



# *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

## *Table of Contents*

Programme / Diary of Events	2
Editorial / President's Message	3
Club Proceedings / Pres Announcements / Introducing & Thanking the Speaker	4
Speaker's CV	5
Speaker's Text	6-8
Picture Gallery — Meeting on 21 Apr '14	9-11
Rotaract Activities	12-13
Interact Activities	14
Club & District Diary of Events—Future / Notices	15
District News	16-18
RI News	19-20
Thots for the Week	21
On the Lighter Side	22
Advertorial	23

Date : 28<sup>th</sup> April 2014  
Issue No : 40

# Berita Pudu

## PROGRAMME FOR TODAY

Speaker: Tan Sri Dato' Dr Lau Ban Tin  
Subject: Malaysian Economy; Where Are We Heading?

### On Duty

Duty Table: VP C T Heng  
Fellowship: Rtn Chinniah Arumanadan  
Finemaster: Rtn Patrick Lee  
Introducing: PP K H Low  
Thanking: AG K U Rajah

### Rotarians' Birthdays (April)

04<sup>th</sup> – PP Quah Sek Cheng  
22<sup>nd</sup> – Rtn Roy Sreenivasan  
26<sup>th</sup> – Rtn Patrick Lee

## PROGRAMME FOR NEXT WEEK

Speaker: Ms Sharmila Sivalingam  
Subject: Conversations With Self

### On Duty

Duty Table: Rtn Steven Ho  
Fellowship: Rtn Steven Chiew  
Finemaster: Rtn Mok Sin  
Introducing: Rtn Loo Ming Chee  
Thanking: PP Ng Sim Bee

### Spouses Birthdays (April)

08<sup>th</sup> – Ann Adeline (PP Datuk Y K Chew)  
15<sup>th</sup> – Ann Lin (PP Quah Sek Cheng)  
19<sup>th</sup> – Ann Angeline (PP Richard Liew)

### Wedding Anniversaries (April)

11<sup>th</sup> - PDG Dr Paul Lee and Ann Lilian  
26<sup>th</sup> – PP Quah Sek Cheng and Ann Lin

## CLUB DIARY OF EVENTS – APRIL 2014

Date	Time	Programme	Venue
Tue, 1 <sup>st</sup> April	6.30 pm	Incoming Club Service Committee Meeting	Residence of Rtn Jeff Yap
Wed, 2 <sup>nd</sup> April	7.00 pm	48 <sup>th</sup> Installation Committee Meeting	Crystal Palm Seafood
Thurs, 3 <sup>rd</sup> April	6.30 pm	Outgoing Membership Development Meeting	President Alex's Office
Thurs, 3 <sup>rd</sup> April	7.30 pm	Outgoing Club Service Committee Meeting	President Alex's Office
Sat, 5 <sup>th</sup> April	11.00 am	Fund Raising Committee Meeting	President Alex's Office
Mon, 7 <sup>th</sup> April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 8 <sup>th</sup> April	6.30 pm	Incoming Youth Service Committee Meeting	Bukit Kiara Club
Wed, 9 <sup>th</sup> April	6.30 pm	Outgoing Youth Service Committee Meeting	Bukit Kiara Club
Wed, 9 <sup>th</sup> April	7.30 pm	Outgoing/Incoming Community Service Committee Meeting	Bukit Kiara Club
Sat, 12 <sup>th</sup> April	3.00 pm	Rotaract Board Meeting	Elilai Restaurant, Cheras
Mon, 14 <sup>th</sup> April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 15 <sup>th</sup> April	6.30 pm	Incoming International Service Comm Meeting	Selangor Club, Bukit Kiara
Wed, 16 <sup>th</sup> April	6.30 pm	Incoming Vocational Svc Comm Meeting	Bukit Kiara Club
Wed, 16 <sup>th</sup> April	7.30 pm	Outgoing International Service Comm Meeting	Bukit Kiara Club
Sun, 20 <sup>th</sup> April	8.30 am	RRI Games	SMK Victoria Institution
Mon, 21 <sup>st</sup> April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 22 <sup>nd</sup> April	6.30 pm	Incoming Board of Directors Meeting	Bukit Kiara Club
25 <sup>th</sup> -27 <sup>th</sup> April 2014	-	80 <sup>th</sup> R I District 3300 Assembly	Royal Bintang Resort & Spa, Seremban
Mon, 28 <sup>th</sup> April	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Mon, 28 <sup>th</sup> April	6.30 pm	Outgoing Board of Directors Meeting	President Alex's Office

## EDITORIAL

### EIGHT GIFTS THAT DO NOT COST A PENNY

1. **THE GIFT OF LISTENING...** But you must really listen. No interrupting, no daydreaming, no planning your response. Just listening.
2. **THE GIFT OF AFFECTION...** Be generous with appropriate hugs, kisses, pats on the back and holds. Let these small actions demonstrate the love you have for your family and friends.
3. **THE GIFT OF LAUGHTER...** Clip cartoons. Share articles and funny stories. Your gift will say, "I love to laugh with you."
4. **THE GIFT OF A WRITTEN NOTE...** It can be a simple "Thanks for the help" note or a Thank You card. A brief, handwritten note may be remembered for a lifetime, and may even change a life.
5. **THE GIFT OF A COMPLIMENT...** A simple and sincere, "You look great in red," "You did a super job" or "That was a wonderful meal" can make someone's day.
6. **THE GIFT OF A FAVOUR...** Every day, go out of your way to do something kind.
7. **THE GIFT OF SOLITUDE...** There are times when we want nothing better than to be left alone. Be sensitive to those times and give the gift of solitude to others.
8. **THE GIFT OF A CHEERFUL DISPOSITION...** The easiest way to feel good is to extend a kind word to someone, really it's not that hard to say *Hello* or *Thank You*. Be cheerful and happy.

*Warmest Regards,  
PP Mike Tung*



## PRESIDENT'S MESSAGE

*"I always cheer up immensely if an attack is particularly wounding because I think, well, if they attack one personally, it means they have not a single political argument left."*

— Margaret Thatcher

While I was reading the communications in the district among Rotarians, a clear trend emerged...Rotarians like to express their views and direct questions at each other...

This reminded me of Mrs Thatcher, who was living a life in the fast lane answering all sorts of questions from all sorts of people is the order of the day. I find the above quote from her so fascinating.

There is also another trick that I was told which is employed by many to exhaust the reporters.

For example:

Reporter "Mr Minister, what do you think about the in flight services offered by the British Airways?"

Minister "Oh I love travelling on the British Rail... they serve such wonderful set lunch on Tuesdays and Thursdays..."

Reporter "Sorry Mr Minister, the services offered by the British Airways?"

Minister "Are you referring to the ground staff handling check-in at the Heathrow Airport? That you have to refer to the British Airports Authority..."

Reporter "No, no, Mr Minister, what do you think about the in flight services offered by the British Airways?"

Minister "Are you referring to domestic, international; in the case of international, to the Americas, Asia or just in the EU..."

Reporter "Mr Minister, I give up..."

For lawyers like Mrs Thatcher who spend most of their time training how to argue, answer questions and have a day job in courts, sustaining an argument is a piece of cake. For the lawyers who have yet to perfect the art, the learning curve is pretty steep. For myself, unless I am forced to, I keep some simple principles which were stated in the installation magazine:

*"I do not argue with anyone unless I am paid to do so, and I do not argue with anyone unless there is a Judge..."*

Which is slightly different from Mrs Thatcher:

*"I love argument, I love debate. I don't expect anyone just to sit there and agree with me, that's not their job."*

Today, we would like to welcome our guest speaker for Tan Sri Dato Dr Lau Ban Tin, who will talk to us about "The Malaysian Economy Where Are We Heading." Thank you.

*Alex Chang  
President RY 2013-14*



## PUDU NEWS

### Record of Meeting on: 21<sup>st</sup> April 2014

Guest Speaker: Madam Mae Ho  
Subject: "Professional Housewife"

Visiting Rotarians	
IPP Don Law	R C George Town
Guests	
Ms Eva Cheah	President Alex Chang
Mr Josh Kwek	PP Gary Lim
Ms Magdaline Teo	PP Mike Tung
HE Constantin Nistor	Club
Madam Mae Ho	Club
Datin Suriza Hing Abdul-lah	Club
Datin Josephine	Club
Ms Elizabeth	Club
Mr Justin Cheah	Club
Mr Bryan Robson Bala	Club
Mr Param	Club
Mr Shellamuthu	Club
Rtc Michelle Yong	Club
Ms Liew	Club

#### CLUB PROCEEDINGS

Sgt-At-Arms Rtn Tenny called the meeting to order at 1.10 pm on behalf of President Alex Chang. She welcomed all visiting Rotarians and Guests. She then led in the singing of the National Anthem and then proposed the Loyal Toast.

PP Gary was the fine master.

- Rtn Tenny was fined RM 1 for a job well done as SAA
- PE Daisy was fined RM 1 as fine collector.
- PP Mike Tung was fined RM 2 for inviting a guest
- PP Tai, PP Phang and Rtn Asok were fined for coming in after 1 pm.
- Members outside the function room were fined RM1.
- Members without name tags were fined RM 1.
- Rtn Veron was fined RM 1 for inviting many representatives from the orphanages and RM 1 for returning from Cameron Highlands.
- Rtn Dr C C Wong and PP K H Low were fined RM 1 for not going overseas.
- Rtn Robert Tan was fined RM 1 for interrupting the fine session.
- President Alex was fined for the "Stop Hunger Now" Project.
- Rtn Patrick Lee was fined RM 5 for his birthday celebration

Statistics	
Guests	14
Visiting Rotarians	1
Club Members	21
Total Present	36
Collections:	
Birthdays/Anniv/Fines	RM 27.00
Paying Diners	RM 100.00
Raffles & Others	
Total (RM)	RM 127.00

#### PRESIDENT'S ANNOUNCEMENTS

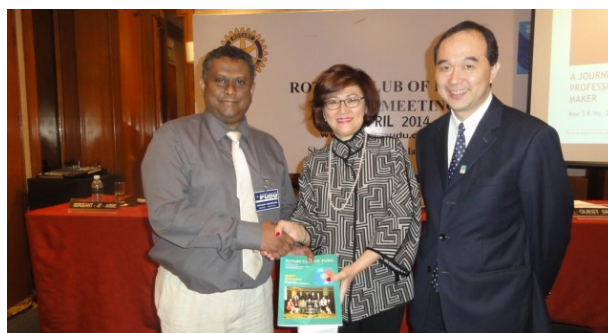
- 1) The Incoming Board of Directors Meeting will be held on Tuesday, 22nd April 2014 at the Bukit Kiara Club at 6.30 pm.
- 2) The 80<sup>th</sup> R I District 3300 Assembly will be held from 25<sup>th</sup> – 27<sup>th</sup> April 2014 at the Royal Bintang Resort & Spa, Seremban.

#### INTRODUCING THE SPEAKER

PP Mike Yeow introduced the guest speaker Madam Mae Ho who presented a talk on the subject "Professional Housewife."

#### THANKING THE SPEAKER

Rtn Sarkunan thanked Madam Mae Ho for a very educational and interesting presentation. He commented that Madam Mae Ho likened the husband as the government, the wife as the hotel General Manager and the children as the entertainment activities. Rtn Sarkunan then presented a Certificate of Appreciation and a Memento to Madam Mae Ho.



SPEAKER'S CV

Ms Mae Ho Seok Khen  
Non-Executive, Non-Independent Director

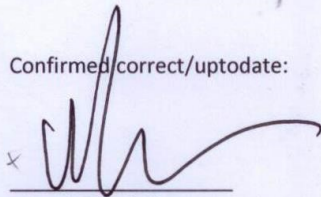
Ms Mae Ho Seok Khen is currently the Chief Operating Officer of BERJAYA University College of Hospitality, a subsidiary of the Berjaya Corporation Group, and is also the Director of the Academy of Nursing (M) Sdn Bhd and Berjaya Higher Education Sdn Bhd.

Ms Ho has been in the hospitality industry for the last 25 years. She was trained in England in Hospitality Management which led her to specialise in cuisine, patisserie, restaurant service and oenology. She graduated with an MA in Education Management (Bath), UK. She was also awarded the professional membership in the prestigious Institute of Hospitality, UK (formerly known as HCIMA).

She made her first step towards the hospitality industry as a lecturer and as the Dean of the School of Hotel & Catering Management at Kolej Damansara Utama, Petaling Jaya. Subsequently, Ms Ho was appointed Director of the School of Hospitality & Tourism Management at Sunway University College of Hospitality from 1997 until 2007. During her tenure at Sunway, Ms Ho was appointed Project Director for the China operations to set up the Xian-Sunway International Business Management to conduct corporate training programmes and summer schools.

Ms Ho sits on the panel of judges for the Hospitality Asia Platinum Award (HAPA) and her judging stretches across the ASEAN Continent for Service Excellence Awards, Signature Establishment Awards, Revolutionary Personality Awards and Fine Culinary Awards, just to name a few. She is also an active member and sits on the panel of judges for the Malaysia Retailers' Association (MRA), and is a Council member of the National Council of the Confrerie de la Chaine des Rotisseurs, Bailliage de Malaisie. Ms Ho was recently appointed the New Conseiller Gastronomique – Chaine Des Rotisseurs.

Confirmed/correct/uptodate:

  
Mae Ho Seok Khen

## SPEAKER'S TEXT

### A JOURNEY TO BEING A PROFESSIONAL HOME MAKER

Mae S K Ho, 2014

Mae SK Ho, Berjaya University College of Hospitality



### Who is Mae?



#### Present

COO of Berjaya University College of Hospitality

#### Born

Mentakab Pahang

#### Tertiary Education

Sultan Abu Bakar Primary School  
Jalan Bahagia Lower Secondary  
Assunta KL Secondary School  
College ~ UK Technical College Yorkshire  
Master in Education Management (Bath), UK

#### Professional Qualification/Members

C&G International UK (LCG)  
HCIMA UK (MIH)  
LCG

### Please fill in the forms!

Your ambition ~ 3 Choices



Teacher



Lawyer



Housewife!

### Small Town Girl ~ Pack her bag to UK to:



#### Pursue her interest in Hotel & Catering

- ~ General Catering
- ~ Cuisine – Food Production
- ~ Patisserie – Sweet, Desserts & Pastry
- ~ Food Service – Fine Dining & Other Catering Services
- ~ Alcoholic & Beverage – Wine & Beverage Studies

### First Inspirations

#### • Wilvenhoe Part ~ University of Essex UK

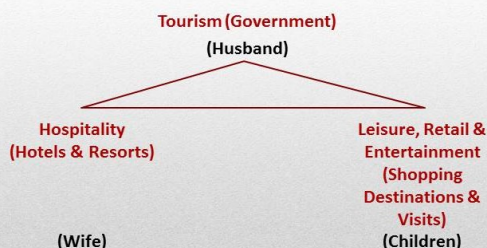
- Conference Centre
- Started as a Young Commis
- A year later as a Chef de Partie

#### • At King Edward VII Hospital UK

- Hospital Supervising Chef

- Confidence
- Professionalism
- Integrity
- Motivation to become better
- A goal to strive for
- Motivation to change my perspective!
- Night studies ~ Hospitality Management Studies with the Professional Association i.e. HCIMA, UK – Hotel Catering International Management Association is the professional body for the hospitality, leisure and tourism industry. The Association proactively supports the needs of the industry and its members through the promotion of best practice, disseminating the latest industry information and providing unrivalled opportunities to network at high profile events.

### Concept









SPEAKER'S TEXT

## Family Philosophy ~ Culture Norms

### LET'S EMBRACE ~ Ten Cultural Norms

*Linked with Successful School Improvement*

1. Shared Goals – "We know where we are going"
2. Responsibility for Success – "We cannot Fail"
3. Collegiality – "We are in this together"
4. Continuous Improvement – "We can get better"
5. Lifelong Learning – "Learning is for everyone"
6. Risk Taking – "We learn by trying something new"
7. Support – "There is always someone there to help"
8. Mutual Respect – "Everyone has something to offer"
9. Openness – "We can discuss our differences"
10. Celebration and Humour – "We feel good about ourselves"

BERJAYA

BERJAYA

## Career of the New Era

### Careers of the New Era

Have you noticed a change of career opportunities in today's world? Most of the time, the opportunities offered are in the non-traditional professions such as doctors, lawyers or engineers.

The leading career path of TODAY is in the Hospitality, Tourism and the world of the future – look at the career list below, and explore your future possibilities.

#### CULINARY

- Executive Chef
- Sous Chef
- Pastry Chef
- Banquet Chef
- Food & Beverage Manager
- Food & Beverage Supervisor
- Food & Beverage Assistant
- Food & Beverage Trainee
- Food & Beverage Clerk
- Food & Beverage Porter
- Food & Beverage Cleaner
- Food & Beverage Janitor
- Food & Beverage Security Guard
- Food & Beverage Driver
- Food & Beverage Porter
- Food & Beverage Cleaner
- Food & Beverage Janitor
- Food & Beverage Security Guard
- Food & Beverage Driver

#### TOURISM

- Tour Manager
- Tour Guide
- Travel Agent
- Travel Consultant
- Travel Coordinator
- Travel Director
- Travel Executive
- Travel Manager
- Travel Supervisor
- Travel Trainee
- Travel Clerk
- Travel Porter
- Travel Cleaner
- Travel Janitor
- Travel Security Guard
- Travel Driver

#### RETAIL

- Retail Manager
- Retail Assistant Manager
- Retail Supervisor
- Retail Trainee
- Retail Clerk
- Retail Porter
- Retail Cleaner
- Retail Janitor
- Retail Security Guard
- Retail Driver

#### 100% JOB PRIORITY FOR BERJAYA ICH GRADUATES

Apply to us now and we will guarantee you a job in our company. We will give preference over other candidates.

THEY COME AS STUDENTS (MY CHILDREN)



THEY LEAVE AS PROFESSIONALS (MY CHILDREN)

## Behind the Curtain



- Ethics & Governance
- System & Structure
- Marketing & Strategies
- Planning & Development

## Convocation

### My Graduates – The Hospitality Professional



### My Colleagues



The End

## CLUB MEETING ON 21 APRIL 2014



*Top Table*



*Rtn Tenny Ng doing her SAA thing*



*HE Ambassador of Romania*



*PP Gary Lim doing his Fine job — again*



*PP Michael Yeow introducing the Apeaker*



*The Speaker — Madam Mae Ho*



## CLUB MEETING ON 21 APRIL 2014



*The audience*



*HE the Ambassador with the audience*



*Mock OCBC Bank cheque RM 100,000 presentation to "Stop Hunger Now" project*



*Datin Suriza VP "Stop Hunger Now" presenting a rice soy pack to HE the Ambassador*



*IPP Don Law explaining the nutrients of the rice soy meal packs*



*HE the Ambassador presenting the rice soy pack to an Orphanage management representative*



## CLUB MEETING ON 21 APRIL 2014



*HE the Ambassador presenting the rice soy pack to another Orphanage management representative*



*HE the Ambassador presenting the rice soy pack to Kechara Soup Kitchen representative*



*HE the Ambassador presenting the rice soy pack to YWCA management representative*



*Rtn Sarkunan thanking and presenting memento to Madam Mae Ho, the Speaker*



*"Stop Hunger Now" meals are nutritiously sound. Every dehydrated rice soy meal is fortified with 21 essential vitamins and nutrients. Research has shown that one in three people in developing countries are adversely affected by vitamin and mineral deficiencies.*

# ROTARACT ACTIVITIES



## Donation & Sponsorship Briefing Pack



A JOINT PROJECT BY ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN



**Project UP-L.I.F.T**  
Let's Influence their Future Together

A JOINT PROJECT BY ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN



### b. DONATION DRIVE

Have additional apparel that are still in wearable conditions? Want to purchase food and add up to our food bank? Join forces and bring in large quantities of **BISCUITS**.

If you have them, drop it at Kechara Soup Kitchen,  
17 Jalan Barat, (Off Jalan Imbi), 55100 Kuala Lumpur, MALAYSIA.  
(Opens every Saturday from 5-7pm)

### c. SHARE THE LOVE

- Like us on <https://www.facebook.com/officialprojectuplift>
- Help us promote about this meaningful project via #projectUPLIFT at twitter or facebook
- Spread the words

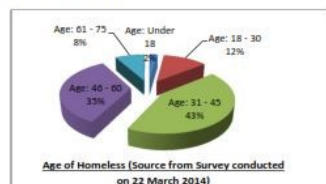
### Project UPLIFT raises fund to support the homeless.

This project aims to raise RM10,000 to support the Kechara Soup Kitchen in their daily operations including feeding the homeless, maintaining database, lift them off the streets (for those willing) provide medical assistance for those injured or unwell. Led by two organisations, Rotaract Pudu organizes this fund-raising cum donation drive project and aims to channel 100% of the funds to Kechara.

### Homeless redefined.

"No shelter, no home, no one."; "I live on the streets because I don't have a home". Statements like this are common amongst the homeless. They typically live on the streets. There are many reasons to this outcome such as loss of family members through natural disasters, lost aim or hope in life, mentally challenged, disowned by family.

### Homeless Demographics



- 800 people are left without shelter within the Klang Valley area.
- Every 1 in 2.5 of them is between ages 31-45, equivalent to 43% which is the largest age group.
- 18 from the total homeless group are below 18 years old.
- The numbers are growing gradually at a 10% rate on a quarterly basis.



**Project UP-L.I.F.T**

Let's Influence their Future Together

A JOINT PROJECT BY ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN



### A. What's Hot?



#### a. CHARITY MOVIE SCREENING X-MEN (11AM, 24 May 2014 at GSC Pavilion)

Receive a complimentary pass to X MEN (Days of Future Past) when you donate:

Donation Sum	Indicative Seats	Complimentary Passes	Meals for homeless
RM120 (Class A)	Row 1-2 from top	2	15 meals (Vegetarian)
RM50 (Class B)	Row 3 - 5 from top	1	6 meals (Vegetarian)
RM40 (Class C)	Row 6 - 8 or up to 11 from top	1	5 meals (Vegetarian)
RM25 (Class D)	First 2 - 3 rows from the screen	1	3 meals (Vegetarian)

\*All donations are entitled for tax exemption for year 2014.

Gold and Platinum Sponsors:

Key Sponsors	Complimentary Tickets (Optional)	Logo Featured
Bronze RM2,500.00	5 Class B Tickets 5 Class C Tickets	Yes
Silver RM5,000.00	Full Hall (98 - 118 Seats)	Yes
Gold RM6,000.00	10 Class B Tickets 10 Class C Tickets	Yes
Platinum RM12,000.00	Full Hall (272-274 Seats)	Yes

### How do you pledge?

For payment method, please refer to Appendix: Payment Details

For more info: please contact the organizer, [rotaractclubofpudu@gmail.com](mailto:rotaractclubofpudu@gmail.com) or visit our facebook page at <https://www.facebook.com/officialprojectuplift> or call Michelle Yong (+60173967296) for more details.

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A JOINT PROJECT BY ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN



### APPENDIX:

#### Payment Method:

##### 1. Decide the amount to be donated

Donation Sum	Indicative Seats <sup>[1]</sup>	Complimentary Passes <sup>[2]</sup>	Equivalent Number of Meals (Vegetarian)
RM120 (Class A)	Row 1-2 from top	2	15 meals
RM50 (Class B)	Row 3 - 5 from top	1	6 meals
RM40 (Class C)	Row 6 - 8 or up to 11 from top	1	5 meals
RM25 (Class D)	First 2 - 3 rows from the screen	1	3 meals
RM2,500 (Bronze) <sup>[3]</sup>	-	5 Class B Tickets 5 Class C Tickets	170 meals: 1.5 months meals for a homeless
RM5,000 (Silver) <sup>[3]</sup>	-	10 Class B Tickets 10 Class C Tickets	471 meals: 5 months meals for a homeless
RM6,000 (Gold) <sup>[3]</sup>	-	Full Hall (98-118 seats)	706 meals: 8 months meal for a homeless
RM12,000 (Platinum) <sup>[3]</sup>	-	Full Hall (272-274 Seats)	1411 Meals: 1 year meal for homeless

Note:

- [1] Complimentary passes are provided based on first come first basis and while stock lasts. The organizer will assign seats to all donors whenever possible, and notify the donors on the availability if otherwise.
- [2] Tickets will only be issued once donation is being received by RAC PUDU upon bank account reconciliation. Selection of seat position will be assigned by the organizer and will be on first come first basis as well.
- [3] For Bronze, Silver, Gold & Platinum Sponsors, we will feature their name and/or Company logo in all our promotional channels (Facebook & Twitter). Any sponsorship from RM5,000 and above will require detailed information about donor for tax exemption purposes.
- [4] For enquiries regarding seat availability, kindly drop a private message under our Facebook page: <https://www.facebook.com/officialprojectuplift>

##### 2. Donate the amount via Interbank Giro (IBG), cash deposit via the following account number:


Account Name : Rotaract Club of Pudu  
Bank : Public Bank Berhad  
Account Number : 514495303930

Note: For IBG, kindly include your Identity Card (NRIC) number or your Company registration number (for Corporate Number) Under the **Reference Number** section. The purpose of this requirement is for the issuance of tax exemption receipt from Kechara Soup Kitchen.  
All donations made via **cash deposit**, donors are required to email the transaction slip to [rotaractclubofpudu@gmail.com](mailto:rotaractclubofpudu@gmail.com) for verification purposes.



##### 3. Upon making the IBG transfer / cash deposit transaction, complete the e-form via this [LINK](#) to confirm your donation. Only upon receipt of e-forms shall the organizer assign complimentary passes to the donor. The organizer will communicate via email, sms or voice call to notify the donor upon receipt of donation.



# ROTARACT ACTIVITIES



**Project UP-L.I.F.T**  
Let's Influence their Future Together  
A JOINT PROJECT by ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN


**What We Do?**  
Alleviating hunger is our first step in achieving our bigger dreams which is to lift these people off the streets. Food distribution and database collection creates a bridge between us and the needy. This bridge enables us to care for them, hear them and help them to get back into the society.

Description	Kechara Soup Kitchen	Rotaract Club of Pudu
Year of establishment	2006	1974
Purpose	Non Governmental Organisation Improving Malaysia's society in feeding the homeless and urban poor and help those who wish to re-enter society	Non Profit Organisation Community Service to help the needy Professional Development for members
Fund Source	Fund raising & donations channeled to food purchase, kitchen & logistics operations	Fund Raising Projects or Activities which are channeled back to the needy



**ROTARACT CLUB OF PUDU**

- Sponsored by Rotary Club of Pudu
- Led by a team of over 20 volunteers aged 18-30
- Club Avenues include:
  - Professional Development** (Aims to develop skills of club members & community on both technical & leadership aspects)
  - Community Service** (Aims to support the needy within the community we serve through fund-raising projects, visitation, renovation, medical camps etc.)
  - Club Service** (Aims to foster better relationship amongst team members and build both their corporate & social network)
  - International Service** (Aims to create and embed international understanding in the global arena)
- Recent Past Project:
  - Monthly Kechara Soup Kitchen Volunteering (distribution of food to the homeless)
  - Online coupon fund raising to end polio (Results – RM13,000 raised for End Polio Fund)
  - Tiramisu baking class for club members
  - Medical Camp for Cheras Community (Breast Cancer awareness, basic medical check-up facilities)
  - Jenjarom Old Folks Home visitation

For more info, visit our facebook page at: <https://www.facebook.com/officialprojectuplift>



**Project UP-L.I.F.T**  
Let's Influence their Future Together  
A JOINT PROJECT by ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN





**KECHARA SOUP KITCHEN**



- Kechara Soup Kitchen (KSK) is a non-religious community action group that distributes food, basic medical aid and counselling to the homeless and urban poor of Malaysia.
- Inspired by His Eminence Taseem Rinscochy, the Spiritual Guide of the Kechara organisation, KSK is strictly non-religious, being mindful and respectful of others' beliefs. We do not discriminate in terms of race, gender or culture, our motto being "Hunger Knows No Barriers". For this reason, our food is vegetarian.
- Kechara Soup Kitchen's mission in the short term, to provide sustenance and basic medical care for the homeless and urban poor in Malaysia.
- In the medium term, we aim to provide a permanent soup kitchen building as a place of safety, "off street", for the distribution of hot food and medical treatment facilities for the homeless, whilst continuing to provide street food delivery to those who are unable to come to the centre.
- In the long term, Kechara Soup Kitchen's mission is to reduce the flow of homeless living on the streets by providing a nurture centre building as a place of training and assistance to help make the homeless employable and for them to re-enter society.
- Our key activities include Food Distribution, Medical services, Nurture Centre to reduce number of homeless. Other services include Basic on-street medical care, clothing, counselling, referrals to accommodation and shelter, referrals to employment.

For more information, visit <http://www.kechara.com/soupkitchen/>


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**Project UP-L.I.F.T**  
Let's Influence their Future Together  
A JOINT PROJECT by ROTARACT CLUB OF PUDU & KECHARA SOUP KITCHEN

**PHOTOS:**



"Every contribution enables KSK to alleviate hunger and it begins with you."



**ROTARACT CLUB OF PUDU**



## INTERACT NEWS



INSTALLATION OF INTERACT CLUB OF SM KUEN CHENG ON 22ND APRIL 2014



*Interact Club of SMK (P) Pudu won 4 Interact Awards.  
Photo taken with Principal, Teacher Advisors and Board of Directors.*

## CLUB & DISTRICT DIARY OF EVENTS - FUTURE

Date	Time	Programme	Venue
Sat, 10th May 2014	10.00 am	R C Pudu Charity Premiere 'Spider-Man 2'	GSC Pavilion, KL
10 <sup>th</sup> – 11 <sup>th</sup> May 2014	-	District Rotaract Assembly	Prescott Hotel Klang
Sat, 17 <sup>th</sup> May 2014	7.30 pm	The Rotary Foundation Awards Night	Royal Lake Club, KL
Fri, 23 <sup>rd</sup> May 2014	2.30 pm	Rotarian/Teacher Advisors High Tea	Shangri la Hotel, KL
1 <sup>st</sup> – 4 <sup>th</sup> June 2014	-	Rotary International Convention	Sydney
Sat, 21 <sup>st</sup> June 2014	7.30 pm	District Awards & Handover Night	-
Sat, 19 <sup>th</sup> July 2014	7.00 pm	R C Pudu 48 <sup>th</sup> Installation Night	Shangri la Hotel, KL
21 <sup>st</sup> – 23 <sup>rd</sup> Nov 2014	-	2014 Kota Kinabalu Rotary Institute	Sutera Harbour Resort & Spa, Kota Kinabalu.



## NOTICE BOARD

@ 23-4-2014  
Pledge is RM  
70,100.00

**From:** Datuk Dr Mohinder Singh

<moscasft@gmail.com>;

**To:** RI D3300 <rotary3300@googlegroups.com>;

**Subject:** HEART SURGERY

**Sent:** Sat, Apr 26, 2014 6:42:11 AM

It is with regret that I had to skip the official opening of the District Assembly this morning. I had an Angiogram done on Thursday 24th April 2014 at IJN and to my horror the Angiogram showed that I had at least 3 serious blockages - thank God my heart was still taking it well and I had been spared a heart attack or stroke so far. The Cardio Surgeon has informed me that they will be fixing a date to do bypass surgery in a few weeks time. Looks like he got the message that I have to finish my tasks as District Governor.

*Dear DG,*

Please take it easy Datuk. Start delegating and pass on the baton to DGE Kirenjit. All members of RC PUDU wish you the best in your forthcoming heart operation.

*Kind regards*





## DISTRICT NEWS

**From:** rotary3300@googlegroups.com [mailto:rotary3300@googlegroups.com]

**Sent:** Thursday, 24 April, 2014 11:30 AM

**To:** rotary district

**Subject:** [rotary3300] 80th District Assembly Registration update - Final Call

My Fellow Rotarians

I am please to advise that as of now we have reached 475 registrations. 203 pax for our Hawaiian fellowship night on Friday and 550 pax for the Governor's Banquet.

You can still register till the end of today. Attached is a registration form for your convenience. This is the last call. The response has been great and it should be a great weekend of inspiration and fellowship.

I am sure we will reach 500 registration before midnight today.

Looking forward to seeing your all for a great weekend

Cheers!

Organising Chairman

Mah

RC Kajang



# WELL DONE



## DISTRICT NEWS

### WOMEN IN ROTARY DISTRICT 3300



*Kirenjit Kaur*

*PP Kirenjit Kaur of RC Titiwangasa will be installed as the first woman District Governor of District 3300 during the District Assembly 25-27 April, 2014. She was also the first woman Rotarian in the District.*

*This is to be followed next Rotary Year 2015-16 when PP Siti Subaidah of RC Central Damansara takes over as District Governor.*



*Esther Tan*

*The first woman President of a Rotary club in Malaysia is PP Esther Tan of RC Pantai Valley. And the first woman Charter President is PP Susan Tu who is now with RC Cheras.*

*RC Pudu had its first woman President PP Rosemarie Wee (now Dato) in RY 1999-2000. And next RY 2014-15 PE Daisy Chiu will be President.*



*Siti Subaidah*



*Susan Tu*



*Dato Rosemarie Wee*



*Daisy Chiu*

## DISTRICT NEWS

### OPINION

From: Baskaran Syamala <[swe\\_tha@hotmail.com](mailto:swe_tha@hotmail.com)>

Date: Apr 20, 2014, at 8:18

*Dear friends,*

I have always been puzzled as to the the reasons why we Rotarians have not given enough thoughts on how best to take advantage of the festive mood permeating us whenever any of our major festivals come around.

The buzz and excitement that all of us experience whenever the Hari Raya Puasa, Chinese New Year, Deepavali or Christmas come around is actually quite infectious and most of us are in a mood to celebrate and more often than not, are at our generous best during these periods.

There is no other better time for us to organize projects that would bring us closer to the community we serve and belong to. These are the moments when the needy and the deserving need help from us most, while we in turn gain immense satisfaction when we make them happy and in the process bring the smile back to their faces. This can be some of the most rewarding experiences in one's life. That special feeling of the festive seasons should be taken advantage of.

I have always admired the example set by PP Tan Sri L. Krishnan from RC KL DiRaja. His open house for the orphans and the underprivileged during the festive seasons have always struck a chord with me. If an individual can throw such a big party year in and out, why can't an organization like us do something like this or even better?

We could turn this kind of festive occasions to something more significant by taking into consideration the overall needs of our communities. There could be distribution of wheel chairs or providing school bags, shoes, uniforms, books or spectacles for needy school children and assistance to single mothers, abused children or HIV sufferers etc.

There could be recognition of community leaders who have made significant contribution to society or even financial assistance for the poor and needy. The scope is unlimited and the marriage of good projects with festive seasons have the potential to turn them around into signature projects if we continue doing it year in year out. It may well turn up to a day recognized as "ROTARY DAY" if we persist and make it as significant as possible.

If all the clubs in the District, either on their own or as a group choose one common festival and agree on a com-

mon day, can we imagine the impact we are going to create? Our combined efforts held at different locations on a similar day, will create the type of impact that we have always wanted to produce as compared to the little or no impact we see nowadays with isolated or small scale events or projects.

The publicity and goodwill generated for Rotary if we time projects during festive seasons is always going to be enormous provided we do it together and go beyond the narrow confines of the current open houses which just provides music, food and *ang paws*.

A good community assessment survey will guide us on the pressing needs of our communities and this in turn will allow us to plan and execute festive season projects that will show results and make a difference.

There is no harm in thinking differently but at the same time, in order for ideas like this to succeed, we need to be purposeful and decisive and most importantly UNITED.

It is all in our hands!!

*Regards*

*Baskaran*

### THIS CLOSE TO ENDING POLIO — YAM TUNKU ZAIN



## RI NEWS

### MOBILE CLINIC RESCUES WOMEN FROM BREAST CANCER IN SOUTH INDIA

In Tamil Nadu, India, two doctors, both members of the Rotary Club of Srirangam, discovered an alarming trend in the remote city outskirts of Trichy, women dying of breast cancer.

Drs. K. Govindaraj and K.N. Srinivasan knew that much of the death and suffering could be avoided, and both were motivated by their personal experiences with the disease. Govindaraj watched his mother die of breast cancer a decade earlier, and helped found the Dr. K. Shantha Breast Cancer Foundation in her memory. Srinivasan, an oncologist, witnessed unprecedented growth in the number of younger patients coming to his clinic with advanced stages of the disease.

According to the National Cancer Registry of India, 20 to 40 women per 100,000 are suffering from breast cancer. And because many women lack the resources to travel to the city, or the \$50 fee for proper screening, the doctors needed a unique approach. During a trip to South Korea, Govindaraj saw a large van outfitted with X-ray equipment parked outside a mall, and thought a moving doctor's office and lab -- or "mammobus" -- could overcome the challenges they faced.

Through a Rotary global grant, the men were able to buy and outfit their own bus. Since April 2012 the Shantha Foundation's mammobus, supported by local Rotarians and the Rotary Club of Rockville, Maryland, USA, has administered 2,500 free breast cancer screenings. Early stage cancer has been detected and treated in six women, and thousands have been taught how to conduct regular self-exams, an important means of early detection. "Women have started feeling that they have easy access to health without compromising their day to day work and earnings," Srinivasan says. "Women come out to our health workers with their health-related problems and discuss freely about various aspects of health and diseases, not just about breast cancer."

The mammobus cost \$34,000 and is equipped with a mammography machine, an ultrasonogram, and materials that teach the method and importance of self-exams. The Shantha Foundation maintains the vehicle and reaches out to nongovernmental organizations, women's groups, and employers to arrange visits. The bus stops anywhere a large group of women congregate, with priority given to rural areas. The Srirangam club also helps line up visits and widely promotes the bus through various media. "More and more clubs and NGOs want to participate and are booking the mammobus well in advance," says Srinivasan. "We are already booked until the end of May."

Govindaraj says if something is detected during screening, the woman is given the choice to get a biopsy at the Shantha Foundation's affiliated hospital, or to have the foundation arrange a biopsy with a local radiologist.

If a biopsy proves malignant, the woman is advised to undergo treatment in a hospital in her own city or, if willing, to receive treatment at the Shantha Foundation hospital. Either way, the procedure is covered by government insurance. The foundation provides follow-up support and counseling for patients and families.

Dr. Chenguttai Dheenani, a retired surgeon and member of the Rotary Club of Rockville, Maryland, USA, became involved in the project after he met a member from Tamil Nadu at Rotary's international convention. In addition to convincing his club to support the project, Dheenani, a lifelong member of the American Tamil Medical Association, secured a \$5,000 donation from the association. "In many cases, this will be the first doctor these women have seen," says Dheenani. "This venture is bringing life-saving detection right to their doorsteps."

Rotary members have also been lining up volunteers to ride on the bus and talk to the women about HIV/AIDS awareness and other health issues.

Meanwhile, the doctors have been gathering medical data that will benefit universities in India and other countries, data that up to this point had not been available.

"I wish and pray for many more mammobuses in our country," says Srinivasan. "Healthy women are the backbone of a community."



Maryland, USA, Rotary members Christopher Puttock and Rachel Blair (left), pay a visit to the Mammobus last year to check on the project's status. With them are Dr. K. N Srinivasan (far right) and Mrs. Vijayalakshmi, who coordinates the bus's schedule for the K Shantha Breast Cancer Foundation.



## RI NEWS

### ROTARY INTERNATIONAL WEBSITE WINS 3 NATIONAL AWARDS IN USA



Rotary International Website [www.rotary.org](http://www.rotary.org) won three prestigious EXCEL Awards from Association Media and Publishing, including the top award for general website excellence.

The new Rotary.org was awarded the Gold for General Excellence: Association in Web Publishing. Rotary also won a Silver for the 2012-13 Annual Report online site and a Bronze for Design Excellence for the new website.

The largest competition of its kind in USA, the EXCEL Awards recognize excellence and leadership in non-profit association media, publishing, and communications

### ROTARY.ORG UPDATES

#### 18-Apr-2014 Improvements

- You can now search for e-clubs by keyword, country, or language or view a list of all e-clubs. [Club Finder](#) search by location, keyword, or e-club now returns all results, rather than a maximum of 50.
- Community members can now see all connections on their profile, organized in alphabetical order.
- Site access has been restored for My Rotary users with duplicate accounts.
- A bug preventing full access to the grant application tool for some users has been fixed. District 56 (Afghanistan) now appears on the list of districts available on the [Contact Us form](#) and [CDS/Financial Representatives list](#).
- Signed-in My Rotary users can use the Give Now button to donate to projects in their community through [ideas.rotary.org](http://ideas.rotary.org).
- You can now edit summaries of existing discussion groups.

### Issues

- Need to fix problems when adding language, category, and tags to a discussion group.
- Need ability to see skills and interests of community members on their profile.

### ANGOLA WITHOUT NEW CASES OF POLIO IN LAST THREE YEARS

Luanda — The Angolan minister of Health, José Van-Dúnem, stated Wednesday in Luanda that the country has not registered cases of poliomyelitis in the last three years, highlighting that the last notification happened on July 7 of 2011, in Quimbele Municipality, northern Uíge Province.

Speaking at the opening session of the first African Ministers of Health Meeting, jointly promoted by the World Health Organization (WHO) and the African Union Commission, under the auspices of the Angolan Government, which happens from 14 to 17 April, in the country's capital city, the government official stated that the country should remain firm and vigilant in this final stage of the eradication process.

The minister of Health informed that the government's priority is focussed on accelerating the reduction of infant-maternal mortality rate and the burden of endemic diseases and non-communicable chronic diseases and their risk factors.

The priorities include also the improvement of health services with quality at primary, secondary and tertiary levels and reinforcement of the sector's capacity of planning, management, human resources, financial resources, monitoring and assessment level.



*UN Secretary-General Ban Ki-moon administers polio medicine to a baby at a healthcare centre in Viana district, Angola in February 2012. UN Photo/E. Schneider.*

## THOTS FOR THE WEEK

### The Puppeteer's Show



*The show has ended  
Rawana is dead*

*no more curses and blood  
no more bitterness and thunderbolts  
the heavens are peaceful again*

*for the myriadth time  
Rama and Sita  
live happily  
back in the chest*

*now  
puppeteer  
you can sleep  
soundly  
on the battle-scarred  
banana trunk*

*but here  
puppeteer  
the audience still stands  
still stands  
waiting  
for Rawana to be brought back to life  
waiting  
for the show to start again*

— A Latiff Mohidin, 1977

### Shadows

*My country is growing up  
The wayang kulit doesn't call  
at our kampung  
anymore*

*The old man is dead  
And his son now works  
in the new transistor factory*

*So, no more wayang kulit*

*And soon no more ronggeng  
Nor chinese opera  
Nor top-spinning  
Nor kite flying  
Nor bersilat...*

*The villagers are moving  
Already that toothless farmer  
forever grinning  
with his five ducks and two pigs  
squats in a fifteenth story kiosk  
- a claustrophobe -  
alone with his pills*

*They say  
The wind of affluence is blowing  
I only know  
The hawkers  
The small stallholders  
The pushcart vendors  
are evanescing...  
And apom doesn't come.*

— Cecil Rajendra



*Local poetry pieces contributed by IPDG Masoor Saat*



## ON THE LIGHTER SIDE

### HOW MEN AND WOMEN RECORD THINGS IN THEIR DIARIES

#### Wife's Diary:

Tonight, I thought my husband was acting weird. We had made plans to meet at a nice restaurant for dinner. I was shopping with my friends all day long, so I thought he was upset at the fact that I was a bit late, but he made no comment on it. Conversation wasn't flowing, so I suggested that we go somewhere quiet so we could talk. He agreed, but he didn't say much. I asked him what was wrong:

He said, 'Nothing.'

I asked him if it was my fault that he was upset.

He said he wasn't upset, that it had nothing to do with me, and not to worry about it.

On the way home, I told him that I loved him.

He smiled slightly, and kept driving. I can't explain his behaviour. I don't know why he didn't say, 'I love you, too.'

When we got home, I felt as if I had lost him completely, as if he wanted nothing to do with me anymore. He just sat there quietly, and watched TV. He continued to seem distant and absent.

Finally, with silence all around us, I decided to go to bed. About 15 minutes later, he came to bed. But I still felt that he was distracted, and his thoughts were somewhere else. He fell asleep; I cried. I don't know what to do. I'm almost sure that his thoughts are with someone else. My life is a disaster.

#### Husband's Diary:

A two-foot putt .. who the f\*#@# misses a two-foot putt?

### PAY BY CHEQUE

An older, white haired man walked into a jewellery store one Friday evening with a beautiful young girl at his side. He told the jeweller he wanted a special ring for his girlfriend.

The jeweller looked through his stock and found a \$5,000 ring. The old man said, "*No, I'd like to see something much more special.*"

The jeweller went to his special stock in the safe and brought another ring back. "*This one's \$40,000.*" The young lady's eyes sparkled and her whole body trembled with excitement. The old man said, "*I'll take it!*"

The jeweller asked how payment would be made, and the old man said, "*By cheque, but I know you need to make sure my cheque is good, so I'll write it now, and you can call the bank on Monday to verify funds. I'll pick up the*

*ring on Monday afternoon.*"

Monday morning, the jeweller called the old man saying, "*There's no money in that account!*"

The old man said, "*I know I know, but let me tell you about the weekend I just had!*"

#### 710

A few days ago I was having some work done at my local garage. A blonde came in and asked for a seven-hundred-ten.

We all looked at each other and another customer asked, 'What is a seven-hundred-ten?'

She replied, 'You know, the little piece in the middle of the engine, I have lost it and need a new one...'

She replied that she did not know exactly what it was, but this piece had always been there.


The mechanic gave her a piece of paper and a pen and asked her to draw what the piece looked like.

She drew a circle and in the middle of it wrote 710. He then took her over to a car just like hers which had its hood up and asked 'is there a 710 on this car?'


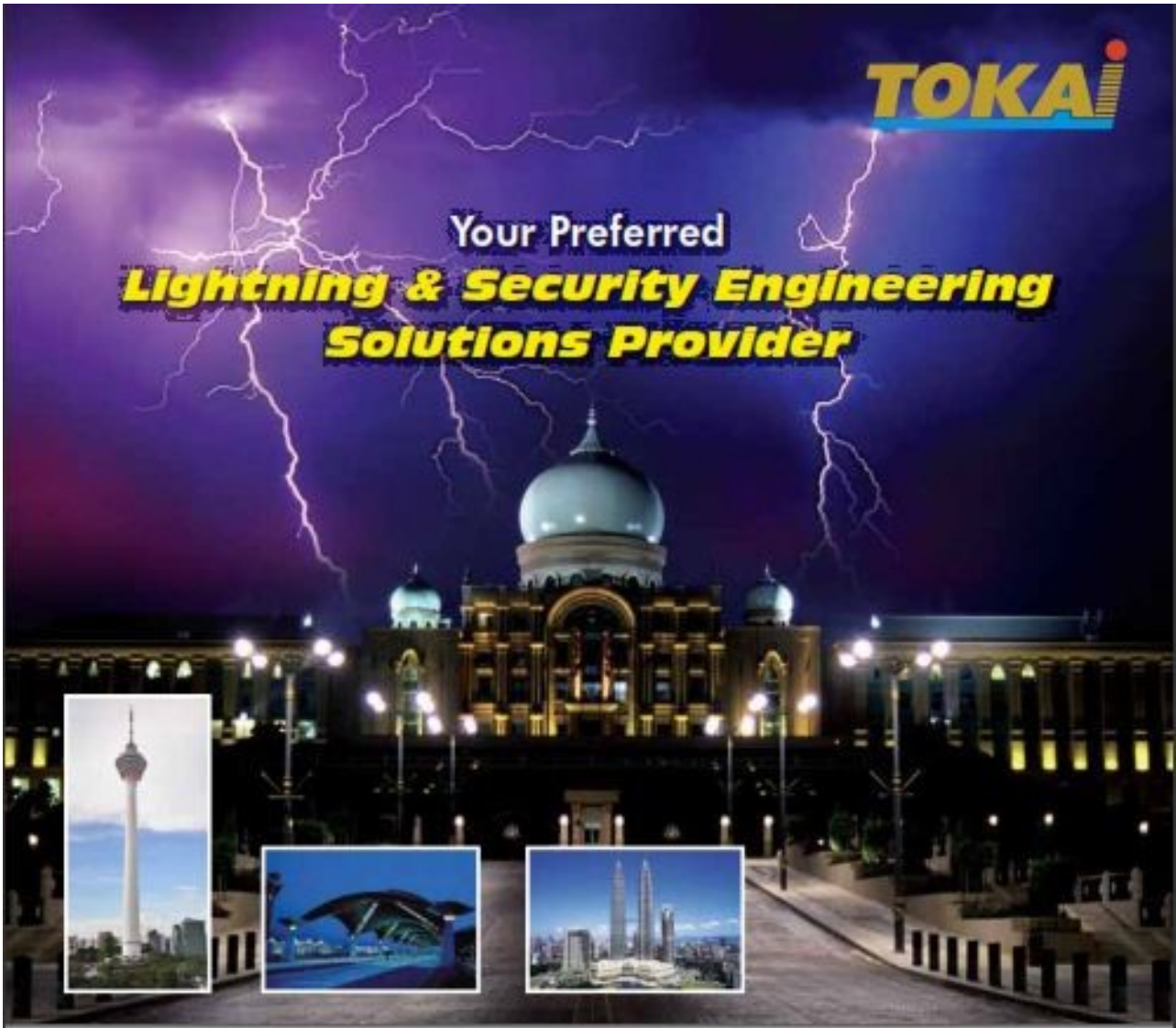
She pointed and said, 'Of course, it's right there.'

The mechanic fainted.





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### Our Awards



Tokai is the proud winner of various prestigious industry awards namely The Golden Bull, Enterprise 50 and the Asia Pacific Entrepreneurship Award.



[www.tokai.com.my](http://www.tokai.com.my)