

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

25<sup>th</sup> June 2012

Issue No : **42**/2011-12

**Programme Today**

**Speaker** : President Dato Steven Oon  
**Subject** : President's Swan Song

**ON DUTY**

Duty Table : Rtn. Daisy Chiu  
Fellowship : Rtn. C T Heng  
Finemaster : PP Choo Jee Sam  
Introduce : PP Chow Tain  
Thanking : PP Ng Sim Bee

**Programme Next Week**

**Speaker** : President Aaron Ong  
**Subject** : President's Official Address

**ON DUTY**

Duty Table : Rtn. Laura Lee  
Fellowship : Rtn. Joanne Ting  
Finemaster : IPP Dato Steven Oon  
Introduce : PP Gary Lim  
Thanking : PDG Dr Paul Lee

**Happy Birthday!**

Nil

**Spouse's Birthday!**

Nil

**Happy Anniversary!**

Nil

**FUTURE ROTARY EVENTS**

District Conference  
@ Subang  
7-9 Dec 2012

**Rotary Club Diary 25th June - 30 July 2012**

<b>Date</b>	<b>Time</b>	<b>Programme</b>	<b>Venue</b>
<b>June</b> Mon 25	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL
<b>July</b> Mon 2	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL
Fri 6		Sister Club Mandaluyung Installation Dinner	Manila, Philippines
Sat 7		Sister Club RC Songkla Installation Dinner	Songkhla, Hatyai
Mon 9	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 4	6.30 pm	Public Relations Meeting	Bukit Kiara Equestrian Club
Thu 5	6.30 pm	Service Committee Meeting	Solaris Dutamas
Mon 16	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL
Tue 17	6.30 pm	TRF Comm Meeting	Bukit Kiara Equestrian Club
Wed 18	6.30 pm	Club Admin Comm Meeting	Loong Foong Rest. (Kelana Jaya)
Thu 19	6.30 pm	New Gen Comm Meeting	Bukit Kiara Equestrian Club
Mon 23	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL
Wed 25	6.30 pm	BOD Meeting	Bukit Kiara Equestrian Club
Mon 30	12.45 pm	Luncheon Meeting	Shangri-La Hotel, KL

**SWAN SONG**

It was just like on yesterday that we had the 45th Installation where President Steven Oon was installed as the 45th President of the club. And just yesterday, we had the 46th.

As usual with the Installation, there would have been a lot of activities involving the dinner itself, the installation of the BOD, visits from our sister clubs, daughter clubs and other Rotary clubs in the Klang Valley. The evening before we would have a wonderful fellowship evening with our sister clubs and friends of Rotary.

Thus today, on Mon 25th June 2012 at the regular meeting, we see the last speech of President Oon as president of the club. What will he say? No doubt he will thank those who helped him during the year and already he had indicted the previous week that he had some presents for the BOD. He will also thank the advisors and the chairmen.

During the year we carried out Rotary business as usual. We helped the deserving youths by granting them scholarships (the PRCCF Scholarships), the senior citizens by visiting them (the Jenjarom Old Folks Home), the underprivileged by giving them a van, and helping other NGOs by doing a matching grant with them (St John Ambulance)(equipping their vehicles with medical equipment). We had good fellowship together and with our sister clubs and many of us travelled overseas to attend to their anniversary celebrations.

We inducted a few members and lost a few too. Our attendance record was not too remarkable and we tried to pull back in the middle of the year. We maintained good relationship with the Interact teacher advisers and many of them attended our functions.

We had a number of good speakers at our regular meetings and had many Rotarian visitors from overseas. Some of them even exchanged banners with us.

We did have some controversies towards the end of the term like our pledge to sister club RC Mandaluyung was not fulfilled and they were unhappy, and the unsuccessful induction of a potential member due to not fulfilling some of our administrative guidelines. However the club at the core is strong and eventually the club will move on. New president President Aaron Ong no doubt will have some work to do.

Best Wishes to Outgoing President Dato' Steven Oon and Incoming President Aaron Ong!

It has been a tremendously rewarding year for me as the President of our club in RY2011/12. I have gained invaluable insight into the development of the club from assuming the role given to me. I have to thank all those whom had nominated and assisted to allow me the honour to assume such an important role to carry on the development of our beloved club. The club has a rich tradition and has put in place many wise protocols to ensure a continued succession of leadership ensuring growth in all areas according to the objectives set out by Rotary International. For what I have gained, I sincerely hope that I have also contributed towards the betterment of our members and the community, in which we serve.

I would like to thank all the members of my Board of Directors for having put in countless hours to ensure the success of many of the projects mooted and executed successfully. Your selfless contribution made me very proud to be part of the team. I am also indebted to all those whom have gone out of their way to render assistance to me in the execution of the many projects. Your contribution has helped bring positive changes and made the living standards improved for the less fortunate. I hope that this spirit of co-operation and selfless contribution which is the hallmark of Rotarians will continue to grow and the public that we come into contact with will see Rotary in a better perspective.

As the President, I have mooted some new projects and some have been carried out during my term. As with all things new, there are bound to have some kinks and teething problems in the execution. I hope that we will learn from these mistakes from executing these new projects and hope that we can improve on them in ways that will benefit future projects. It is also my sincere hope that we allow the future leaders to moot and carry out new ideas in keeping with the times so that our movement can stay relevant.

I wish to share with you a few words from **Dalai Lama** which best describes "**The Paradox of Our Age**".

We have bigger houses but smaller families;  
more conveniences, but less time.

We have more degrees, but less sense;  
more knowledge, but less judgment;

more experts, but more problems;  
more medicines, but less healthiness.

We've been all the way to the moon and back,  
but have trouble crossing the street to meet the new neighbor.

....continue on page 4

# Pudu News

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## Club Proceedings

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Sgt-at-Arms Rtn Lawrance Annies called the meeting to order at 1:25 pm and proceeded to introduce the visiting Rotarians and guests. He then led in the singing of the National Anthem and proposed the loyal toast.

Rtn Ashok Kumar was the finemaster and he first of all fined PP Gary for making him the finemaster and PP Chin Peow for not coming forward to do this duty despite being listed to do. Ashok then fined PP Dato Dr Hoo Teong for coming to the meeting and for giving him a cheq to pay for this subs. PP Dato Muslim was also fined for the same reason. We had an interesting talk on Pudu's Culture and tradition and other subjects by PDG Dr Paul Lee and Ashok fined all those who did not attend (RM2) and those who did RM1.

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## President's Announcement

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### THE FOLLOWING ACTIVITIES WERE CARRIED OUT LAST WEEK:

1. The 6th Installation Committee meeting Chaired by Rtn Alex Chang was held on 13th June 2012, 6.30pm at Royal Lake Club.
2. The Last Board Meeting for RY2011-12 cum Thank You Dinner to outgoing board was held on 14th June 2012, 7.00 pm at Jaya One Overseas Restaurant, PJ. A total 13 members attended namely: IPP Choy Ying, Rtn Asok, Rtn Laura, PP Gary, AG KH Low, Rtn Patrick Lee, PP KU, PP YK Chew, Rtn Arvin, Rtn Mok Sin, Rtn Chinniah, PDG Dr Paul and myself.
3. The Rotary Information Day was held yesterday 17th June 2012 at PP Ken Ong's office No 418, Jalan Gasing, P. Jaya.

### Highlights of the upcoming Club events:-

1. Joint Club Assembly Meeting

The Joint Club Assembly for outgoing boards (5th Club Assembly) and 1st Club Assembly for the Rotary Year 2012-13 will be held on :

Date : Friday, 22 June 2012

Time : 6.30 pm

Venue : Marco Polo Restaurant, 1st Floor, Wisma Lim Foo Yong, Jalan Raja Chulan, Kuala Lumpur

All outgoing Boards are requested to submit your Final Report respectively to me for compilation soonest by latest Wednesday, 20 June 2012.

In order to facilitate the caterers, all members kindly confirm your attendance with me. RSVP by Wednesday 20 June 2012.

2. My last president announcement (President's Swan Song) next week on Monday, 25th June 2012. There is a nice and pleasant present for all Directors. Kindly attend next week meeting.

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## The Speaker

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PP Michael Yeow was then invited to introduce the speaker Ir Ali Askar Sher Mohamad who was to speak to us on the topic "Renewable Energy Development & Fee-in-Tariff in Malaysia"

Ali graduated from the Purdue University, West Lafayette with a BSc (Electrical Engineering) and the a Masters in Power Engineering from NNSW, Sydney. He has served the TNB in various capacities including Planning Engineer, Project Manager, District Manager and HRD Manager. From 2009 to 2011 he taught at Uniten on renewable energy and power systems subjects. While at Uniten he was also involved in Power System studies and feasibility studies for various renewable energy plants, including hydro, solar PV and biomass. He acted as the Technical Advisor to MBIPV team and later the interim SEDA team on RE generation grid connection issues and related legislation. In Nov 2011, Ir Ali was appointed the Chief Operating Officer of the newly set up SEDA Malaysia. He is currently pursuing his PhD research on the technical impact of connecting large scale solar PV plants to the medium voltage grid. Ali is a member of the Publication committee of the Board of Engineers Malaysia as well as being a panel member of the Engineering Accreditation Council which is tasked with accrediting engineering degrees in Malaysia. He is also active in the Electrical Engineering Technical Division of the Institution of Engineers Malaysia.

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## Speaker's CV

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### Ir. Ali Askar Sher Mohamad – Short CV

Ir. Ali Askar Sher Mohamad graduated with a BSc (Electrical Engineering) from Purdue University, West Lafayette, and a Masters in Power Engineering from

UNSW, Sydney. He has served TNB in various capacities, including Planning Engineer, Project Manager, District Manager and HRD Manager. He taught at Uniten from 2009 to 2011, teaching renewable energy and power systems subjects to Masters and undergraduate students. In Uniten he was involved in Power System Studies and Feasibility Studies for various renewable energy plants, including hydro, solar PV and biomass. He also acted as the Technical Advisor to MBIPV team and later the Interim SEDA team on RE generation grid connection issues and related legislation. In November 2011, Ir. Ali was appointed the Chief Operating Officer of the newly set up SEDA Malaysia. He is currently pursuing his PhD research on the technical impact of connecting large scale solar PV plants to the medium voltage grid. Ir. Ali is a member of the Publication committee of the Board of Engineers Malaysia (BEM), as well as being a panel member of the Engineering Accreditation Council (EAC) which is tasked with accrediting engineering degrees in Malaysia. He is also active in the Electrical Engineering Technical Division of the Institution of Engineers Malaysia (IEM).

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## The Talk

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In starting his talk, Ali mentioned the full name of SEDA was Sustainable Energy Development Authority which was a government body for regulating the use and development of renewable energy in the country. He then defined renewable energy (RE) as any form of primary energy from recurring and non-depleting industry resources. According to him, everything in the long run was renewable but in the short time, only a few came under this definition. To qualify, it must be self recurring, indigenous origin and non-fossil based.

RE development in Malaysia was fairly new and was seen as the 5th fuel. SEDA came into being from a legislation and approved by the Cabinet on 2/4/10, and one of the objectives was to target a 5% RE in the energy mix. The whole idea was to reduce carbon usage to 40%. In a policy statement some of the objectives stated were to increase RE contribution to the nation's power generation mix, to facilitate the growth of RI industry, to ensure reasonable RE generation costs and to conserve the environment for future generation. SEDA put forward 5 main thrusts amongst which it was to provide a conducive business environment and intensify human capital development.

The SEDA Act 2011 was just passed last year and already it was being activated. A Feed-in-Tariff (FiT) mechanism was enforced whereby indigenous RE sources were to

be sold to power utilities at a fixed premium price and for a specific duration. The body was also charged to ensure that providers could get financial loans. Ali then mentioned some of the critical factors for an effective FiT implementation and they were a guarantee by law, and that TNB were to buy all electricity generated by contractors. In order for the exercise to be successful, SEDA pays to TNB for some of the electricity generated from a fund which they collected from 1% of utility bills of consumers who utilized more than RM300 per month. From their studies ¾ of the population were not affected.

In talking about the future, he thought RE should come from the wind, geothermal and solar PV

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## Thanking of Guest Speaker

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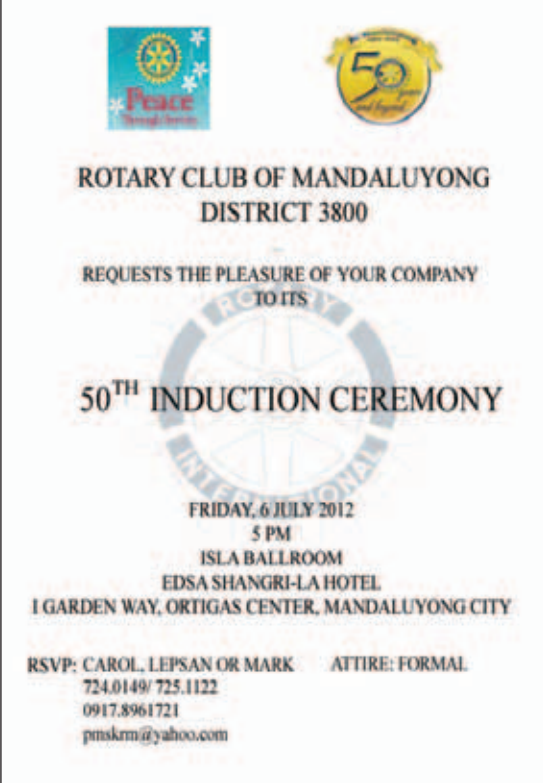
Thanking Ali was Rtn Sarky who also presented him with a memento and a certificate of appreciation.



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## Pudu Club News

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An Invitation from Mandaluyong Rotary Club



**ROTARY CLUB OF MANDALUYONG  
DISTRICT 3800**

REQUESTS THE PLEASURE OF YOUR COMPANY  
TO ITS

**50<sup>TH</sup> INDUCTION CEREMONY**

FRIDAY, 6 JULY 2012  
5 PM  
ISLA BALLROOM  
EDSA SHANGRI-LA HOTEL  
1 GARDEN WAY, ORTIGAS CENTER, MANDALUYONG CITY

RSVP: CAROL, LEPSAN OR MARK    ATTIRE: FORMAL  
724.0149/ 725.1122  
0917.8961721  
pmskrm@yahoo.com

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

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We build more computers  
to hold more information,  
to produce more copies than ever,  
but have less communication.

We have become long on quantity,  
but short on quality.

These are times of fast foods,  
but slow digestion;

Tall men but short character;  
Steep profits but shallow relationships.  
It's a time when there is much in the window,  
but nothing in the room.

My fellowship with all of you has made me see that these paradoxes above are not as rampant in our group. Some of these paradoxes, I wish will open our eyes and can assist us as we make meaningful changes in our pursuit of our goals in life. As my tenure ends as your President, the President Elect Aaron Ong will soon assume the post to lead us in RY2012/13. I would like to extend my sincerest best wishes to him and his team of Board of Directors and I will extend my contribution and co-operation to them in all projects to the best of my ability. I beg for forgiveness from those whom felt offended or slighted by my actions or words in the course of my Presidency. It was never my intention to do so and I hope we can close ranks and assist our new President Aaron Ong and his team to further develop the club to greater success. I will soon assume the role of Immediate Past President and perform the duties as per required. The memories of my year as the President, I will cherish for the rest of my life. Thank you all again for riding along with me in this wonderful journey and chapter of my Rotary year.

Dato' Steven Oon  
President RY2011-2012

## **41st WEEKLY MEETING ON 18th JUNE 2012 AT SHANGRI-LA HOTEL**



*Rtn Daisy Chiu as Acting Honorary Secretary for the club meeting.*



*President Dato' Steven addressing the members.*



*Rtn Asok Kumar took over the podium as Fine Master.*



*President Dato' Steven with visiting Rotarians, Rtn Shane Cave and his delegates from Rotary Club of Dili, Timor Leste.*



*Rtn Sarky , Rtn Dr Wong Chin Chau and Rtn Asok entertaining our visiting rotarians from RC Dili, Timor Leste*



*The Speaker, Ir Ali Askar Sher Mohamad giving his talk with topic "Renewable Energy"*

*Rtn Sarky presenting our token of appreciation to the Speaker Ir. Ali Askar Sher Mohamad*



Visiting Rotarian Rtn Shane Cave from Rotary Club of Dili, Timor Leste exchanging banners with President Dato' Steven.



Visiting Rotarian, Rtn Shane Cave thanking the members for the kind hospitality.



Delegates from Rotary Club of Dili, Timor Leste thanking the members for the kind hospitality.





## RI president's blog for June - A farewell message

As the 2011-12 Rotary year comes to a close, I feel happy and proud to have brought the Rotary message to 68 countries. It's been an amazing 12-month journey.

India was declared polio free this year, which was a tremendous accomplishment that came from the hard work and efforts of so many. My wife, Binota, and I have seen first-hand the countless and wonderful ways in which Rotary makes a difference in the world. We have witnessed the tireless, selfless efforts, and dedication of the many Rotarians who are willing to help others in improving their lives.

We have been so fortunate in having a wonderful Board of Directors in 2011-12. I believe they were the best Board of Directors ever at Rotary International!

Binota and I would like to convey our thanks to the family of Rotary, which includes the several event organizers, hosts, local aides, and other Rotarians too numerous to name individually. They have made us feel welcome on our trips with their kindness, generosity, and open arms. To the Rotary staff who has worked diligently behind the scenes to make this year a wonderful and memorable experience -- we thank you all!

Finally, whatever we have done in 2011-12, has only been possible because Binota always held my hand and we did it together.

Source : Rotary International News

## Rotary Information

### CLASSIFICATIONS

The classification provisions are set forth in article 8 of the Standard Rotary Club Constitution.

The classification of a former member of a club or a Rotary Foundation alumnus does not preclude election to active membership, even if the election results in club membership temporarily exceeding the above limitations. However, if a member changes classification, the club may continue the member's membership under the new classification. Each active member of a Rotary club is classified in accordance with the member's business, profession, or type of community service. A classification describes either the principal and recognized activity of the firm, company, or institution with which a Rotarian is connected; the member's principal and recognized business or professional activity; or the nature of the member's community service activity. For example, the employed electrical engineer, insurance adjuster, or business manager of a railroad company, mining company, or manufacturing concern may be considered for membership on the basis of his or her position or as a representative of the firm, company, or institution.

The classification principle allows a club to achieve a more diverse professional representation of the club's

community. Each club should adhere to the classification and membership principles of Rotary and correct, as opportunities permit, any irregular classification or membership that may exist in the club. Clubs should consider the classification practice carefully and broaden the interpretation of classifications where necessary to meet the modern business, professional, and community service environment. Clubs should ensure that classifications of all members are included on club badges and updated to reflect current business profession or type of community service.

## **R.I. News**

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### **Rotary news in brief from around the globe**

Rotary clubs around the globe have many things in common, including a commitment to service. All year long, clubs are taking action to make a difference in their communities. Here's a roundup of recent club activities worldwide:

#### **Austria**

In August, Districts 1910 and 1920 (parts of Austria;

Bosnia-Herzegovina) hosted 24 students and two Rotarians from Japan who were affected by the March 2011 earthquake and tsunami. Many of the students had lost their homes or had to evacuate, or lost parents or other relatives. Japanese and Austrian Rotarians covered the cost of the flights (Lufthansa provided discounted tickets), accommodations, and other expenses, and the governments of both countries offered additional financial support.

#### **Canada**

Members of the Rotary Club of Ladner, B.C., have been instrumental in a campaign to rid the province's coast of spartina anglica, or common cordgrass, a noxious weed that was planted to control erosion but whose spread now poses a danger to wetland areas. This fall, club members put in 58 hours of work, hand-pulling 250 bags, or 5 tons, of the weed. They finished that stretch of shoreline in October.

#### **Curaçao**

The January 2010 earthquake in Haiti left thousands of people with injuries that required amputations. This October, members of the Rotary Club of Willemstad brought 10 amputees to Curaçao, where each patient was fitted with a prosthetic leg and underwent six weeks of physical therapy. The club worked with the Royal Netherlands Navy, which provided accommodations in its barracks, and with local companies Insel Air and ABC Bus Company, which covered travel expenses.

#### **Indonesia**

Through a mobile clinic, medics from a hospital in Yogyakarta have provided care to 3,636 homeless children who lost their families in the 2006 eruption of Mount Merapi. After a Group Study Exchange trip to District 3400, team leader Hugo Pike, of the Rotary Club of Chelwood Bridge, England, worked with his district to develop the idea. The US\$20,000 Rotary Foundation Matching Grant project got underway in September 2010, but another eruption of Mount Merapi that October halted progress for several months. After the effort resumed, it expanded to 22 locations.

#### **Pakistan**

Rotarians in Karachi used a van emblazoned with messages in English and Urdu to share information about polio during Subnational Immunization Days in December. Club members also visited a school in the nearby town of Korangi, where they gave drops of vaccine to 238 children and worked with administrator Naushaba Burney to distribute fliers about the disease to students and teachers.

#### **Philippines**

Rotarians in District 3830 carried out two dozen projects after an environmental conference in November 2010. They far exceeded their goal of planting 5,000 trees, or two for every Rotarian in the district. By the end of 2010-11, they had planted 23,000 trees and expected to add another 25,000 in 2011-12.

#### **USA**

The Rotary Club of Honeoye Falls-Mendon, N.Y., created a self-guided audio tour of 12 local sites, including the Lower Mill, which is listed on the National Register of Historic Places; the 1837 Mendon town hall; and a one-room schoolhouse that's now a museum. Visitors can use their cell phones to listen to information about the stops on the tour. Instructions are posted at each location and are available in brochures and at [www.hfmrotary.org/tour.html](http://www.hfmrotary.org/tour.html).

#### **Zambia**

The village of Mwandia is home to hundreds of AIDS orphans whose caregivers are elderly relatives. Working with the United Church of Zambia Mission Partners, the nearby Rotary Club of Livingstone is helping these families by replacing 31 deteriorating huts with more stable, traditional African mud houses, and aims to build 25 more. Rotarians from District 6000 (Iowa, USA) have participated in the project, which has benefited 64 families and 200 orphans as of November.

Source : Rotary International News

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## General Secretary John Hewko's address at Bangkok

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Thank you, President Kalyan.

Good morning again! It's great to be here in Bangkok, addressing my second Rotary International Convention.

A year ago, when I spoke at the convention in New Orleans, I was a few weeks away from stepping into my new role as general secretary of Rotary International and The Rotary Foundation. I knew I had a lot to learn, and I knew that Rotary was an organization that was doing incredible things around the world — with the potential to be doing even more.

But when I moved into my new office on the 18th floor of Rotary World Headquarters in Evanston, I had heard much more about Rotary than I had seen.

And so I made it a priority to get to know Rotary better, by visiting clubs, meeting with Rotarians, and seeing Rotary in action. And last November, I had the chance to do something that every Rotarian should do if they can: take part in a National or Subnational Immunization Day.

By the time I arrived in India last November, I had heard and read and talked so much about Rotary's involvement with polio eradication, that I thought I knew just about everything there was to know. But I can tell you, when you're standing there in the blazing Indian sun, in a bright yellow shirt, with a little vial of polio vaccine in your hand, it makes you see polio eradication in a whole new way.

And you realize that the most important skill in the world is something that they don't teach you in law school: how to get a toddler to open his mouth. As you can see (referring to photo on screen), I figured that trick out pretty quickly.

Standing there in a slum outside Mumbai, in a little concrete room with nothing but a table and some chairs, seeing the mothers walk in, one after another, carrying their babies, I saw the very best of Rotary — and understood not just in my head, but in my heart, what it is that Rotary has been doing for the last 26 years. The number that had been nothing more than just a number — 2 billion children vaccinated — started to mean something very real. And as I put drops in the mouth of child after child, I felt a new sense of awe for what Rotary has accomplished. Every child who's been vaccinated against polio, every one of those 2 billion children, have had their lives changed forever — by one person with drops of vaccine, and 1.2 million Rotarians behind them.

It was an incredible experience. And as my wife Marga and I left the vaccination center, we saw, just a few feet

away, a sight that is unfortunately all too common in India — a man in a wheelchair, his legs withered by polio.

Nothing else could have demonstrated more vividly just what we had done for every child we'd immunized that morning — what Rotary has done for every child in India, and for every child who, one day soon, will be born into a polio-free world.

Those few hours in a Mumbai slum taught me more about Rotary than I could ever have learned from my office in Evanston. And because of them, I returned to that office more determined than ever to help this great organization to thrive, to move forward, to take the steps necessary to ensure that its good work not only continues but continues to expand — so that we do all the good we possibly can, with all the resources we have.

And so as I complete my first year on the job, I would like to take the opportunity to share with you some of what I've been doing, what's been going on more generally at the Rotary Secretariat, and some of the things we'll be working on in the months and years ahead.

Today, I'd like to talk about five priority areas that I feel are the most important for us to address, to get Rotary on the best footing possible as it embarks on its second century. Some of you have heard these before on other occasions, but I think they bear repeating.

The first will come as no surprise, since it's been Rotary's signature global initiative since 1985: that is the eradication of polio.

You've already heard at this convention in some detail about how the polio eradication campaign is progressing, and how close we are — this close — to the finish line. We've made incredible progress. But we know that getting close is not good enough. We have to get the job done.

And when we do finish the job, whether it's next year or sometime thereafter, we'll have achieved something phenomenal: the total eradication of a disease that's plagued humanity for millennia — something that's only happened once before, with smallpox. We're making it happen for a second time, and we need to make sure that Rotary gets its due share of the credit.

This isn't just a matter of fairness — it's a matter of our own future. Because the more Rotary is seen as an organization capable of achieving great things, the more we're recognized for what we've done — the more we'll be able to attract the members, the volunteers, the donors, and the strategic partners that we need to grow and to do even more.

This is why we are working hard in the Secretariat to develop a robust public relations campaign in the run up

to the eradication of this terrible disease — so that when the world is declared polio-free, Rotary will be ready — and ready for whatever lies ahead.

And here I would like to thank two of our most recent generous donors to the End Polio Now campaign — Mrs. Rajashree Birla of India, who, as I mentioned in the announcements, has made a further significant gift of US\$1 million, and President Idriss Deby Itno of Chad, who recently made a personal donation of \$10,000 to Rotarians in Chad to show his support of the polio eradication efforts.

The second priority is implementing our Strategic Plan and Future Vision. The RI Strategic Plan represents a tremendously positive step for Rotary: acknowledging that our organization will prosper even more if we can agree on where we're going, and start planning for the long term. With the strategic plan, we've given ourselves a set of organizational goals. Our next challenge is to set Rotary on the path to meeting them: to translate the plan into concrete initiatives so that it becomes a living document and not simply words on paper.

One of the plan's three main goals is focusing and increasing our humanitarian service, and Future Vision — The Rotary Foundation's new grant-making process — will be absolutely essential to achieving that.

We'll be launching Future Vision in just over a year, and it will change the way we see, and use, our Rotary Foundation. It will encourage us to apply the lessons we've already learned in Rotary to our Rotary Foundation: that we can do more when we work together, when we share our resources, and when we set our sights high.

Successful implementation of Future Vision will lead to projects and programs in the six areas of focus that are better designed, more sustainable, and better suited for expansion — leading to a greater, and a longer-lasting, impact on the lives of those we serve. This, in turn, will increase our profile, improve our reputation and public image, and make Rotary more attractive to outside funding sources. In short, Future Vision will challenge us to do bigger things — and if we rise to that challenge, we will find ourselves with an even better Rotary.

Another goal of the strategic plan is enhancing our public image, and raising public awareness of Rotary. For a long time, Rotarians felt that doing good work was enough to get Rotary noticed and to keep our membership strong. It used to be true, but isn't always the case anymore. In a world with more information, more images, more messages than ever before, Rotary needs to be known to be noticed. We need to make sure that when we put the Rotary wheel on a project, the people who see it know what that Rotary wheel means. This is why we are

working on a new initiative to strengthen Rotary's brand, to help clarify and consolidate the many images and ideas associated with Rotary — making it clear to everyone just what Rotary is, and what Rotarians do.

Our third priority is to find an effective way to track and demonstrate the value of Rotarians' service. If we could quantify in a credible way the value of everything Rotary does around the world in terms of money, in-kind contributions, and volunteer time, I have no doubt that the figure would be in the billions of dollars, making Rotary one of the world's largest humanitarian organizations. As it stands today, we capture only a small portion of what Rotary does worldwide through the Foundation, so the true value of all that we do remains unknown — to ourselves and to the world.

In an effort to collect this critical data, we are rolling out two new online tools: Rotary Club Central and Rotary Showcase. Rotary Club Central will be a way for clubs to look at their current service, set goals for future service, and track progress toward those goals, while allowing RI to gather data on what clubs are achieving. Rotary Showcase, which you can try out here in Bangkok at the Resource Center, will be a way to share club service-project information, photos, and videos and broadcast them to the world through social media such as Facebook and Twitter.

The goal is to create a way to increase the visibility of Rotary service initiatives and help create virtual buzz around service projects, while reaching more potential partners, prospective members, and supporters within the Rotary world, and the global community as a whole.

Rotarians and non-Rotarians will become better informed about our projects around the world, and clubs and districts will have a better way to get the word out, and raise their profile in their own communities and beyond.

This brings me to our fourth priority, which is membership. In some parts of the world Rotary is growing; in others we are treading water; and in some we are seeing a decline in membership.

Given that Rotary is a truly global organization, where one size does not fit all, I am encouraged that the Rotary International Board has launched an initiative to develop three-year regional membership plans that are tailored to specific regional needs and challenges. As part of this effort, we need to focus on making Rotary more appealing and relevant to younger members, particularly in those regions of the world where our membership is getting progressively older.

We also need to make better use of social media, start identifying ourselves with youth organizations, look at expanding e-clubs, and give clubs greater flexibility with respect to attendance requirements.

And our fifth priority, in my view, is to bring Rotary more fully into the ranks of the major players in the world of global humanitarian assistance and development. It is becoming increasingly apparent that private-sector-led growth, and public-private partnerships, are keys to long-term, sustainable solutions for many developing countries.

And here we have Rotary, with its incredible platform of 1.2 million engaged, active, and motivated members, drawn from the business and professional networks of tens of thousands of communities. In short, we are a private sector platform that is unmatched in the world today.

And so the question I ask all of you is, what will we do with it? Because I firmly believe that Rotary has the potential to be a major player in the world of global humanitarian development — but we're going to have to take that goal seriously, if we want to fully exploit the potential of our great organization.

As your general secretary and as the vehicle for institutional continuity, providing a bridge from administration to administration, and also between Rotary and other organizations and institutions, I feel a tremendous responsibility for the future of Rotary. I also have a tremendous sense of optimism.

There is much that we need to do in Rotary to position ourselves for a successful second century of service. And the good news is that we've already started. We know who we are, and we know where we're going. We understand the challenges facing us, and we're taking them on — with vision, intelligent planning, and hard work. And I have no doubt that in the years to come, we will see a Rotary that is stronger, larger, and better known and respected than ever before.

My friends and fellow Rotarians, it's been an amazing year, and a great beginning for me as your general secretary. The warm welcome I've received from Rotarians, the perspective and expertise of the Rotary Board of Directors and the Foundation Trustees, and the advice and support of President Kalyan and Trustee Chair Bill, have all been invaluable to me in smoothing the transition.

Kalyan-da, Binota-di, Bill, and Lorna, you've been a tremendous source of inspiration and ideas, and Marga

and I want to thank you for your friendship and your guidance. I also look forward to working in the coming year with President-elect Sakuji and Trustee Chair-elect Wilf and with President-nominee Ron and Trustee Chair D.K. Lee in the year thereafter to continue to advance the goals of Rotary.

A big thanks also to the RI Convention committee, led by O.P. Vaish and the Rotarians of Thailand, for being such excellent hosts and, in particular, the Host Organization Committee, led by Noraseth Pathmanand, for all the work that they have done to showcase their wonderful country and make everyone feel welcome.

I also want to acknowledge my colleagues in the Secretariat for their phenomenal dedication and the help they've given me over the last year. We have over 150 Rotary staff here in Bangkok with us now, supporting this convention, and they are backed up by our other 600 colleagues in Evanston and in our seven international offices and Information Services Development Office in India. I'm sure you can imagine that an event like this one, with over 35,000 attendees, is an incredibly enormous undertaking, and they've done an amazing job.

I would also like to thank my wife Marga for jumping headfirst into this Rotary adventure with me. She was the one who said it the best, about a year ago, when she told me, "When I see what Rotarians do I'm in awe, and I want to be a part of it."

But most of all I would like to thank my dad, because it was he who in the fall of 2010 sent me a copy of the announcement in The Rotarian magazine that Rotary was looking for a new general secretary. And it was thanks to his foresight that I stand here before you today and have the privilege of being associated with Rotary.

It's been an honor for me to be a part of this convention, and to help lead this amazing organization. Together with my colleagues in the Secretariat, I look forward to another fantastic year of serving and supporting Rotarians, and to helping the Rotary light to shine forth even more brightly than ever.

Thank you.

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