

Enjoy your **Berita**  
**PUDU**

14<sup>th</sup> May 2012

Issue No : **37**/2011-12

**Programme Today**

Speaker : TBA  
Subject : TBA

**ON DUTY**

Duty Table : Rtn. Tenny Lee  
Fellowship : Rtn. Laura Lee  
Finemaster : PP Ng Sim Bee  
Introduce : PE Rtn. Aaron ong  
Thanking : Rtn. Sarky Subramaniam

**Programme Next Week**

Speaker : TBA  
Subject : TBA

**ON DUTY**

Duty Table : Rtn. Roy Sreenivasan  
Fellowship : Rtn. Sandy Soh  
Finemaster : Rtn. Mok Sin  
Introduce : PP Quah Sek Cheng  
Thanking : Rtn. May Lim

**Happy Birthday!**

PP Rosemarie Wee (17th. May)

**Spouse's Birthday!**

Nil

**Happy Anniversary!**

PP Dato N K Jasani & Ann Datin Bharati (19th. May)

**FUTURE ROTARY EVENTS**

District Conference  
@ Subang  
7-9 Dec 2012

**Rotary Club Diary 14th - 30th May 2012**

Date	Time	Programme	Venue
May Mon 14	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 16		Service Com Meeting	Rest. Uncle Chillli Amp. Corp Mall
Thu 17	7.00 pm	New Gen Meeting	George Heng's Office (Bukit Jalil)
Fri 18	7.00 pm	TRF Nite	Bukit Jalil Golf & Country Club, KL
Sat 19	4.30 pm	Rotaract Meeting	Carmen Rest. Foo Yong
Mon 21	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Fri 25	3.00 pm	Rotarian/Teachers Advisers' HiTea	Shangri-La Hotel, KL
Mon 28	12.30 pm	Luncheon Meeting	Shangri-La Hotel, KL
Thu 30	6.30 pm	Board Meeting	Pre Steven's Residence

**TERMINATION OF MEMBERSHIP**

There are many ways membership in our club can be terminated.

Self termination by way of resignation is the easiest. However to observe our administrative procedures and our constitution, and with due respect to the club and its members, it must be in writing and addressed to either the president or the secretary. The resignation is to be accepted by the board if the member has no indebtedness to the club.

There are other ways some of which are unpleasant that termination can be effected.

- 1) Automatic termination when a member no longer meets the membership qualifications such as
  - a) Not meeting the attendance rule,
  - b) non payment of dues,
  - c) moving to another locality and
  - d) losing the classification.
- 2) Termination by the board of directors (at least by a vote of 2/3) for a good cause. Good cause can mean the member could have been convicted of a crime or even bad behaviour.

The decision of the board action is final if there is no appeal or arbitration requested.

In the past, our club has lost members by some of the above mentioned reasons. However it is not known that any member had resigned over the disagreement over the choice of speakers for the Monday luncheon meetings, claiming they are too political, nor over political emails (by block sending to all members) sent to him. Anyway there is always a first and our club of late appeared to have suffered the loss of a member for this particular reason.

From accounts in the emails flying around over this matter, there were a number of comments and one of the most illuminating was that of our wise old owl, PDG Dr Paul Lee who called for "magnanimity and tolerance". "Be Understanding, broad minded and using common sense" could be added.

Anyway, joining the club or leaving the club is one's prerogative but learned people like some of us should join or leave for the right reason.

Boon Kee and I were privileged to be able to attend the 2012 RI Convention held in Bangkok from the 6th – 9th May recently. The event was well organized with Her Royal Highness Princess Chulabhorn representing His Majesty the King to grace and kick off the convention followed with the rendition of Thailand's national anthem by Thai pop music star Tata Young. The event was a gathering of many Rotarians from all over the world which is testament to the hard work and able leadership of Rotary International. I certainly had a wonderful experience and was amply rewarded through my fellowship with all the other participants whom are part of a family of selfless individuals coming together to take stock of our achievements and to reignite our imagination, desire and motivation to move forward in our pursuit to carry out the objectives of the Rotary movement.

RI President Kalyan Banerjee set the tone for the convention by giving a splendid speech which covers the Theme of Rotary International RY2011/12 **Reach Within to Embrace Humanity** appropriately by highlighting the objectives of Rotary, the achievements of Rotary throughout the world, the growing map and membership of Rotary, Partner Initiatives with able organization to reach areas where we cannot reach and serve, call to ensure the continued and growth of Rotary through regeneration of able members, utilize new media format e.g. Twitter, Facebook, LinkedIn groups and websites to promote and highlight Rotary's achievements and to attract new members, set up archives and data base to quantify Rotary's achievements and also shared with us many wonderful stories of his and his wife, Binota's journeys throughout the world entailing examples where Rotary assisted to bring hope and light to the handicapped and less fortunate people whom co habit with us in earth. Rotary also made many contributions towards empowering people whom are poor by bringing to them assistance to create facilities to promote literacy. All these initiatives were accomplished because of the total commitment of Rotarians worldwide as they adopted the theme Reach Within to Embrace Humanity – to look inside yourselves, to find the strength and the love and selfless desire to help others.

....continue on page 4

# Pudu News

## Record of Meeting on 30th April 2012

Guest Speaker : YB R SIVARASA  
Subject : A TWO PARTY SYSTEM

### VISITING ROTARIANS

<u>Name</u>	<u>Club</u>
RC Cheras	
RC Bandar Utama	
RC Ampang	
RC Bukit Tinggi	
RC Damansara Tropicana	
DG Ravee	RC Seremban

### GUESTS

<u>Name</u>	<u>Host</u>
YB R Sivarasa	Club Guest Speaker
Lim Soo Zee	Rtn. Alex Chang
Ann Angeline Lau	PP Richard Liew
Ho Yean Seng	President Steven Oon
Ann Boon Kee	President Steven Oon

### STATISTICS

Visiting Rotarians	:	33
Guests	:	6
Club Members	:	29
<b>Total Present</b>	:	<b>67</b>

### COLLECTIONS

Birthdays / Anniversaries / Fines	:	
Paying Diners	:	
Raffles & Others	:	
<b>Total</b>	:	

## Club Proceedings

Acting SAA Rtn. Lawrence Annies on behalf of President Dato Steven Oon and Presidents from Group 11 called the meeting to order at 7.35 pm. He later introduced all the visiting Rotarians and guests. He later led in the singing of the National Anthem.

PP Datuk Dr. Sagoo from the RC Ampang proposed a toast to the King.

As this was an Inter City Meeting of Group 11 Clubs consisting of RC Pudu as the host club, RC Cheras, RC Ampang, RC Bandar Utama and RC Bukit Tinggi all the respective club presidents made their club announcements respectively.

GOH was the DG Ravee who gave his opening address and thanked all the club presidents for having invited him to attend this inter city meeting of the group 11 clubs.

## President's Announcement

### THE FOLLOWING ACTIVITIES WERE CARRIED OUT LAST WEEK

1. The Outgoing Board meeting scheduled on 26/4/2012 have been postponed and a new date to be advised later.
2. The Intercity Meeting with Group 11 was held on 30th April 2012, 6.30 pm at Shangrila Hotel. DG Dr Raveendra attended as Guest of Honor.
3. Wish to remind you that there will be no luncheon meeting on 7th May 2012 due to some members and myself who will be attending 2012 Rotary International Convention at Bangkok from 6th to 9th May 2012.

### Highlight of the District coming event:

1. The TRF Foundation Awards Night 2012 will be held on Friday, 18th May 2012, 7.00 pm at Bukit Jalil Golf dan Country Club, Kuala Lumpur.

Fees : RM60 per pax / RM600 per table of 10  
Dress Code : Formal  
GOH : RI Director Shekhar Mehta  
Organised by : Rotary Club of Utara Subang Jaya

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## **Secretary's Announcement**

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### **Highlights of the upcoming Club events:-**

1. On the Wednesday, 16th May 2012, 7.00 pm the Service Committee meeting will be held at Rest. Uncle Chilli, Amp Corp Mall, PJ.

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## **Introduction of Speaker**

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PP Vincent Lim from RC Ampang introduced the guest speaker for the day who was none other than YB R. Sivarasa who spoke on the topic of A Two Party System.

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## **Speaker's CV**

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The Honourable R Sivarasa is an MP for Subang, he is a lawyer and a highly respected human rights activist.

He is married to Ann James, a respected teacher and a well known theatre actress.

He has defended and championed the principles of human rights in Malaysia for more than 20 years and this is his second time coming to our club to speak

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## **Speaker's Text**

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The speaker started his talk and shared with us the democracies of countries that have a two party system

eg. USA (Republican and Democrat) & UK (Labour and Conservative Party and later Liberal Democrat) which is more of a multi party system.

Basically it is a sharing of power within the two parties with either ruling for 1 or 2 terms and changing for the other is to be decided by the people at the elections.

His opinion is that it is good for the country and for its people to have such a government whereby the people will decide who they want to be in power for the day. If the government of the day is not performing, they can always change them the next time around. He says that because when a single party is in power for so long it becomes, complacent, abuses its power and only does things for the benefit of a few.

The speaker also highlighted the possible scenarios that Malaysia at some time in history during the late sixties to the nineties had the opportunity to have a two party system due to certain events that took place but unfortunately did not materialize or it fizzled out.

His opinion on why a two party system is good for the people is because in any field of business, it is always good to have competition and to keep the ruling government on its toes always and have in mind of the peoples' welfare first and foremost.

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## **Thanking of Guest Speaker**

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PDG Dr. Paul Lee on behalf of the club thanked our guest speaker, YB R. Sivarasa for giving us a wonderful presentation by presenting him with a gift and a certificate of appreciation.

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## **President's Message ....(continue from page 2)**

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I truly believe that all our members in the club have adopted the theme of this year with full resolve to achieve all the objectives set out. Your selfless contribution so far has helped many to attain quality and improved living conditions and I applaud you all for it. I am certainly excited and motivated with new developments and challenges set by Rotary International and we will assist in our very own small way to promote the relevance of Rotary movement and to make it grow vigorously in future. We will continue to dream big to grow as a club with able members to carry out more meaningful projects in the future.

Dato' Steven Oon  
President RY2011-2012

**GROUP 11 INTERCITY  
MEETING ON 30TH  
APRIL 2012 AT  
SHANGRI-LA HOTEL.  
WITH SPECIAL GUEST  
- DG DR S RAVEENDRA  
KUMAR**



**TRF Foundation Awards Nite 2012 on 18.5.2012**

Dear PRC Members,

We are pleased to inform you that this year RI District 3300 will be organising the TRF Foundation Awards Night 2012 on Friday, 18th May 2012.

Details of the event are as listed:-

Date : Friday, 18th May 2012  
 Time : 7.00 pm  
 Venue : Bukit Jalil Golf and Country Club, Kuala Lumpur  
 Fees : RM60 per head or RM600 per table of 10  
 Dress Code : Formal

Guest of Honour : RI Director Shekhar Mehta

Our club has committed a one table (consisting 10 pax) and the cost of dinner will be RM60.00 per person and must be paid in advance prior to the event.

You are cordially invited to attend this event and participation is only limited to first 10 participants and acceptance will be based first-come-first served basis.

I would be grateful if those who wish to attend this event, kindly confirm your attendance with PP Gary Lim at email : garylbh@hotmail.my or HP No : 019 282 2311. Kindly RSVP us by : 14th May 2012

As of todate, the whom have confirmed their attendance as are listed:

1. President Dato' Steven Oon
2. ?
3. ?
4. ?
5. ?
6. ?
7. ?
8. ?
9. ?
10. ?

Your participation and fellowship is needed and appreciated in advance

Regards,

Dato' Steven Oon  
 President RY2011-2012  
 email : jbexperto@unifi.my

**RI president's message - May, 2012**

My dear brothers and sisters in Rotary

When we talk about building membership, we all recognize that welcoming a new member into a Rotary club is only the beginning of our task. To turn a new club member into a committed Rotarian, much more is necessary – and the first step is helping that new member to get involved.

Every Rotarian in every club should know that he or she is not only needed but relied upon. Every Rotarian should have a job within the club – a role to play. After all, why are we in Rotary? We are here to make a difference. Yes, we enjoy our Rotary service, but that is not enough if we are to make Rotary a priority week after week, year after year. The knowledge that we are having an impact, that we are changing lives – that is what keeps us going, no matter what other demands may compete for our time. And this is why each one of us, however long we have been in Rotary, must always be striving to grow as Rotarians – to find new ways to help others, and to bring about all the positive change we possibly can. For this, more than anything, is what makes our Rotary service worthwhile.

Whether we are new members or old ones, each of us can find ways to become more involved in Rotary service – at the club level, the district level, and beyond. Rotarian Action Groups are a wonderful opportunity to put specific expertise or interests to work, in a way that brings Rotarians from every part of the Rotary world together for a common goal. Whether your passion is water and sanitation issues, or microcredit, or blindness prevention – whether you want to volunteer your dental skills or help organize blood drives – chances are there is a Rotarian Action Group for you. And if not, why not organize one yourself? You can learn more about Rotarian Action Groups at [www.rotary.org/actiongroups](http://www.rotary.org/actiongroups).

Rotary is and always has been an organization based on its clubs. The purpose of Rotary International is not to direct its clubs, but to connect, inform, and support them. Where and how each club, and each Rotarian, chooses to serve, is ultimately the decision of each one alone. So follow your own ambition and your own vision. Open your eyes to the challenges in our world, and use the strength you have through Rotary to find ways to overcome them. Every one of us has so much potential, and can achieve so much, when we Reach Within to Embrace Humanity.

Kalyan Banerjee  
 President, Rotary International

Source : Rotary International

## With our new grant model, we can do more good in the world

I recently met with a number of Rotarians who will be responsible for communicating with you in the coming year about our new grant model under the Future Vision Plan. I recognize that we are asking the nonpilot districts to make a considerable leap of faith in the development of our Rotary Foundation for the future. It is difficult to understand and accept the changes when you do not know the details.

Why Future Vision? So that we can do more good in the world and use our resources in the best way possible. We needed to change our Foundation, as we were facing major challenges. We had to simplify. If this meant that we had to move away from some of our “feel good” activities, we were prepared to do so. Doing good was a greater priority, and when we do good, feeling good follows.

This is not somebody else's plan. The starting point was the responses of the thousands of Rotarians who presented their views. One of the direct results is the six areas of focus. These are where Rotarians want to serve.

Almost all of the pilot districts say their Rotary is stronger because of Future Vision. They like the greater opportunity to make their own decisions with district grants. Sometimes building sustainability into global grants has been a challenge, but the pilot districts understand the importance, and our helpful staff can and do assist.

What do I ask of you? To get your district structure in place so that you are ready for 1 July 2013, and to please be patient as we make our new Foundation as effective and productive as it can possibly be. If you can wait just a little longer, you will enjoy the new opportunities.

Bill Boyd

Foundation Trustee Chair

Source : Rotary International News

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## Youth Exchange News | Follow events at the RI Convention

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### YOUTH EXCHANGE E-NEWSLETTER

In this issue

- A passage to Thailand
- New Generations events at the 2012 RI Convention
- Rotary wins 2.5 million charity miles
- Great exchange stories
- Our newest certified districts

- Do you have the latest Youth Exchange directory?
- Latest Rotary Code of Policies
- Upcoming events

### A passage to Thailand

During his year as a Rotary Youth Exchange student, Esteban Castaño captured a variety of remarkable scenes of life in Thailand, including temples, markets, crafts, and food. Watch the video he made about his experience.

### New Generations events at the 2012 RI Convention

The RI Convention in Bangkok is almost here! Whether you will be traveling to the Land of a Thousand Smiles or following events from afar, you can join the New Generations excitement. Search for #ricon2012 and follow @rotary on Twitter to see the latest updates. Check Rotary's Facebook page, Rotary Voices, and www.rotary.org for updates, posts, and new videos.

If you will be in Bangkok, join us at the Youth Exchange Officers Preconvention Meeting, 4-5 May at the Impact Center. The meeting is open to Rotarians involved in the Rotary Youth Exchange program, and anyone who has not registered in advance may do so on-site. Download the program book to learn about events at the meeting, which will include a performance of the Sawadee Song by 30 inbound Youth Exchange students hosted in Thailand and special recognition of the 50th anniversary of Rotary Youth Exchange in Japan.

You can also check out these New Generations breakout sessions during the convention. All sessions will be held at the Impact Center in the rooms indicated below:

#### Monday, 7 May

- 14:30-16:00 – “The Role of Youth Exchange in New Generations Service,” conducted by the RI Youth Exchange Committee (Sapphire 109)

#### Tuesday, 8 May

- 14:30-16:00 – “An Introduction to New Generations Service” (Phoenix 5)
- 14:30-16:00 – “New Generations-New Rotarians” Strategies to keep youth and young adults involved and engaged until they're ready to join a Rotary club (Sapphire 203)
- 14:30-16:00 – “Club-Sponsored Organizations: Learning from India and Beyond” Advice on how Interact, Rotaract, and Rotary Community Corps can benefit schools and communities as they strengthen Rotary clubs and districts (Jupiter 5)

#### Wednesday, 9 May

- 12:30-14:00 – “New Generations and the Areas of Focus,” featuring the winners of the 2012 Rotaract Outstanding Project awards (Sapphire 203)

- 12:30-14:00 – “Why and How Is Rotaract Important?” conducted by the RI Rotaract and Interact Committee (Jupiter 4)
- 12:30-14:00 – “Using Social Media to Focus and Increase Humanitarian Service” (Sapphire 206)
- 12:30-14:00 – “Expanding Rotary Youth Leadership Awards around the World” conducted by the RI RYLA Committee (Sapphire 107)

### Rotary wins 2.5 million charity miles

Many of you participated in United’s 10 Million Charity Miles Giveaway, held in December. The public was asked to vote for their favorite charities, which would receive free miles to use toward charitable endeavors. Largely because Rotarians promoted the giveaway on their social media networks, Rotary won second place in the contest, receiving 2.5 million miles! Read how these miles will be used in the coming year.

### Great exchange stories

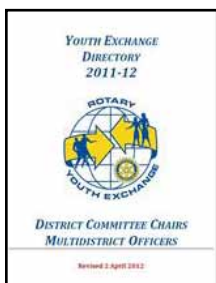
Douglas Plume spent a year on Rotary Youth Exchange in Switzerland and wrote a performance poem about his experience. Read his poem in English or in German.

Rachel Matheson, who is spending a year on exchange in San Sebastian, Spain, has been writing monthly updates for her local newspaper in Glenwood Springs, Colorado, USA. Read her latest story, about how she is improving her language skills.

### Our newest certified districts

Congratulations to District 1740 (France) and Kyrgyzstan in District 2430, which have been certified to participate in exchanges. Please note that the Azerbaijan, Kazakhstan, and Tajikistan portions of District 2430 are currently not certified. See the current list of noncertified districts.

### Do you have the latest Youth Exchange directory?



The Youth Exchange directory is updated and emailed out quarterly, but the most current version can be downloaded anytime from the Youth Exchange workgroup site. All district and multidistrict chairs can visit the site by clicking on the Rotary Workgroups tab on their Member Access profile.

Note: In order to sign in, district and multidistrict chairs must use the same email address they used when they registered for a Member Access account.

If you help administer exchanges and do not have the most recent directory, contact your district or multidistrict chair.

### Latest Rotary Code of Policies

Get answers to your Youth Exchange questions in the Rotary Code of Policies (PDF in English). Please note that the section pertaining to Rotary Youth Exchange has a new number (41.060). Other relevant sections include Youth Protection (2.110) and District Finances (17.060).

Translated versions of these sections are available on the Rotary Youth Exchange Workgroup site, which district and multidistrict chairs can visit by logging on to Member Access or by emailing youthexchange@rotary.org.

### Upcoming events

[2012 Youth Exchange Officers Preconvention Meeting](#)  
Bangkok, Thailand  
4-5 May

[60th EEMA Conference](#)  
Budapest, Hungary  
7-10 September

[Rotary Youth Exchange Australia Chairs Conference](#)  
North Sydney, Australia  
12-14 October  
Contact Rotarian Barry Starr to register.

[32nd Brazilian YEO Meeting](#)  
Florianópolis, Brazil  
25-28 October

### Contact us

Contact RI Youth Exchange staff  
youthexchange@rotary.org  
Phone: +1-847-866-3421  
Fax: +1-847-556-2182

### Youth Exchange resources



### Social Networking




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### India is no longer polio endemic

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The World Health Organization has officially removed India from the list of polio-endemic countries. Ghulam Nabi Azad, India’s minister of Health and Family Welfare, made the announcement at the Polio Summit 2012 in New Delhi on 25 February. Polio remains endemic in only three countries: Afghanistan, Nigeria, and Pakistan. Read more.



*Rotarians have played a pivotal role in helping to stop transmission of the wild poliovirus in India.*

#### Match for contributions to continue

In March, The Rotary Foundation Trustees reaffirmed that polio eradication is the urgent priority of the Foundation and agreed to continue the match currently provided for PolioPlus contributions: US\$.50 for every \$1.00 in District Designated Fund contributions until the eradication of polio is certified. The available World Fund match will be applied on a first come, first served basis and capped at \$3.5 million annually for the next five fiscal years.

#### Rotary swimmers in sync against polio

More than 5,200 people in 23 countries swam at least 100 yards at the same time during a “swimarathon” on 25 February, raising over US\$70,000 for Rotary’s Polio Challenge. Sponsored by the Rotary Club of Grantham, Leicestershire, England, the event drew the support of 120 Rotary, Rotaract, Interact, EarlyAct, and Inner Wheel clubs, and set a new Guinness World Record for the most people swimming simultaneously in different countries, breaking the previous mark of 2,533 swimmers.

The 132 participants in Grantham began swimming at 12:00 at a facility that featured a live Skype link to their counterparts around the world. In Lahore, Punjab, Pakistan, 35 Rotarians, Interactors, and friends of Rotary, ages 7 to 74, took part in the event. In San Diego, California, USA, where the local time was 04:00, 84 people swam in the ocean using glow sticks to navigate the pitch-black water.

The Grantham club has sponsored swimarathons for 22 years to benefit a variety of causes, including polio eradication. Roger Graves, chair of the event, described it as “a fun and easy way to raise money and help Rotary’s drive to wipe out polio.”

#### On the trail to polio’s end

More than 200 Rotarians and friends of Rotary in Arizona, USA, traveled sections of the 800-mile Arizona Trail on foot, bicycle, and horseback to raise over \$30,000 for Rotary’s Polio Challenge. The project began on World

Polio Day, 24 October, and ended on 30 April. During the effort, which also celebrated Arizona’s centennial as a state, Governor Jan Brewer signed a declaration proclaiming 14 February as End Polio Now Day.

“While polio exists anywhere, no child is safe,” says Rod Daniels, project cochair and a member of the Rotary Club of Chandler North, adding that the state’s Rotarians will continue seeking to “rally Arizonans around this historic cause.”



*End Polio Now supporters gather on the Arizona Trail.*

#### Traveling pig fights polio



*“Pigs” lead the charge against polio at a Texas Rotary club meeting.*

When Sherri Muniz became governor of District 5840 (Texas) in July, she and her husband, Al, both of the Rotary Club of San Antonio-Northeast, took along a piggy bank on club visits, challenging Rotarians to “stuff the pig in the fight against polio.” The couple had received the bank from the Rotary Club of San Antonio West, their first stop.

All 56 of the district’s clubs have responded with contributions, including 11 that had never before donated to polio eradication, raising nearly \$11,000. At one club meeting, a Rotarian contributed \$1,000 and became a Paul Harris Fellow. At another meeting, “helper pigs” had to be summoned to collect almost \$900 in pocket change.

## Challenge fundraiser roundup

- A golf tournament sponsored by the Rotary Club of Estoi Palace International, Portugal, raised about US\$8,000.
- A community event sponsored by the Rotary Club of El Segundo, California, USA, netted \$5,700. Club president Melissa Albers and her husband, Randy, prepared dinner for 125 people at the event, which also featured a silent auction and a presentation by a local polio survivor.
- About 50 Rotarians, Interactors, and friends of Rotary took the Polio Plunge in Lake George, New York, USA, collecting more than \$3,000.



- The Race to End Polio 5K run/walk, sponsored by the Evanston Lighthouse Rotary Club, Illinois, USA, and Rotary Wellness, helped raise more than \$3,000 for Rotary's polio eradication work. Runners included RI staff, family members, and friends.



- Students in an EarlyAct Club (for students ages 5 to 13) in Courtice, Ontario, Canada, raised about US\$1,000 through a purple pinkie project.
- Members of the Rotary Club of Orange, California, USA, netted more than \$500 by filling polio piggy banks at club meetings in a project initiated by club president Jean Abdalla.

## Social Networking

Share fundraising success stories on Facebook, LinkedIn, and Twitter. Join the official End Polio Now cause page on Facebook. Watch polio eradication videos on the Rotary International YouTube channel, and link videos

to your club or district website. Read stories about polio eradication on Rotary Voices.

## National leaders honored for polio eradication support



RI President Kalyan Banerjee presents Afghan President Hamid Karzai with a medal in recognition of Karzai's support for the Global Polio Eradication Initiative. Prime Minister David Cameron of the United Kingdom was also recently honored for his support for a polio-free world.

## Pakistan steps up end-polio drive

Pakistan is boosting efforts to stop polio transmission, through improved preparation and monitoring of immunization campaigns and other aspects of its Augmented National Emergency Action Plan for Polio Eradication, launched in January. To help raise awareness of polio in high-risk areas, Pakistan National PolioPlus Committee Chair Aziz Memon has helped organize seminars for community leaders, students, and the general public.

Through an agreement with the committee, Coca-Cola Beverages Pakistan Ltd. is launching a campaign to promote polio eradication nationwide. The End Polio Now message will appear on Coca-Cola bottle labels, on billboards during National Immunization and Subnational Days, on Coca-Cola coolers, and on the company's vans made available to transport vaccine carriers.



*(From right) Asif Ali Zardari, president of Pakistan, talks with Robert S. Scott, chair of Rotary's International PolioPlus Committee, and Aziz Memon, chair of the Pakistan National PolioPlus Committee, about the country's emergency action plan against polio during a meeting of senior government officials in Islamabad.*

## Polio Facts & Figures

Polio Facts & Figures	Area Number of cases in 2012
Afghanistan	6
Nigeria	23
Pakistan	15
Non-endemic countries	3
<b>Total worldwide</b>	<b>47</b>

(Data as of 18 April/World Health Organization)

For the latest on the number of polio cases, progress reports on polio-endemic countries, and other information, go to [www.polioeradication.org](http://www.polioeradication.org).

## Tools and Resources

Clubs and districts can order the following tools and resources online at [shop.rotary.org](http://shop.rotary.org), or from Publications Order Services (e-mail: [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org), phone: +1-847-866-4600; fax: +1-847-866-3276), or from their local international office.

**Rotary's US\$200 Million Challenge DVD** (985) provides an overview of Rotary's continuing efforts to eradicate polio and the fundraising initiative to match the Gates Foundation grants. (US\$15)

**Rotary's US\$200 Million Challenge Brochure** (986) describes Rotary's commitment to finish polio and encourages support for the challenge. (Free)

**Amazing Stories of Polio!** (976) is a 16-page illustrated history of the disease and the eradication effort. (\$0.75)

**PolioPlus Headliner Kit** (Web only) contains a sample news feature, a press release, an opinion piece, and a letter to the editor, all easily adaptable to local communities to promote global polio eradication.

**Rotary's US\$200 Million Challenge Poster** (987) encourages participation in the challenge. Suitable for display at meetings, fundraisers, and other events. (Free, limit two per order)

**End Polio Now Pins** (988) help raise awareness of the eradication effort. (Available in lots of 100 for \$50) Expanded This Close Resources are available to help publicize Rotary's polio eradication efforts.

Make your own This Close ad to show your support for ending polio.

To donate directly to Rotary's challenge, go to [www.rotary.org/endpolio](http://www.rotary.org/endpolio).

Enroll in The Rotary Foundation's recurring giving program, Rotary Direct, and save time, money, and lives through your generous contributions. Select an amount, frequency (monthly, quarterly or annually), and contribution method that is convenient for you. You may even direct your contributions to PolioPlus to support Rotary's challenge.

Enrollment is integrated with the Foundation's secure online contribution system and is currently available in the following currencies: AUD, CAD, CHF, DKK, EUR, GBP, JPY, NZD, NOK, SEK, USD, ZAR

Find fundraising tips and ideas.

Like The Rotary Foundation's End Polio Now cause page on Facebook. Make a donation to support polio eradication, invite others to be part of the cause, and keep track of how many people you've recruited.

[Text POLIO to contribute US\\$5](#)

**Rotarians and non-Rotarians in the United States can help support polio eradication by texting POLIO to 90999.**

*A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. You will also receive up to 1 message per day from The Rotary Foundation Alerts. Message and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of The Rotary Foundation by the mGive Foundation and subject to the terms found at [www.mGive.com/A](http://www.mGive.com/A). To unsubscribe text STOP to 90999, for help text HELP to 90999. Privacy Policy <http://mgive.com/PrivacyPolicy.aspx>.*

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**ROTARY PR TIPS - 27 April 2012 - edited by Joseph Lorenzo**

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## **Rotary in the news**

Two U.S. Rotary clubs recently gained high-profile local media coverage by using a news release template provided by Rotary International. When the White House honored Carolyn Crowley Meub of the Rotary Club of Rutland South, Vermont, and Anil Garg of the Rotary Club of Simi Valley, California, as Champions of Change last week, their clubs issued press releases customized from the template. Crowley Meub was then featured on Vermont Public Radio, and Garg was interviewed by the Ventura County Star. You can watch a recording of the Champions of Change event [here](#).

## **Add creative Rotary content to your website**

Build your website with a public audience in mind with help from Rotary's Media Center. Make sure your home page has something to offer non-Rotarian visitors, including web videos, high-resolution images, and news about club activities. Your club's online presence directly affects its public image, so focus on showing what Rotary can do, both in your community and around the world. Read more tips.

## **Be social during the RI Convention**

If you are attending the 2012 RI Convention in Bangkok, Thailand, 6-9 May, share updates through your online social networks. Whether you're meeting new Rotarians

or hearing inspirational speakers, your stories can help enhance Rotary's image. Post inspiring quotes, images of new friends, or even a video.

And during the week of the convention, follow the official Rotary account on Twitter, which will include both pre-convention and convention news, including information on a Tweetup. Follow the convention hashtag #ricon12 on Twitter to stay connected.

### **PR grants update**

If your district submitted a 2012-13 PR grant application, thank you for all the effort you put into it. Rotary's public image team has received many excellent applications and will consider each one carefully. If any items are missing from your application, you will be contacted soon. All notifications of grant awards will be sent by 1 July.

Did you know that Rotary PR Tips reaches more than 15,000 people in 120 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to [pr@rotary.org](mailto:pr@rotary.org).

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### **Speakers urge Rotarians to fight global poverty**

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Poverty and hunger were the targets of the second plenary session of the 2012 RI Convention, as a variety of award-winning speakers encouraged Rotarians to use their ingenuity to solve these global challenges.

Microcredit pioneer Muhammad Yunus, a Nobel Peace Prize laureate, commended Rotarians for their work in developing microcredit loans for the poor. The founder of Grameen Bank also encouraged Rotarians to pursue social business enterprises that would work with microcredit-funded businesses not just to produce revenue but also to return profits to the communities where they operate.

As an example, Yunus highlighted a joint venture between Grameen Bank and Danone, a European food company, to produce high-nutrition yogurt for children in Bangladesh. The goal is to reduce malnutrition while creating manufacturing and distribution jobs.

"In today's world, we use money to make money, not solve problems," said Yunus. "If we use money creatively in a business framework, we can solve any problem."

Recently, Grameen Bank also joined forces with Adidas to produce shoes that cost less than US\$1 per pair. The affordable shoes help prevent infection by foot parasites in poor communities.

"My dream is to one day take poverty out of our society and put it in a museum that our grandchildren can visit to see what it was like," Yunus said.

Antipoverty crusader Hugh Evans, cofounder and CEO of the Global Poverty Project, said Rotary can use its considerable influence to fight poverty.

"Like Rotary, we believe that mass mobilization of individuals can effect real change in the world," Evans said. "When we focus on the needs of others, our own burdens become lighter. Our perspective sharpens."

"This idea, the same one that drives you as Rotarians, guides our work at the Global Poverty Project," he said.

### **UN connection**

Gillian Sorensen, senior adviser and national advocate at the United Nations Foundation, encouraged Rotarians to work with governments to solve global problems including poverty, hunger, illiteracy, and lack of access to clean drinking water and sanitation.

"What is clear is that problems like this are too great for governments alone to resolve," said Sorensen, who has served in many positions at the UN including assistant secretary-general for external relations. "They need partners of every kind, from private sector to civil organizations like yours, who have the means to contribute and lead."

Sorensen said Rotary, which has a 66-year relationship with the UN, continues to be an active and influential presence at the organization's headquarters in New York. "You play a similar role with UNICEF, UNESCO, and WHO," she adds.

Angelique Kidjo, Grammy Award-winning singer-songwriter and activist, said the world has many health issues for which there are no solutions, but added that "the most frustrating are the ones for which we have a solution and not enough is being done."

Kidjo, who was named a UNICEF Goodwill Ambassador in 2002, said Rotary's "This Close" campaign is the right message to help eradicate polio for good.

"What I love about [the campaign] is that a simple goal is set," she said. "We know eradication is possible. With your goodwill and energy, this goal is achievable."

Kidjo also performed several songs.

In other convention news, Rotarians attempted to create the world's biggest smile during an event at the Convention Center 6 May. Exactly 2,012 attendees wore blue and yellow ponchos and stood in the form of a smiley face. The event will be registered with Ripley's Believe It or Not.

Source : Ryan Hyland  
Rotary International News