

## Rotary PR Tips- October Edition by Elizabeth Walsh

Welcome to the first October edition of PR Tips.

### “Dear Abby” Promotes the Four-Way-Test

The most widely-syndicated column in the world, “Dear Abby,” is distributed daily to more than 1,200 newspapers around the globe. On 15 October a Rotary member’s letter to “Dear Abby” informed readers of the importance of the Four-Way-Test. October is vocational service month and this Rotary member’s letter can inspire Rotarians to contribute to society through their professions.

Click below to view “Dear Abby” in The Washington Post. The letter is the third entry in the column: <http://www.washingtonpost.com/wp-dyn/articles/A27059-2003Oct14.html>

### Rotary Day at the UN

More than 800 Rotary members from 22 U.S. states and 30 countries gathered at United Nations headquarters 4 October to learn about the U.N. and how local level collaboration can foster a more peaceful world. Rotary Day at the United Nations encouraged Rotary's 31,000 clubs in 166 countries to better meet humanitarian needs around the globe. Click below to view an article that covered the day’s events. <http://www.finanznachrichten.de/nachrichten/artikel-2561918.asp>

### Gain recognition from the President of the United States

Earlier this year, U.S. President George W. Bush created the President's Council on Service and Civic Participation to find ways to recognize the valuable contributions of volunteers. The Council created the President's Volunteer Service Award to thank and honour Americans who, by their demonstrated commitment and example, inspire others to engage in volunteer service.

By registering your club’s or district’s efforts you will help the President's Council on Service and Civic Participation to recognize and promote the good news of Rotary. Click below to register your club, district or a Rotary member. After receiving the letter of recognition, send a press release to your local media. Although this is a U.S. national campaign, there may be similar councils throughout the world. Research comparable awards given out in your country and follow the guidelines as appropriate. <http://www.presidentialserviceawards.gov/>

### Rotary hits the Road

Through sales of a specialized license plate, Rotarians in Indiana, USA will celebrate Rotary’s Centennial and be able to do more in their communities. District 6580's Columbus Sunrise Rotary Club, in Columbus, Indiana, USA spearheaded the effort to apply for the special plate, obtained requisite pledges, and was selected as the group to administer sales of the plates.

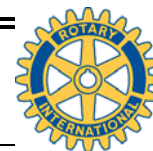
Indiana Rotarians can now proudly display Rotary's commemorative Centennial logo along with the Rotary motto of “Service Above Self.” For more information on Indiana Rotary License Plates, click below and scroll to the bottom of the page. <http://www.rotary6580.org/>

### Earn \$ for your Rotary Club

The Rotary credit card builds public awareness of Rotary while allowing everyday purchases to raise money for The Rotary Foundation. The card can also be a conversation piece to help share the Rotary story whenever it is used in public. It is currently available in Brazil, Canada, Ireland, Japan, the United Kingdom, and the United States.

Earn U.S. \$25 for your Rotary club after making purchases of up to U.S. \$75 in the first 90 days. To find out more about the RI Credit Card go to <http://www.rotary.org/support/creditcard/index.html>

For more information, go to <http://www.rotary.org/>



# The Four Way Flasher

## Rotary Club of MeadowRidge Newsletter

Vol. 10 Issue 16  
Oct. 21, 2003

Web-site: [www3.telus.net/MeadowRidge\\_Rotary](http://www3.telus.net/MeadowRidge_Rotary)

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### INVOCATION

### BINGO SCHEDULE

	6:15-8:15	8:00-10:00
Nov. 6	Mary Robson	Gordy Robson
Dec. 4	Cheryl Johnson	Diane Kirkland

### A no-show will result in losing our Bingo licence (\$25,000)

Call Peter at 604-465-3392 for assistance or e-mail [peter.boekhorst@telus.net](mailto:peter.boekhorst@telus.net)



**Lend a Hand**

**TODAY’S PROGRAM:** Fred Armstrong - Interesting headlines - comic relief

**NEXT WEEK:** Pacific Riding Association for the Disabled

### CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Nov. 1		Clothing drive for Cythera House	Maple Ridge / Pitt Meadows
Nov. 18		Fireside	
Nov. 21		Rotary Foundation Dinner	Newlands Golf & Country Club, Langley
Dec. 9		Road trip to Mission Rotary Club	

☞ **November 11: Remembrance Day,** ☞

☞ **There will be NO regular meeting** ☞

50 / 50 draw - Jackpot at \$769 + 1/2 of today’s sales, 18 cards, Jackpot on “Queen of Hearts” only!

## HAPPY BIRTHDAY

Oct. 21: Merlyn White

## LAST WEEKS MEETING

It was announced that we have four potential new members for our club from our last membership drive.

They are as follows:

Walter Volpatti  
Tim Lohnes  
Brenda Exner  
Nancy Olson

Laurie suggested that the Executive wants to consider paying a volunteer to show up for our Bingo Commitment at a rate of \$8.00/hour. Opinions were expressed on both sides of the issue. Tabled for further consideration.

International Service:

Dave Rempel began by proposing a Rotary exchange from Russia where he has 7 Rotarians who would be interested in coming to our area and being hosted by other Rotarians. He was looking for volunteers. A number of people responded and Dave is to follow up with them. A motion was put forward to support this effort and carried by the members present.

He also is putting together a proposal to assist a boys boarding school in Russia in the style of "Boystown". The residents would be young men between 12 – 18 who have had problems with the law and there would be 120 of them with 100 staff members. The school would provide vocational training to assist the boys to become employable in the future in areas such as welding, locksmith, and lathe. We will be able to assist in a number of capacities from buying tractors at \$9,500 US to supplying less expensive equipment for the various workshops. We could get matching grant from a government agency and possibly from Rotary International if the proper paperwork etc is filled out. Dave presented a written proposal and if anyone did not get one but would like more information, please contact him directly.

Ineke indicated that the Community Services committee will be doing a clothing drive to assist the Cythera House and asks everyone to hold their used clothing, blankets, small household items for November 1<sup>st</sup> pickup. She is also looking for volunteers with trucks to spend a couple of hours on November 1<sup>st</sup> driving to Rotarians homes to pick up the items. Please contact her if you can help.

**Submitted by Debi Pearce**

## SETTING UP A LITERACY COMMITTEE

As part of the celebrations in 2005 of 100 years of Rotary I would like to establish a District wide Rotary Literacy project. In anticipation of this I would like to gather together a committee of likeminded Rotarians to generate ideas and plans. If you are interested in joining me please e-mail me at [cpiprell@shaw.ca](mailto:cpiprell@shaw.ca) by the end of October and I will plan our first meeting.

Rhian Piprell  
Literacy District Representative

## CLOTHING DRIVE CYTHERA HOUSE

Since the Community Services Committee, was approached by the Cythera House for a donation, we felt that we could help our local Cythera House in different ways. First a monetary donation, which is needed for it's rising day-to-day needs. But we could also do a quick "hands-on" project to help this local and very worthy Organization. As you probably all know, Cythera House will give "refuge", to women in immediate need of help and/or shelter for themselves and their children, leaving an "abusive situation" at home. In most cases, women will leave with just the clothes they wear and maybe some personal things, but usually almost "nothing"!

This is where we could easily help! I'm sure, we all get approached by several organizations every month, to donate clothing and/or household items.

Well, this is what we are planning: Please keep all these items for Cythera House!

**On Saturday, November 1<sup>st</sup>, somebody from our Rotary Club will knock on your door to pick up whatever you can donate!**

So, please, collect everything you would usually give to any of these other organizations (clothes need to be clean, household items in working condition) and put it in a bag or box. Mark it "Cythera House" and either place it by your front door or somewhere else accessible On Saturday morning Nov. 1. Someone from our Rotary Club will collect all these items and we will than drop them off at the Cythera House Store (Lougheed Hwy., behind Langley Produce Market), where all women in need of any items have "first pick" after which the rest will be offered for sale in the store and money raised, will than be used towards Cythera House.

All the way, a great and "easy project" that we can all help with!

**START COLLECTING AND BOXING ITEMS NOW! SO IT'S ALL READY BY NOVEMBER 1<sup>ST</sup>!**

Thanks for your help.

Some suggestions of items:

Clothes, any kind any size, shoes, belts, purses, books, don't forget children's books, toys, stuffed animals, pots, pans, glasses, small appliances (grill, toaster, coffee machine etc.)

Please all participate in attached Project, to support the local Cythera House.

I'm sure everybody has "something" to donate!

We are also looking for about 5 volunteers, who would be able to spend approx. 2hrs on Saturday November 1st, driving around, picking up donations from MeadowRidge Rotarians homes and dropping off at Cythera House store in Maple Ridge.

Thanks everybody for your participation,

Have any questions? Give anybody on our Committee a call,  
Ineke, Sharon, Andrea