.

“FAMILY” DAY WITH JENJAROM OLD FOLKS

Sunday 16th January saw Pudu Rotarians, Rotary Anns, Rotaractors, and other visitors gathered early for the bi-annual visit to our adopted Jenjarom Old Folks Home. The light rain didn't dampen the spirits. Everyone was punctual except for the Editor.

For the first time the distribution of gifts, ang-pows, etc was done with a difference. The gifts were carefully selected according to each of the inmate's "wish" list to make the annual giving more meaningful to these inmates. Specially prepared Chinese New Year cards which contained photos of each individual inmate add to a very nice touch. Name tags pinned to each inmate made things a little bit more personal as one could easily address them as a person and not just an inmate. Ang-pows and various other gifts adds to the list of appropriate "presents" that was given out during this visit. The highlight of this visit perhaps is the genuine look of care and concern on the faces of all who turned up for this event. The big crowd of some 50 visitors must have made the inmates of Jenjarom Old Folk's home very happy and appreciative. Our Rotaractors even sang a couple of CNY songs to entertain the folks, the happy sounds of singing was very touching. And the sight of all sharing the food specially brought again to their doorstep, was indeed a warming sight to behold in the light drizzle on that Sunday morning.

Preparations for this visit were led by the loveable couple Rtn. Mok Sin and Ann May Lee together with VP CT Heng. Add in the efforts of Rotarians like PP Albert, Rtn. Patrick Lee, PP Dr. Chew, and the Rotaractors (led by their President Sook Sim) and the whole event was assured of success. What has been notable is that they all worked quietly, tirelessly, contributing their time, skill and care. To be sure Mok Sin again magically produced the necessary microphone and amplifying equipments, whereas CT Heng had arranged for the food van (a repeat request by the old folks this time) and lunch venue after the event.

The Rotaractors were wonderful with their enthused help with the distribution of special CNY cards with individual pictures of each inmate printed on it together with their names, thanks to the efforts of Pres. Choy Ying and her office staff with help of photographs taken by Patrick Lee. No doubt this must have taken quite a lot of loving efforts. No less must have been the help of supportive Ann May Lee who must have spent hours with Mok Sin and CT Heng to interview the inmates, gather their "wish" list and pack each individual gift packs for all the 19 odd old folks. Surely the eager anticipation of these folks is sufficient appreciation of all our efforts.

Happy participants included Rtms. PDG KB Lee, PH Tan, Daisy Chu, Kertz Lau, MC Loo and Ann Eelian, Quah and Ann Lin, Ann Lena Chew. Present too were Interact Teacher Adviser from PESS Puan Yap and her daughter and Ms Ai Sim and Ms Lee Bee with hubby from Dato NK Jasani's office. All in there were some 50 visitors that included children, family, friends and well wishers.

The following contributors are acknowledged:

1. Friends of Rtn. Tan Peng Huat RM2000/=
2. Vivian RM100/= (KH's Staff)
3. PP Albert Lim RM100/=
4. PP Ken Ong RM250/=
5. PP Chow Tain & Sam (shirts)
6. PP Mok Sin (roast meat)
7. Rtn. Loo MC and Eelian (special goodies)
8. PP Quah and Lin (special goodies)
9. Other gifts, ang-pows and goodies from various Rotarians, Guests, well wishers not forgetting the skillful care of PP Dr. Chew.
10. Effort of 8 Rotaractors from Pudu, 1 from Subang Jaya, 1 from Kelana Jaya

SECONDARY SCHOOL EDUCATION GRANT & UNDERGRADUATE SCHOLARSHIP PRESENTATION on 15th January 2011

At 8.30am the PESS hall was already full of students, teachers, parents and Rotarians.

Promptly just before 9 am our Guest-of-honor YB Dato' Ong Tee Kiat arrived to be greeted by President Choy Ying, PP KH Low, PP Robin Tay, VP CT Heng and the Principal of PESS Puan Norhana bte Mustapha.

Lawrance Annies as the MC was in his usual reliable, calm mode to control the proceedings. PP Robin was the first to speak being the organising chairperson.. His was a short and sweet speech and he was correct to recognize the efforts of the PESS school Pincipal who have been overseeing setting up of the hall for this event. Of course the teacher advisor PuanYap was also instrumental for all the preparations to host this function.

President Choy Ying then spoke and she stressed the need to inculcate the necessity to educate people for a life-long education. She also cited Nelson Mandela who viewed education as being the "most powerful weapon". This year our Club is giving out a record ringgit \$64,700.00 to 306 students from the secondary schools, and RM3,500.00 to one undergraduate student.

Our GOH then spoke to the gathering. Dato' Ong Tee Kiat, MP for Pandan, who is no stranger to Pudu Rotarians, mentioned the fact that he was himself a beneficiary of Pudu's bursary which he said was a "timely help" at the time. Dato' was himself a Interactor of the Confucian School in 1973 - 1974. He described Pudu's project as "meaningful, impactful", dispensing funds to aid the poor

and needy from the secondary schools. He can testify to that since he was himself was a beneficiary way back. He opined that he commend Pudu Rotary for the “foresight” and hope others will emulate our efforts and dedication. It means a lot to the recipients. Indeed this sentence means a lot to Pudu Rotarians and all the donors for sure!

The recipient schools this year are:

1. Confucian
2. Cheras
3. MBS, KL
4. Dato Onn
5. Pudu
6. Bandaraya
7. Sri Sentosa
8. Undergraduate Scholar Ms. Gurushana Mohanadasan

It must have been a record for a Pudu function as the whole proceeding ended in less than an hour, including the presentation of cheques plus photo session. Spotted at this fuction were DGN Mansor Saat, PDG KB Lee, CT Heng, Robin Tay George Heng, Lawrance Annies, Tenny Lee, Alex Chang, Albert Lim, KH Low, Robert Tan, and Quah.

It was also a very punctual affair, no “Malaysian time” for a change. In fact the food and drinks had to be hurried up as the function officially ended early! And PP Sim Bee, a strong supporter of our scholarship programme was spotted when the guest were having their morning break after the close of the official function. Perhaps OC Chairman was a trifle too generous with his timing estimate for this event but Sim Bee’s effort to attend should be lauded.

PRESS RELEASE

306 Students from 7 schools received Educational Grant from The Rotary Club of Pudu.

On the 15th January 2011 at Sekolah Menengah Kebangsaan Perempuan Pudu, Jalan Foss, Kuala Lumpur –Yang Berhormat Dato Sri Ong Tee Keat, Member of Parliament, Pandan was the the Guest of Honour at the presentation of the Secondary School Education Grant & Undergraduate Scholarship Presentation by the Rotary Club of Pudu. He witnessed the presentation of a total sum of RM64, 700.00 to 306 students from 7 Schools and 1 Undergraduate.

The 306 secondary schools students received a grant of RM200 each. The 7 schools are SMK (P) Bandaraya (RM4,400), SMK Cheras (RM 2,200), SMK (J) Confucian (RM3,000), SMK Dato Onn (RM6,800), SMK (P) Pudu (RM10,400), SMK (L) Methodist (RM25,400), and SMK Sri Sentosa (RM9,000).

Ms. Gurushana d/o Mohanadasan who is pursuing a Bachelor of science degree in Optometry received an undergraduate scholarship of RM3,500.

“This is our 26th year in giving Educational Grants and scholarship to needy and deserving students” said Immediate Past President Mr Robin Tay who was the organising chairman of this event. “Since its inception 1971, the Rotary Club of Pudu educational grant had benefited more than 5000 secondary school students. In excess of RM1 million had been disbursed over the years through this annual giving”

YB Dato’ Seri Ong in his speech had highlighted that he was also one of the recipients of this grant from the Rotary Club of Pudu back in 1973 when he was the Interact Club president of SMK Confusion. It was a great encouragement to him at that time and the grant had served to motivate him to excel in his academic pursuit.

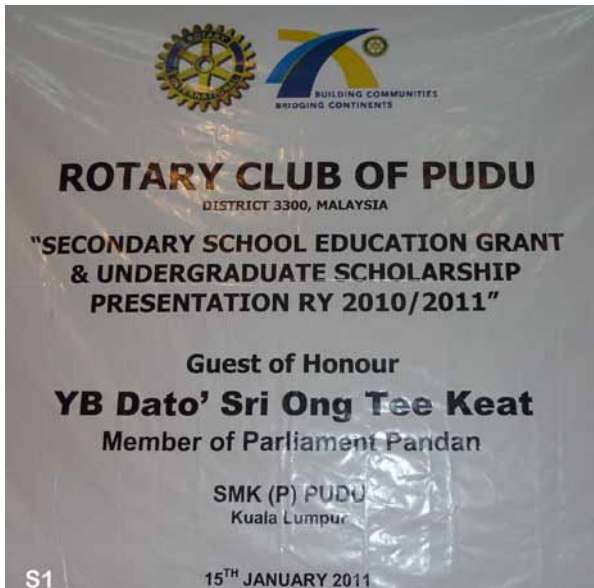
The Club’s President Ms Leong Choy Ying explained that the RM200 will help the students from poor and needy background to pay for school uniforms, workbooks and other school fees; hence reducing the financial burden on the parents.

The Rotary Club of Pudu Educational Grant was started by the Club’s charter president, the late Douglas Fraser. He went specifically to Australia to seek participation from friends and Rotarians in a unique project to promote better world understanding between Australia and Malaysia. Each donor was invited to contribute A\$50 in the form of educational support to a deserving Malaysian student to be selected by the Rotary Club of Pudu.

The successive presidents of the Club had carried on this meaningful project and financing these grants through cash donations from generous donors locally and money raised from various fund raising activities.

Under the leadership of President Leong Choy Ying, a charity film premiere, “Charity Screening of The Prince of Persia” was organized in July 2010. RM60,000 from the proceeds has been allocated towards this year’s educational grants and scholarship award.

“Rotary Club of Pudu believes strongly that education is the key to eliminate poverty and without all the supports from the generous donors, sponsors, well-wishers and the public, we will not be able to carry out such a meaningful project.” said Mr Robin Tay.



Reception Desk at the School Hall of PESS.



Arrival of Dato' Ong Tee Kiat.



A quick discussion.



Singing of National Anthem.



View of participants.



Principal Puan Norhana with Robin Tay.



Pres. Choy Ying address the gathering.



Rtn Tenny stood out from the crowd!



PDG KB Lee was a surprise guest.



Undergraduate Ms Gurushana d/o Mohanadasan receives RM3,500/= grant.



DGN Mansor was another surprise guest.



Group picture with Dato' Ong Tee Kiat.

Presentation of Educational Grants on 15th Jan, 2011

DISTRICT ROTARY SONG

Dear friends,

Good News Good News..... Good News.....

Through the dedicated efforts of President Rick Loh of RC Bukit Bintang and their club's Honorary Member, Dato' Wah Idris, they have completed composing a DISTRICT ROTARY SONG for our District 3300.

President Rick Loh, has been in the music industry for almost 20 years as the Managing Director of CBS records and Sony Music and Chairman Of the Recording Industry Of Malaysia and having recorded thousand of songs, he has put his talents this time for Rotary.

Dato' Wah Idris is our country's renown composer who composed The Commonwealth Games Theme Song, KL Federal Territory Song, The fast tempo Negara Ku & many others. He normally charges RM20,000 for a 60 seconds commercial jingle but for Rotary, he is doing it FREE as a Gift from RCBB to the District.

I was the second Rotarian to have heard the song last night at 11.30 pm through my handphone and it sound GREAT.

Tonight at RC Bukit Bintang's regular meeting, the song will be unofficially revealed !!!

If you want to join tonight's RC BB's meeting to listen to the song, please call President Rick Loh.

We hope by this week to e-mail the song to all clubs and Rotarians through the e-group for your comments.

Then it will be made into a DVD with pictures of Rotary projects.

Here if you want your club projects to be included in the CD, please send the photos to President Rick also.

With best wishes.

Paul

2011-12 RI THEME

'REACH WITHIN TO EMBRACE HUMANITY'

RI President-elect Kalyan Banerjee will ask Rotarians to Reach Within to Embrace Humanity during the 2011-12 Rotary year.

Banerjee unveiled the RI theme during the opening plenary session of the 2011 International Assembly, a training event for incoming district governors.

He urged participants to harness their inner resolve and strength to achieve success in Rotary.

"In order to achieve anything in this world, a person has to use all the resources he can draw on. And the only place to start is with ourselves and within ourselves," Banerjee said.



RI President-elect Kalyan Banerjee announces the 2011-12 RI theme during the International Assembly in San Diego, California.

Once Rotarians find their inner strength, he continued, they can accomplish great things in their communities and around the world.

“Discover yourself, develop the strengths within you, and then unhesitatingly, unflinchingly, go forth and encircle the world, to embrace humanity,” he said.

Banerjee emphasized the family as a starting point in serving others. “The communities we live in are not built of individual people but of families – families living in homes together, sharing their lives and their resources and their common destinies. Good families lead to good neighborhoods, and good neighborhoods build good communities.”

Rotarians can focus on projects that support families, such as those that provide safe housing or improve maternal and child health, he said.

Continuity in Rotary’s work, including polio eradication, is also important, Banerjee said. “There are so many things we are indeed good at: working for clean, safe water; spreading literacy; working in so many ways with the New Generations, our youth, in our newest Avenue of Service and assisting them to become the leaders of tomorrow.”

Citing Mahatma Gandhi’s call to “be the change you wish to see in the world,” Banerjee said Rotarians should also focus on change.

“If we wish for peace, we start by living in peace ourselves, in our homes and in our communities,” he explained. “If we wish environmental degradation to stop, if we wish to reduce child mortality or to prevent hunger, we must be the instrument of that change – and recognize that it must start within us, with each of us.”

The theme inspired the roomful of Rotary leaders, including Jogesh Gambhir, governor-elect of District 3250 (India).

“It is a touching theme, but also very purposeful and meaningful,” said Gambhir. “I’m sure we can inspire the clubs into action to solve the problems in the community. That’s the ultimate goal of Rotary.”

“There are no words for me to describe how remarkable it was. To me, he was right on and weaved everything together beautifully,” said Jane Millar, governor-elect of District 6290 (parts of Ontario, Canada, and Michigan, USA). “I am so thrilled to be a district governor when this man is president.

“I loved the focus on family, continuity, and change,” she added. “Family is the center of everything, and not just our immediate family. It’s also about the family of Rotary and the world as one big family.”



“JANUARY IS ROTARY AWARENESS MONTH.. BUT ‘ROTARY AWARENES ‘ IS EVERY DAY BY EVERY ROTARIAN!

Rotary Awareness is promoted in January, but, PLEASE BE AWARE THAT ROTARY AWARENESS IS A CONSTANT CHALLENGE TO EVERY ROTARIAN! PUBLIC RELATIONS is , neither just the job of PP Albert Lim, the designated chairman , nor President Leong Choy Ying and our Bulletin Editor, PP Quah Sek Cheng. **Every Rotarian represents Rotary, and it's the job of every dedicated Rotarian to Create Rotary Awareness**

I read this somewhere:

*“He who whispers in a well
About the things he has to sell
Will never earn as many dollars
As he who climbs a tree and hollers”.*

It is true that a successful salesman must communicate his message!

If we increase Rotary Awareness of our mission, by polishing our own communication by better informing members and non-members alike, Rotary will reach out to more people.

In his annual theme, Rotary President Frank Devlyn (2000-01) emphasized “Create Awareness.” But the ongoing implication is that awareness requires communication in something more than a whisper. Rotarians should be in agreement that Rotary is something worth shouting about. To maximize our success, we must Create Rotary Awareness!

Rotary has a mission, but Rotary also has a message. And both the mission and the message can be summarized in a single word – Service.

This “internal” public relations strengthens Rotary Awareness within our own ranks. But How?

- It starts internally, with new member orientation, meaningful induction, and mentoring in the early months of membership. It continues with Rotary Information programs, keeping even long-time members informed about the scope of world-wide membership, fellowship, and service..
- Public relations becomes “external” when we inform the public about Rotary. If we don't tell them, they won't know that Rotary provides

more international scholarships than any other organization. If we don't tell them, they won't know that Rotarians contributed more than a half-billion dollars toward the polio eradication campaign, and that it has been Rotary manpower that delivered the vaccine to the most remote parts of the earth. If we don't tell them, they won't be aware of Rotary's world peace efforts through the Rotary Centers for International Studies in Peace and Conflict Resolution.

- At the local level, we sponsor community projects that serve important needs. If we don't make those services known, their benefits cannot be fully realized. And if we don't tell the local public about Rotary, our new-member recruitment is handicapped.

NOW, WHAT HAVE WE PLANNED TO CREATE MORE AWARENESS.... ABOUT OUR “ ROTARY INTERNATIONAL DAY”... WHICH WAS FOUNDED ON FEBRUARY 23, 1905 IN CHICAGO, ILLINOIS USA, IS THE WORLD'S FIRST AND ONE OF THE LARGEST NON-PROFIT SERVICE ORGANIZATIONS; and

- *That they are are over 1.2 million Rotary club members comprised of professional and business leaders in over 31,000 clubs in more than 165 countries*
- *that Rotary motto “Service Above Self” inspires members to provide humanitarian service, encourage high ethical standards, and promote good will and peace in the world; and*
- *that Rotary in 1985 launched Polio Plus and spearheaded efforts with the World Health Organization, U.S Centers for Disease Control and Prevention, and UNICEF to immunize the children of the world against polio*
- *Etc, Etc, Etc.*

ALSO...PLEASE REFER RO THE FOLLOWING WEBSITE: http://www.rotary.org/RIdocuments/en_pdf/rotary_awareness100_en.pdf on “106 WAYS TO CELEBRATE THE ROTARY DAY”

THEREFORE, LET'S PLAN FOR ‘ THE ROTARY DAY'ON FEBRUARY 23RD.... AND THE MONTH OF FEBRUARY IS ROTARY'S DESIGNATED “WORLD UNDERSTANDING MONTH”

“INVOLVED WE ARE, COMMITTED WE MUST BE”