



# Berita Pudu



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

**The Weekly eBulletin of the  
Rotary Club of Pudu  
Kuala Lumpur, Malaysia  
RI District 3300**

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Date : 5th August 2013  
Issue No : 6

Berita

Pudu

*Wishing all our Muslim friends  
Selamat Hari Raya and a  
Selamat 1 Malaysia*



#### PROGRAMME FOR TODAY

Speaker: Ms Lim Ee Lin  
Subject: iM4U - Funding Youth Volunteerism  
& Social Change

#### On Duty

Duty Table: Rtn Steven Ho  
Fellowship: Rtn Chinniah Arumanadan  
Finemaster: Rtn Daisy Chiu  
Introducing: Rtn Veronique Pearcey  
Thanking: PP Datuk Y K Chew

#### PROGRAMME FOR NEXT WEEK

Speaker: No Meeting  
Subject: —

#### On Duty

Duty Table: —  
Fellowship: —  
Finemaster: —  
Introducing: —  
Thanking: —

#### Rotarians' Birthdays

12th : Tenny Lee  
18th : AG KU Rajah

#### Spouses Birthdays

1st : Suit Yong (PP Sam)  
19th : Shirley (PP Albert Lim)

#### Wedding Anniversaries

27th : Sarkunan Subramaniam and Ann Devi  
30th : PP Dato P Y Choong and Ann Irene

#### CLUB DIARY OF EVENTS – AUGUST 2013

Date	Time	Programme	Venue
Sat, 3 <sup>rd</sup> Aug	1.45 pm	Interact Club of Kuen Cheng IU Day	SMK Kuen Cheng, KL
Sat, 3 <sup>rd</sup> Aug	4.00 pm	Rotaract Club of Pudu BOD Meeting	Carmen's Restaurant, KL
Mon, 5th Aug	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Mon, 12 <sup>th</sup> Aug	—	MEETING CANCELLED	—
Wed, 14 <sup>th</sup> Aug	6.30 pm	Youth Service Meeting	Bukit Kiara Equestrian Club
Wed, 14 <sup>th</sup> Aug	7.30 pm	Community Service Meeting	Bukit Kiara Equestrian Club
Thurs, 15 <sup>th</sup> Aug	6.30 pm	Club Service Meeting	Bukit Kiara Equestrian Club
Sat, 17 <sup>th</sup> Aug	11.00 am	Interact Club of SMK Pudu IU Day	Help College of A&T, Jln Metro Pudu, KL
Sat, 17 <sup>th</sup> Aug	7.00 pm	Installation of Rotaract Club of Pudu	Rtn Tenny Lee's Residence
Mon, 19th Aug	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 20 <sup>th</sup> Aug	6.30 pm	Vocational Service Meeting	Bukit Kiara Equestrian Club
Wed, 21 <sup>st</sup> Aug	10.00 am	Interact Club SMK Dato' Onn IU Day	SMK Dato' Onn, KL
Wed, 21 <sup>st</sup> Aug	6.30 pm	International Service Meeting	Bukit Kiara Equestrian Club
Fri, 23 <sup>rd</sup> Aug	2.00 pm	Interact Coordinating Council Meeting	SMK Methodist, KL
Sat, 24 <sup>th</sup> Aug	6.30 pm	Fireside - Club Service	PP Datuk Y K Chew's Residence
Sun, 25 <sup>th</sup> Aug	9.00 am	District 3 Pillars of Rotary Seminar	Royal Selangor Club, KL
Mon, 26 <sup>th</sup> Aug-	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Wed, 28th Aug	6.30 pm	BOD Meeting	Royal Lake Club

## EDITORIAL

**H**orror gripped the heart of the World War I soldier as he saw his lifelong friend fall in battle. Caught in a trench with continuous gunfire whizzing over his head, the soldier asked his Lieutenant if he might go out into the “no man’s land” between the trenches to bring his fallen comrade back.

“You can go,” said the Lieutenant, “but I don’t think it will be worth it. Your friend is probably dead and you may throw your life away.” The Lieutenant’s advice didn’t matter, and the soldier went anyway. Miraculously he managed to reach his friend, hoist him onto his shoulder and bring him back to their company’s trench. As the two of them tumbled in together to the bottom of the trench, the officer checked the wounded soldier, and then looked kindly at his friend.

“I told you it wouldn’t be worth it,” he said. “Your friend is dead and you are mortally wounded.”

“It was worth it, though, sir,” said the soldier.

“What do you mean; worth it?” responded the Lieutenant. “Your friend is dead.”

“Yes, Sir” the private answered. “But it was worth it because when I got to him, he was still alive and I had the satisfaction of hearing him saying, “Jim..., I knew you’d come.”

Many times in life, whether a thing is worth doing or not, really depends on how you look at it. Take up all your courage and do something your heart tells you to do so that you may not regret not doing it later in your life.

May each and every one of you be blessed with the company of TRUE FRIENDS.

A true friend is one who walks in, when the rest of the world walks out.

*Warmest regards,  
PP Mike Tung*

## PRESIDENT’S MESSAGE

*"In order to form an immaculate member of a flock of sheep one must, above all, be a sheep."*

Albert Einstein



**A**ugust is designated to be the membership development month. To achieve membership development, all the members of the club must participate.

I have learned some recruitment ideas from an article in the Rotary International website:

- Have five Rotarians join together with the goal of recruiting one new member.
- Make it a point of honor to propose a new member.
- Recognize the proposer in the club bulletin or at the weekly meeting.
- Have the club president ask three members, as a personal favor, to propose one new member each. After one of these three proposes a member, have the president make the same request of another club member, so that the club always has three members working on a personal pledge to the president.
- Review past club bulletins for speakers who might be good potential members.
- Put a blue dot on each member's watch face as a reminder to propose a new member.
- Put a red dot on the badge of every member who has proposed a new member in the current year, or present a special badge to such members that reads "I Shared Rotary."
- Scan local business journals for names of influential and community-minded people.
- Ask each member to submit three names to the club board.

With all these ideas, I am sure our Membership Development Chairlady, Rtn Daisy Chiu, will be able to put all these suggestions into practice, not only in the month of August but throughout this rotary year.

*Alex Chang  
President  
RY 2013-14*



## PUDU NEWS

Record of Meeting on: 29 July 2013

Guest Speaker: AG K.U. Rajah

Subject: The Priorities of the District Governor –  
Towards R I Future Vision Plan

### Visiting Rotarians:

Name	Club
-	-

### Guests:

Name	Host
Ms Lim Soo Zee Mr Lee Lider	President Alex Chang PDG K B Lee

### Statistics

Guests	2
Visiting Rotarians	-
Club Members	23
Total Present	25

### Collections:

Birthdays/Anniv/Fines	RM 30
Paying Diners	100
Raffles & Others	62
Total	RM 192

### CLUB PROCEEDINGS

Sgt-At- Arms Rtn Tenny Lee called the meeting to order at 1.15 pm on behalf of President Alex Chang. She welcomed all visiting Rotarians and Guests.

Rtn Tenny Lee led in the singing of the National Anthem.

The fine master was PP Michael Yeow.

- He fined President Alex and Rtn Tenny RM 1 because the Malaysian flag was upside down.
- President Alex and OC C T Heng were fined RM 2 for a successful Charity Premiere “Wolverine”.
- Members who did not read the eBulletin were fined RM 1.
- PP Dato Muslim was fined RM 1 for his efficiency in uploading the Charity Premiere “Wolverine” on Saturday.
- President Alex, PP Ng Sim Bee and Rtn Veronique were fined RM 1 for attending the Installation of the Interact Club of SMK Confucian.
- Rtn Mok Sin and Rtn Veronique were fined RM 1 for attending the Futsal competition organised by the Interact Club of SMK Sri Sentosa.
- AG K U Rajah was fined RM 2 for speaking at his home club.

### PRESIDENT'S ANNOUCEMENT

1. The Charity Premiere “Wolverine” was successfully carried out on Saturday, 27<sup>th</sup> July 2013 at the GSC Pavilion, KL at 10 am. President Alex presented a slide show of the said event.
2. The Board of Directors Meeting will be held on Wednesday, 31<sup>st</sup> July 2013 at the Loong Foong Restaurant, Kelana Jaya at 7.30 pm.

### INTRODUCING THE SPEAKER

Rtn Asok Kumar introduced the guest speaker AG K U Rajah who spoke on the subject “The Priorities of the District Governor – Towards R I Future Vision Plan.”

### RAYA OPEN HOUSE

*PP Dato Muslim and Ann Raja Azma have the pleasure of inviting all Pudu Rotarians and their families to their Raya Open House on the 1st day Raya.*

*Their residence is at No. 2, Jalan 14/3, Taman TAR, Ampang Jaya, 68000 Ampang.  
Landmarks: ISKL, KDE.*

## **SPEAKER'S CV**

### **DIRECTORSHIPS IN ROTARY CLUB OF PUDU**

- International Service Director RY 1998-99
- Community Service Director RY 2001-02
- Vocational Service Director RY 2002-03
- International Service Director RY 2003-04
- Honorary Club Secretary RY 2005-06
- Vice President & President Elect RY 2006-07
- President RY 2007-08

### **CHAIRMAN OF THE FOLLOWING COMMITTEES :-**

- Fireside
- Fellowship
- Matching grant projects
- Literacy projects

### **DISTRICT 3300 APPOINTMENTS:-**

- Deputy Chairman District Rotary Foundation Committee
- Member District International Service Committee
- Member Of District GSE Committee
- Deputy Chairman District Polio Plus-End Polio Campaign Committee
- District Secretary-Training/Major Events
- Deputy Chairman-Polio Plus, Membership Seminars - MDRE Committee
- Deputy Chairman Vocational Service Committee (2) Terms
- SAA at District Conference RY 2010-11
- District Governor Special Representative to RC of Bukit Tinggi Klang
- Member of District Community Service Committee
- Exco - Charity Jog & Walkathon, Polio Plus,
- Member - Disaster Relief (Community Service) Coordinator - Group (7) Yayasan Kelab-Kelab Rotary Malaysia

### **ACADEMIC QUALIFICATIONS**

- Diploma from the Institute of Shipbrokers, London - England
- Diploma in Sales & Marketing Stamford College - Petaling Jaya, Selangor
- Intermediate Level Studies in Book-Keeping and Costings, Chan Institute, Klang
- Obtained a Class B Timber Grading Competency Certificate from Forest Research Institute Malaysia
- Obtained a Graders Attendance Certificate from California State - USA for grading Californian Red and Appalachian Oak Lumber; and Kiln-Drying Lumber.

### **WORKING EXPERIENCE**

- Worked in the timber export industry in Malaysia and USA for 22 years

- Diversified into other business viz: telecommunications industry, road building & infrastructural works, anti-rust services in the automotive industry, building materials, property investment and up-market boutique business. Total 18 years.

### **FAMILY**

Three children. Eldest son Dinesh Damian Rajah age 29 years old. Has his own stock market data resources & real estate business company called Crown Technologies Inc, based in Gold Coast -Queensland, Australia. Daughter Diana Annmarie Rajah age 25 years old. Married & mother of two kids, working as a child care consultant in Gold Coast, Queensland Australia. Daughter Samantha Shalini Rajah age 23 years old. Single, working in a mining company called Auscorp as an office administrator in Western Australia.

### **HOBBIES**

Movies, music, travelling. Occasionally bowling & golf.

### **OTHER ACTIVITIES**

Apart from Rotary he is actively involved as a founder member in another service organisation, the Klang Samaritans.

## **SPEAKER'S TEXT**

### **"The Priorities of the District Governor" Towards RI Future Vision Plan**

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- Rotary International President RY13/ 14 Ron Burton.
- Rotary International Theme 13/14 "Engage Rotary-Change Lives".
- District 3300 Governor RY 13/14 PP Datuk Dr. Mohinder Singh.
- Classification: Scientist.
- Member of RC of Kuala Lumpur West.
- Total Number AGs' District 3300: 18
- Assistant Governor Ry 13/14 Group 12: PP K.U. Rajah from RC Pudu.
- (The Fun Part about this Position is that sometimes someone will quip this common saying "Anything Goes")

- Essentially as AG its imperative we attend all the following training, seminars, dtts, both district assembly and conference in order to familiarise ourselves with the presidents, district trainers, district officers and most importantly with the district governor and last but not the least getting know the other members from the 73 clubs in District 3300.
- Furthermore some Presidents may seek your advice or guidance from time to time about rotary matters and we should be in an excellent position to assist them in regard to their query.
- If sound advice is rendered you can be rest assured you will be looked up to as a good AG.
- As you can see apart from Pudu the remaining three clubs are small in membership but believe me although they may be small but two clubs had already completed two major projects just in July 2013 alone. You will read about these projects in the forth coming DG newsletter. Just imagine the enthusiasm some of these clubs. Is it indeed inspiring.
- As the AG for RY 13/14, I had attended the following events prior to officially taking office on 1st July 2013.
  - 1. AG Training Seminar at Langkasuka Hotel-Langkawi-hosted by RC Kulim. From 28th to 30th September 2012.
  - 2. Pre-Presidents' Training Seminar 1- Venue A'famosa Resort, Malacca from 23rd to 25th November 2012.hosted by RC Tampin.
  - 3. Pre Pets 2 Training Seminar- Venue Pearl International Hotel-KL. Jointly hosted by RC Ampang & Sri Petaling from 15th to 17th March 2013.
  - 4. District Team Training Seminar-Venue Klang Executive Club on 9th June 2013.
  - 5. 79th Rotary International District 3300 Assembly- Venue Hotel Grand Dorsett-Subang Jaya. organised by RC Melawati and Partner Clubs Namely RC K.L.West, RC Bernam Valley, RC Sentual, RC Greater KL and RC Selayang. From 26th to 28th April 2013.
  - 6. Have already signed up to attend the 79th District Conference from 13th to 15th December 2013.
- Well now that I had briefly highlighted to you about all that went on prior to we taking office, following are our DG Datuk Dr. Mohinder Singh priorities for RY 2013-14.
  - -increase your membership.
  - -engage all members in active humanitarian service.
  - -support the Rotary Foundation which is the service arm of Rotary International.
  - -support Yayasan Kelab-kelab Rotary Malaysia.
  - -make every rotarian register for the District Conference 2013 and the District Assembly in 2014.
  - -participate/ support our signature project.
  - -apply for RI Global Grants and our District Grants (before 15th August 2013) to enhance your humanitarian service efforts.
  - -strengthen the resources of your club.
  - -support Interact/Rotaract-if your club has none, establish one now.
  - -make rotary affordable to your members.
  - -engage your whole family in rotary.
  - -go for excellence in your rotary projects/endeavours.

#### THANKING THE SPEAKER



PDG Dr Paul Lee on behalf of the Club thanked AG K U Rajah for a very educational and enlightening talk. He mentioned that the Assistant Governor usually visits a Club two weeks before the intended visit of the District Governor. With that he presented a Memento to AG K U Rajah.

#### ■ “Engage Rotary- Change Lives.”



## CLUB MEETING ON 29 JULY 2013



*At the Reception Desk*



*PP Albert counting money*



*Too many serviettes to choose from?*



*PP Michael and the French lady*



*IPP Aaron Ong feeling much relieved*



*Rtn Michael Yeow doing his fining thing*



## SOME MORE MEETING PHOTOS



*The Top Table*



*Rtn Michael Yeow won the Raffle Draw*

## Letter of Appreciation

Our Charity Premiere “The Wolverine” was carried out successfully on Saturday, 27 July 2013. As the Organising Chairman, I would like to put on record a big ‘thank you’ to all the Rotarians, well-wishers and donors for their pledges and support. Not forgetting special thanks to the following:

1. PP KH Low for designing the tickets
2. Rtn Patrick Lee for printing the tickets at a discounted price
3. Rtn KK Yap for the stationery in the goodie bags for the children
4. Rtn Mok Sin for liaising with the Homes for the children
5. Rtn Mok Sin & Rtn Veron for packing the goodie bags
6. PP Choy Ying, Rtn Mok Sin, Rtn Veron, Rtn Steven Ho & the Rotaractors for distributing the goodie bags and taking care of the children
7. PP Albert Lim for his Public Relations work, inviting the Press and getting the RTM TVi — aired on Astro Ch 180 — to cover the event
8. Last but not least, the GSC team for arranging the hall and the logistics



Putting aside the ‘hitches’ along the way, the event was a great success. In total, we raised RM 71,645.80 (nett of expenses).

I look forward to your continued support for the next Rotary year.

*Rtn CT Heng*

## JULY 2013 ATTENDANCE

(Compiled by Rtn Michael Yeow, Attendance Chair)

		<b>ACTIVE</b>	<b>JULY</b>					
S/No		Name	1	8	15	22	29	%/total
1	IPP	Aaron Ong Lai Huat	P	P	M	M	P	100
2	PP	Albert Lim Yew Seng	P	P	P	P	P	100
3	Pres	Alex Chang	P	P	P	P	P	100
4	PP	Chew Yin Keen	P	P	A	P	A	60
5		Chinniah a/l Arumanadan	M	A	A	A	A	20
6	PE	Daisy Chiu	P	P	P	P	P	100
7	PP	Dato Narendra K Jasani	A	A	A	P	A	20
8	PP	Dato Steven Oon	M	A	A	A	A	20
9		Dr. Wong Chin Chaw	M	A	P	P	P	80
10		Edward Lee	M	P	P	P	M	100
11		Elaine Tan Gee Hoon	P	P	M	M	P	100
12	PP	Gary Lim Beng Huat	P	M	P	P	M	100
13	VP	Heng Choun Tee	P	P	P	P	P	100
14		Jeffrey Yap	M	A	A	A	A	20
15	AG	K U Rajah	P	P	M	P	P	100
16		K.A. Kumar	M	P	M	P	P	100
17	PP	Ken Ong Keng Swee	M	M	P	P	M	100
18		Krishna Roy Sreenivasen	P	P	M	P	M	100
19		Laura Lee	P	M	P	P	M	100
20	PP	Leong Choy Ying	M	P	P	P	P	100
21		Loo Ming Chee	M	P	M	P	P	100
22	PP	Low Keng Hwa	P	M	M	P	P	100
23		May Lim	P	A	A	A	A	20
24	PP	Michael Tung Siak Kei	P	P	P	P	P	100
25	PP	Michael Yeow Kiew Meng	P	M	P	M	P	100
26		Mok Sin Jee Wan	P	M	P	P	P	100
27	PP	Ng Sim Bee	P	P	P	P	P	100
28		Patrick Lee Hong Lian	P	M	P	P	P	100
29	PDG	Paul Lee	P	M	M	P	P	100
30	PP	Richard Liew Ngeok Nyan	P	P	P	P	P	100
31		Robert Tan Siang Chiok	P	P	P	P	P	100
32		Sandy Soh Kwee Tin	P	P	P	P	M	100
33		Sarkunan Subramaniam	A	A	A	A	A	0
34		Steven Ho	P	P	P	P	P	100
35	PP	Tai Chin Peow	P	P	P	P	M	100
36		Tenny Lee Chea Yun	P	M	P	P	P	100
37		Veronique Pearcey	P	P	P	P	P	100
Total Present			26	21	22	29	23	
Total Make Up			9	9	8	3	7	
Total Absent			2	7	7	5	7	
Total			37	37	37	37	37	
% Present/Make Up			<b>94.59</b>	<b>81.1</b>	<b>81.1</b>	<b>86.5</b>	<b>81.1</b>	
38-47		Exempt members						10
48-51		Honorary members						4

## PUDU INTERACT NEWS



**Interact Club**  
**Sek. Men. Keb. (P) Pudu**  
**Jalan Foss,**  
**55200 Kuala Lumpur**

*Dear Sir/Madam,*

### INVITATION TO OUR INTERNATIONAL UNDERSTANDING DAY

We are pleased to inform that the Interact Club of SMK (P) PUDU will be holding our annual International Understanding Day.

2. The details of the event are as follow :

Date : 17 AUGUST 2013  
Venue : Auditorium of Help CAT (Jalan Metro, Pudu) Chan Sow Lin  
Time : 11 a.m. – 4 p.m.

3. The theme that we will be showcasing this year is **‘ONE UNITY, ONE DREAM’ – ROME, ITALY**. The event will comprise of speeches, exhibitors, performances from our very own Interact Club members and games to enhance friendship ties between fellow Interactors and the public.
4. On behalf of the Interact Club, we would like to thank you for taking my request into consideration. We look forward to a favorable response and your cooperation is deeply appreciated.
5. Thank you.

*Yours faithfully,*

(Itc. CHAN SU KEE)  
President  
Interact Club of  
SMK (P) PUDU

### SMK PUDU INTERACT BOD MEETING PICTURES





## DISTRICT NEWS

### CANCER SCREENING

*My dear Presidents of Rotary Clubs,*



The National Cancer Society Malaysia (NCSM), a cancer NGO that provides holistic cancer treatment and support to cancer patients and cancer screening for

the public, is providing **FREE** Mammogram screening and Pap smear tests for underprivileged women under its Community Outreach Programme, as part of its efforts to fight cancer through education, screening and early detection of cancer

Statistics show that Breast cancer is the most common cancer in females. This disease accounted for approximately 30% of newly diagnosed cancer cases in Malaysian women. **1 in 19** ladies has the risk of lifetime to get breast cancer. Peak incidence of breast cancer is between 50 and 59 years. **Cervical cancer** is the second most common cancer among women in Malaysia. The incidence and mortality rate for cervical cancer is 6.6% and 3.1% respectively. 6 out of 10 diagnoses occur in women who never had a Pap Smear Test done or have not had one done for the past 5 years. 60% of cancer in Malaysia is presented late resulting in high mortality rates.

However, cancer could be prevented with regular screening which allows doctors to look for early warning signs of cancer and provide early treatment. It is recommended that women above the age of 40 should undergo mammogram screening annually while women over the age of 35 are encouraged to undergo pap smear tests once in 3 years.

NCSM has extended an invitation to Rotary clubs to mobilise underprivileged women over the age of 40, to attend **free mammogram screening and pap smear tests** at their Cancer Detection Centre located at *Bangunan Persatuan Kanser Malaysia*, No 66, Jalan Raja Muda Abdul Aziz, Kampung Baru, Kuala Lumpur. Please refer to the letter from NCSM attached.

This is a great opportunity for Rotary clubs, especially those in Klang Valley, to take advantage of NCSM's offer and initiate a project to mobilise underprivileged women in your locality, who are above 40 years old and whose household incomes are below RM3,500 and bring them to NCSM's Women's Cancer Detection Centre for the free mammogram and pap smear

test. Clubs would need to arrange for transport for the women to ferry them to the Centre and back, if necessary. NCSM usually do free screenings for groups on Saturdays, with prior appointment. They have also stipulated that the number of women in each group send to their Centre for the screening on Saturdays should not be less than 25 and not more than 40. Clubs are required to call NCSM to fix a date and time each time they want to send the women to the Centre for the screening.

*Dear Presidents,*

Since NCSM's screening centre is located in Kuala Lumpur it is more likely that the Rotary clubs in Klang Valley will take advantage of NCSM's free screening services. However, clubs outside the Klang Valley area who are keen to undertake this project and willing to ferry the women to NCSM's Centre in Kuala Lumpur for the screening, are most welcome to do so.

The District Community Service Committee is in the meantime working on a cancer awareness and screening programme to be implemented nationwide. An announcement will be made once the details are finalized.

Please do not hesitate to contact the undersigned (012-327 0906) or PP Sudhaharan Nair, who also happens to be the General Manager of NCSM (012-327 6555), if you need further details about the free cancer screening services provided by NCSM.



*Thank you  
PP Darul Abdullah  
District Chair —  
Community Service*

### Watch It, Mate...

After being married for 30 years, a man took a look at his wife and said, "Honey, do you realize 30 years ago, I had a cheap apartment, a cheap car, slept on a pull out bed and watched a 13 inch black and white TV, but I got to sleep every night with a hot 21 year old blond. Now, we have a nice house, nice car, big bed and plasma screen TV, but I'm sleeping with a 51 year old blond. It seems to me that you are not holding up your side of things."

Now the wife, a very reasonable woman, told him so: "No problem, you can go out and find a hot 21 year old blond to have a good time with, and I'll just call a lawyer and make sure you can also enjoy living in a cheap apartment, driving a cheap car, sleeping on a sofa bed and IF you're lucky - a small television to watch!"

## MEMBERSHIP DEVELOPMENT & RETENTION

*Dear Presidents & Rotarians of District 3300,*

**T**he District Membership Development Committee together with DG Datuk Dr Mohinder Singh have agreed that the target membership for the Rotary year 2013/14 is 1,800 with the figure 2,000 in view. We have been hovering at 1700+ for some time now and we agree with the DG that achieving 1,800 is possible and will be a good start to move away from the 1,700+ figure.

The Membership Development Committee is in place to help the DG emphasise the importance of membership increase in the clubs. Why increase? You will hear the usual answers of many hands make light work, new ideas, new blood, growth of Rotary etc.

The committee does not have a magic formula for membership growth and if that is what you are expecting prepare to be disappointed.

We believe that membership growth starts with YOU, YOU & YOU alone. Not the President, Vice President, Membership Chair, Secretary, Treasurer and the Rotarian next to you or the most senior Past President or The PDG in your club.

It is just YOU and that is why the JUST YOU ~ JUST ONE (JUJO) campaign was conceived for this term taking off from the JUST ONE campaign last term.

Who is to bring in this JUST ONE Rotarian? My dear friends its YOU and YOU alone.

You can have the DG, PDGs and District Membership Development Chair and Committee visit your club and speak to you. But if YOU don't make the effort and take the trouble to speak or talk to your friend, colleague or acquaintance about Rotary with the hope and intention to interest him or her in joining Rotary we will never ever move from the 1700+ figure, my friends.

To help kick start and motivate you to start talking about Rotary and bringing in new members, Rotarians will be awarded with Rotary District collar pins for bringing in One, Two and Three or more Rotarians.

These are specially designed Rotary pins by the district which will show that YOU have successfully introduced ONE member into Rotary ~ JUST YOU ~ JUST ONE that's all we ask from YOU! Different pins for different numbers introduced to Rotary and become Rotarians.

From 1st August 2013, all clubs are to have one regular meeting each month. dedicated to membership. It can be a guest meeting, Rotary awareness meeting with guests or a fellowship meeting for guests.

This will be a criteria to qualify for district awards for the year 2013/14. If you have great projects for submission for district awards but do not fulfill the criteria of having one meeting a month dedicated to membership your club will not be able to qualify for the award. DG has agreed to this proposal and PP Kassim Ariff who is the Coordinator for Membership Development in Klang Valley will sit in the awards committee to ensure this criteria is complied with.

To ensure that this campaign of JUST YOU getting JUST ONE member we request that all Presidents, District Chairs, AGs and DG and anyone who sends out a email or hard copy correspondence to please sign off the letter / email with the words JUST U ~ JUST 1 before or after the RI theme for the year. If possible all speeches can also end with the reminder of JUST U ~ JUST 1. We humbly seek your cooperation.

PP Karthi will be in charge of reminding all of us by *e-diom* hopefully weekly of our mission to increase membership. We also request the District Newsletter Editor to find a small space in the newsletter to put in a reminder of JUST U~ JUST 1 in every newsletter.

PP Keshminder & PP Kassim will be looking into organising a Rotary event to get friends of Rotary and Rotarians and families to meet to create awareness of Rotary with the intention of increasing membership as well. If possible one each in the north, Klang Valley and east coast.  
(cont'd next page)

*.My dear friends,*

over the last few weeks I have received invitations to speak to clubs on membership. Nothing will give me more pleasure than to attend a Rotary meeting and catching up with my Rotary friends. I will be delighted to speak to all of you. But at the same time let me reiterate that after I speak to you, if YOU, YOU & YOU do not go out the next few days, weeks and months to speak to your friends, colleagues and acquaintances about Rotary it won't matter even if RI President Ron Burton were to speak to you, your club's membership will not increase by even one.

Sorry if I sound harsh, but my friends, that's the reality. Membership does not grow by talks but by US; me and YOU who need to go out and share Rotary. It starts with YOU, not anyone else.

If we are really serious about increasing our membership lets put our money where our mouth is. Let's not ask why and how can a meeting dedicated to membership be a criteria in the awards? If we are serious about membership I ask why not?

I agree with DG we must target 2,000 like what we have been doing for the last many years but lets be realistic and break from 1,700+ and just hit 1,800. That's what my committee and myself hope we all can achieve by the end of this term

We can't do it without YOU, YOU & YOU... So remember, membership increase starts with ME and YOU; not HIM or HER or the President or Membership Chair. The sooner we accept and realise this fact the sooner our membership will grow or else we die!

I look forward to seeing you all at your clubs and hearing of JUST YOU having brought in JUST ONE into Rotary.

JUST U ~ JUST 1 for Rotary

My best wishes and warm Regards,

*PP Varpal S Sagoo  
District Chair  
Membership Development & Retention  
2013/2014*

## HOSPITAL BILL

A man suffered a serious heart attack while shopping in a store. The store manager called 911 when they saw him collapse to the floor.

The paramedics rushed the man to the nearest hospital where he had emergency open heart bypass surgery.

He awakened from the surgery to find himself in the care of nuns at the Catholic Hospital. A nun was seated next to his bed holding a clipboard loaded with several forms, and a pen. She asked him how he was going to pay for his treatment.

"Do you have health insurance?" she asked.

He replied in a weak raspy voice, "No health insurance."



The nun asked, "Do you have money in the bank?"

He replied, "No money in the bank."

"Do you have a relative who could help you with the payments?" asked the irritated nun.

He said, "I only have a spinster sister, and she is a nun."

The nun became agitated and announced loudly, "Nuns are not spinsters! Nuns are married to God."

The patient replied, "Perfect. Send the bill to my Brother-in-Law."



## RI NEWS

### RI President's August Message

Our goal in 2013-14 is to Engage Rotary, Change Lives . All of us know that Rotary has incredible potential to do good work. It's time to recognize how much more we could be doing and start working on new ways to turn that potential into reality. We're going to do this by engaging Rotarians – by getting them involved, by getting them inspired, and by making sure that all Rotarians know just what a gift they have in Rotary.

We're going to make sure that the work we do in Rotary is solid, effective, and sustainable. And we're going to make sure that Rotary itself will last – by committing to our goal of 1.3 million Rotarians in our clubs by the year 2015.

That goal is a little different from membership goals we've had in the past. The goal isn't just bringing in new members. The goal is growing Rotary. The goal is making Rotary bigger, not just with more members, but with more involved, engaged, motivated members who will be the ones to lead us into our future.

Each of us has our own reason for joining Rotary – but I believe we all want to make a difference. We all want to be doing something meaningful. That is absolutely essential for us to remember when we talk about membership.

We're not asking just anyone to join Rotary. We're looking to attract busy, successful, motivated people who care. We're asking them to take their valuable time and give it to Rotary. So if they say yes, and they come and join our club, then we'd better be showing them that their time in Rotary is well spent.

We have to make sure that every Rotarian, in every club, has a meaningful job – one that makes a real difference to the club and the community. Because when you're doing something meaningful in Rotary, Rotary is meaningful to you.

In Rotary, we all have something to give. At every stage of our lives and our careers, Rotary has something for all of us – a way to let us do more, be more, and give more. Rotary gives our lives more meaning, more purpose, and greater satisfaction. And the more we give through Rotary, the more Rotary gives back to us in return.

*Ron D. Burton*  
*President, Rotary International*

### Foundation Trustee Chair's August Message

#### Polio's endgame

In Korea, we have a proverb : 괴로움이 있으면 즐거움도 있다 . It means, "After hardships comes happiness," and it is an encouragement to work hard in the face of adversity.

Polio eradication is long, hard work, but when we have finished this job, we will have achieved something wonderful – and lasting.

Since PolioPlus was launched, we have immunized over two billion children and have seen a 99 percent decrease in polio cases. These past few years, we have made enormous progress.

But this last effort – the home stretch – is the hardest. It costs approximately US\$1 billion every year to maintain our fight against polio. Even once we see no new cases of polio, we are committed to supporting eradication until the world is certified polio-free – a full three years after the last case is recorded. We're getting closer, but we are not there yet.

Until that historic moment, we must continue the fight with everything we have. We have to keep up the momentum, keep up the energy, and keep up the awareness. Every Rotarian needs to understand what polio is and why we are committed to its eradication. The answer is simple: If we were to stop our fight against polio now, we would lose everything we have worked for over so many years. Very soon, we would see a resurgence of polio to the levels some of us remember from 30 years ago, when more than 1,000 children were paralyzed every day. Polio would again be epidemic – and we would have lost the opportunity of a lifetime.

This is something we cannot and will not consider. We are in it until the end – and the end is truly This Close. Polio is a global health emergency not because the end is so distant – but because it is in sight.

D. K. Lee  
Foundation Trustee Chair

## Former Rotary Youth Exchange student designs a backpack bed for the homeless

By Megan Ferring

During Australia's colder months, emergency shelters often fill to capacity. Many homeless people searching for a warm bed are turned away, handed a piece of cardboard and a blanket for the night.

Tony Clark, an IT entrepreneur, 1992 Rotary Youth Exchange student, and the founder of the Melbourne-based non-profit Swags for Homeless, offers an alternative.



*Tony and his wife Lisa with the Backpack Bed they designed*



*The bed has won four global product design awards  
(Photos courtesy of Tony Clark)*

most important, they offer warmth with their waterproof, windproof design. The entire assembly weighs only 6.5 pounds and rolls into a backpack.

Clark was inspired to start the nonprofit when he questioned why so many shelters didn't provide homeless people with proper outdoor bedding. He immediately began working on designs for the versatile bed. "I thought to myself, 'How would I like to be treated if I slept on the street?'" Clark says. "Homeless people suffering from frostbite, hypothermia, and trench foot are common in wealthy countries. A Backpack Bed is an interim crisis measure – one that can save the lives of those without shelter."

The bed, which can be purchased with a A\$68 donation, has won four international honors, including the Australian International Design Award and the German Red Dot "Best of the Best" award – one of the most prestigious accolades in the product design world.

The innovative beds offer more than physical comfort, say those who have used them – they also provide a renewed sense of dignity. "Until people are faced with living on the streets, they have no idea of what is involved. Just getting a shower, finding a toilet, or trying to wash clothes becomes a big event," says Matt, a young homeless man in Australia. "This is the third time I have been on the streets, and previously I didn't even have a blanket. Tony Clark and his organization change the lives of people like me."

The success of Swags for Homeless throughout Australia and Europe has encouraged Clark to bring his Backpack Beds to the United States. Rotary clubs in District 9800, which includes Melbourne, funded and transported 100 beds to Baltimore and parts of New Jersey and New York to help the region's homeless and those displaced by Hurricane Sandy. District 7500 (New Jersey) worked with Australian Rotarians to coordinate the effort. Swags for Homeless also donated 60 beds for distribution in Chicago, Washington, D.C., and Los Angeles.

"We knew we had to take this idea and spread its success to other countries and help save others," Clark says. "Thanks to Rotary, this is an important moment: It will be the first time Backpack Beds will be distributed to street-sleeping homeless and disaster victims in the USA."

*Source: The Rotarian -- June 2013*

## THOTS FOR THE WEEK

### Nine Things that will Disappear in our Life-time...

#### 1. [The Post Office](#)

Get ready to imagine a world without the post office. They are so deeply in financial trouble that there is probably no way to sustain it long term. Email, Fed Ex, and UPS have just about wiped out the minimum revenue needed to keep the post office alive. Most of your mail every day is junk mail and bills.

#### 2. [The Cheque](#)

Britain is already laying the groundwork to do away with cheque by 2018. It costs the financial system billions of dollars a year to process cheques. Plastic cards and online transactions will lead to the eventual demise of the cheque. This plays right into the death of the post office. If you never paid your bills by mail and never received them by mail, the post office would absolutely go out of business.

#### 3. [The Newspaper](#)

The younger generation simply doesn't read the newspaper. They certainly don't subscribe to a daily delivered print edition. That may go the way of the milkman and the laundry man. As for reading the paper online, get ready to pay for it. The rise in mobile Internet devices and e-readers has caused all the newspaper and magazine publishers to form an alliance. They have met with Apple, Amazon, and the major cell phone companies to develop a model for paid subscription services.

#### 4. [The Book](#)

You say you will never give up the physical book that you hold in your hand and turn the literal pages. I said the same thing about downloading music from iTunes. I wanted my hard copy CD. But I quickly changed my mind when I discovered that I could get albums for half the price without ever leaving home to get the latest music. The same thing will happen with books. You can browse a bookstore online and even read a preview chapter before you buy. And the price is less than half that of a real book. And think of the convenience! Once you start flicking your fingers on the screen instead of the book, you find that you are lost in the story, can't wait to see what happens next, and you forget that you're holding a gadget instead of a book.

#### 5. [The Land Line Telephone](#)

Unless you have a large family and make a lot of local calls, you don't need it anymore. Most people keep it simply because they've always had it. But you are paying double charges for that extra service. All the cell phone companies will let you call customers using the same cell provider for no charge against your minutes.

#### 6. [Music](#)

This is one of the saddest parts of the change story. The music industry is dying a slow death. Not just because of illegal downloading. It's the lack of innovative new

music being given a chance to get to the people who would like to hear it. Greed and corruption is the problem. The record labels and the radio conglomerates are simply self-destructing. Over 40% of the music purchased today is "catalogue items," meaning traditional music that the public is familiar with. Older established artists. This is also true on the live concert circuit. To explore this fascinating and disturbing topic further, check out the book, "Appetite for Self-Destruction" by Steve Knopper, and the video documentary, "Before the Music Dies."

#### 7. [Television](#)

Revenues to the networks are down dramatically. Not just because of the economy. People are watching TV and movies streamed from their computers. And they're playing games and doing lots of other things that take up the time that used to be spent watching TV. Prime time shows have degenerated down to lower than the lowest common denominator. Cable rates are skyrocketing and commercials run about every 4 minutes and 30 seconds. I say good riddance to most of it. It's time for the cable companies to be put out of our misery. Let the people choose what they want to watch online and through Netflix.

#### 8. [The "Things" That You Own](#)

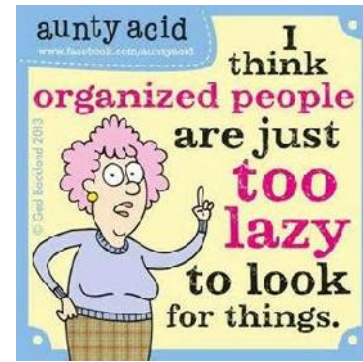
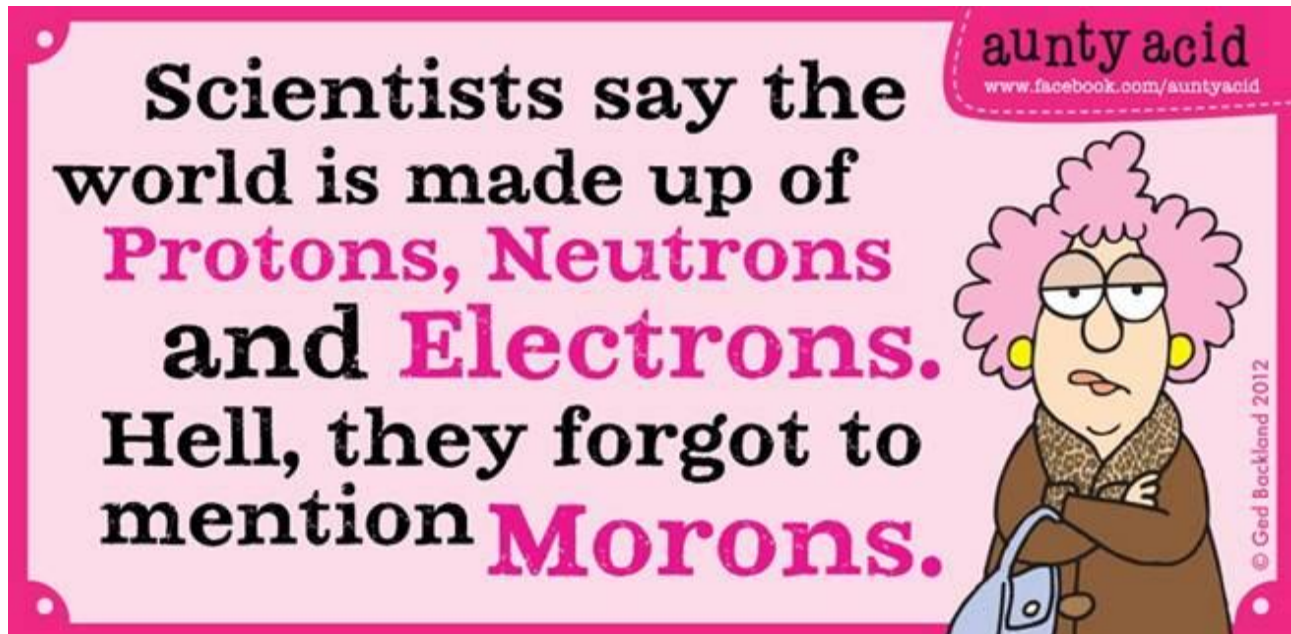
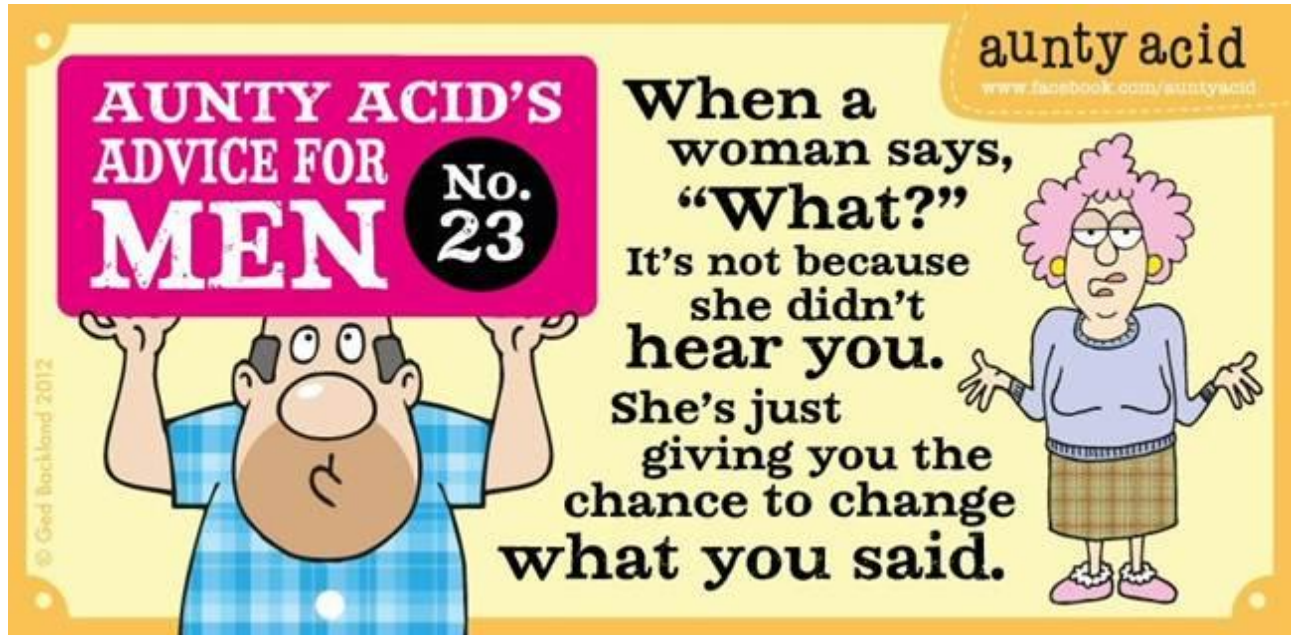
Many of the very possessions that we used to own are still in our lives, but we may not actually own them in the future. They may simply reside in "the cloud." Today your computer has a hard drive and you store your pictures, music, movies, and documents. Your software is on a CD or DVD, and you can always re-install it if need be. But all of that is changing. Apple, Microsoft, and Google are all finishing up their latest "cloud services." That means that when you turn on a computer, the Internet will be built into the operating system. So, Windows, Google, and the Mac OS will be tied straight into the Internet. If you click an icon, it will open something in the Internet cloud. If you save something, it will be saved to the cloud. And you may pay a monthly subscription fee to the cloud provider. In this virtual world, you can access your music or your books, or your whatever from any laptop or handheld device. That's the good news. But, will you actually own any of this "stuff" or will it all be able to disappear at any moment in a big "Poof?" Will most of the things in our lives be disposable and whimsical? It makes you want to run to the closet and pull out that photo album, grab a book from the shelf, or open up a CD case and pull out the insert.

#### 9. [Privacy](#)

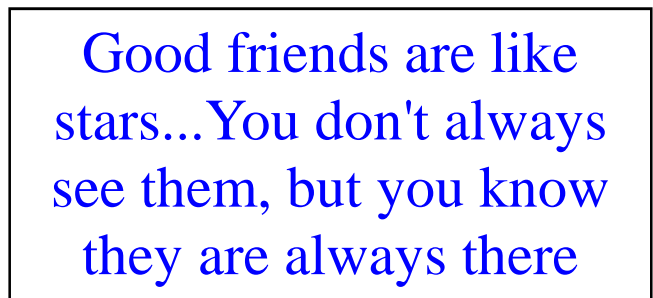
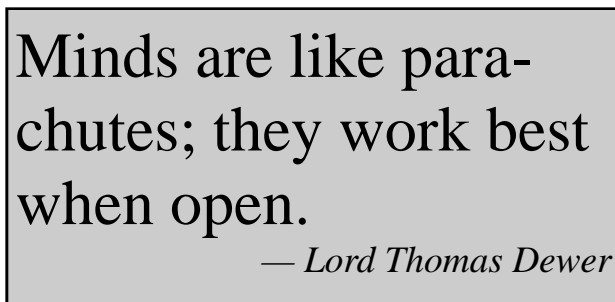
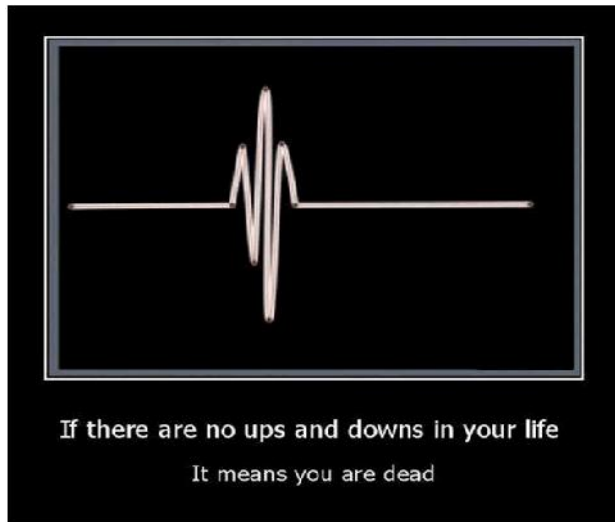
That's gone. It's been gone for a long time anyway. There are cameras on the street, in most of the buildings, and even built into your computer and cell phone. But you can be sure that 24/7, "They" know who you are and where you are, right down to the GPS coordinates, and the Google Street View. If you buy something, your habit is put into a zillion profiles, and your ads will change to reflect those habits. "They" will try to get you to buy something else. Again and again.



## LIFE IS NOT A LOT OF FUN



## POINTS TO PONDER





## ADDENDUM



**GETTING A JOB FOR YOUNG ADULTS WITH  
AUTISM AND LEARNING DIFFICULTIES**

**Saturday 24th August 2013**  
**8.30am - 12.30pm**  
**KKlub, Jalan Melawati 3,**  
**Taman Melawati, Kuala Lumpur**

A free educational workshop brought to you by




**The Rotary Club of Melawati**  
**In Partnership with**  
**The Rotary Club of Bukit Bintang**  
**Yayasan Kelab- Kelab Rotary Malaysia (YKKRM)**

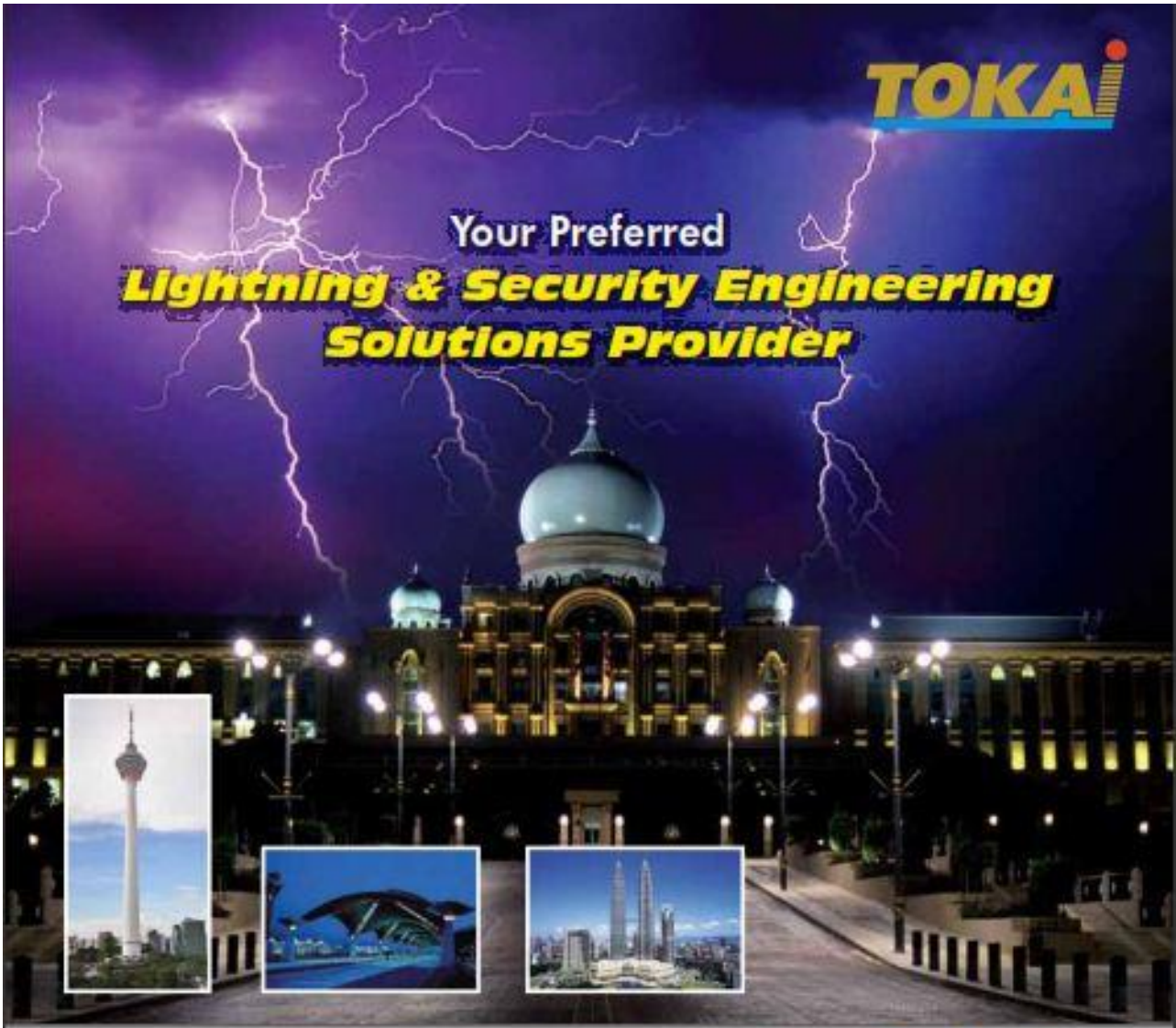
For more information and registration kindly contact Mr.Sudhaharan at 6012 3276555  
**Registration Closing Date: 19th August 2013**




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