

From the Gobi desert to the Pacific coast, Rotary clubs plant seeds for the future.

Sometimes global problems seem so, well, global, especially when it comes to the environment. It can get downright overwhelming when you're constantly bombarded with headlines that scream, "EU Warns of Global Climate Chaos" (*The Guardian*) and, "Pollution in China out of Control" (*Edmonton Journal*). And then there are all the alarming statistics: The World Bank projected that, on average, 1.8 million people would die each year between 2001 and 2020 because of air pollution.

In the contiguous United States, the past nine years have been among the 25 warmest on record, an unprecedented streak, according to the National Oceanic and Atmospheric Administration. But Rotarians are not ones to sit idly by, no matter how daunting the task seems. Maybe that's because they know a secret: Just as tossing a tiny pebble can cause a ripple across an entire pond, the smallest project can have profound global effects. Good ideas, after all, are contagious, especially if you're part of a worldwide network.

Take the Rotary International Preserve Planet Earth focus. It was launched by Past RI President Paulo V.C. Costa in 1990. That year, about 2,000 club projects aimed at protecting the environment began. Today, Rotary clubs around the world are doing everything from promoting alternative energy practices to planting trees.

Washington Rotarians restore coastal habitat

When the Bay Street beach in Port Orchard, Wash., USA, became littered with broken concrete and asphalt, Rotarian Wayne Wright grew concerned.

As a fishery and wetlands scientist, Wright, a member of the Rotary Club of Port Orchard, knew that concrete and asphalt dumping was hurting the natural habitat along the shoreline. He examined the area and found that debris had entered the intertidal zone, leaching hydrocarbons and chemicals, which polluted a place where crabs, clams, and barnacles usually thrived. "I thought, let's get the habitat back in order," Wright says.

With a team of 20 local leaders, Rotarians, and Boy Scouts and a \$20,000 grant from the State of Washington, Wright headed up the restoration of the beach. The team removed 25 tons of concrete rubble and asphalt and delivered it to a local recycling plant.

"The biggest improvement is that the biology of the beach will return to a natural state," Wright explains, which will allow fish, such as juvenile salmon, and other smaller organisms to thrive again.



New Zealand Rotarians trust in Trees for Survival

In 1991, the Rotary Club of Pakuranga, New Zealand – RI President Bill Boyd's home club – launched a national charitable trust called Trees for Survival. Boyd serves as a trustee on the blossoming effort, which encourages schoolchildren to grow seedlings in their classrooms and plant them on designated land that needs trees to help prevent soil erosion, improve water quality, or increase biodiversity.

Local sponsors donate boxes for growing the trees. Then, a local Rotary club provides the seedlings, planting mix, and other materials. The supplies cost the Rotary club about US\$500 per year. Children plant the seedlings into individual containers and nurture them for a year until they're large enough to be planted outside.

The seedlings are always native to the area where they will be planted. Regional councils identify places where there is erosion or where water quality has deteriorated, and the children who've raised the trees go out on a one-day expedition to plant them. If they plant on the land of a private farmer, the farmer must agree to fence off the property until the trees have grown to sufficient size.

"The success of the project is such that the only limitation on it is the ability of the Trees for Survival Trust to provide the administrative support," Boyd says.



The Four Way Flasher

**Rotary Club of
MeadowRidge Newsletter**

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Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings: Tuesday 12pm, Gourmet Hideaway Restaurant

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April is Magazine Month

INVOCATION

April 17	Debi Pearce	April 24	Dave Rempel
May 1	Gordy Robson	May 8	Mary Robson

BINGO SCHEDULE

	6:15 - 8:15	8:00 - 10:00
April 19	Lynda Lawrence	Diane Kirkland
May 17	Maureen Goodrick	Stan Wade

Call Peter at 604-465-3392 for assistance or email peter.boekhorst@telus.net



TODAY'S PROGRAM: Don Woytowich – S.D. 42, and Fred Reynolds (ADG)

NEXT WEEK'S PROGRAM: Jennifer Watton – GSE Team

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
May 31-June 3		District Conference	Harrison Hot Springs Resort
June 17-20		RI Conference	Salt Lake City
August 18	3:00pm	Vladimir's Honey BBQ	The Bee Farm - 129 th Ave., Pitt Meadows

HAPPY BIRTHDAY

April 18: Anil Bharwani, Ken Knuttilla

April 20: Don Boyce

April 23: Debbie Wade

LAST WEEKS MEETING

Our guests were Brian Koch, Irena Shantz, Marina Marrocco, and Ana our exchange student.

Gordy auctioned off two Canucks' playoff tickets for round-one, game two of the series. The funds raised will be used for the Repatriation Fund Program, which helps those less fortunate including the homeless and drug addicted re-locate to be with their families who can provide the necessary support. The auction raised \$450 for the program with Bob Shantz as the successful bidder.

Gordy made a motion to have the Sports Banquet fund a \$5,000. donation to the Lawn Bowling Club who made a fundraising presentation to our club earlier this year. The Club has raised a great deal of the monies they require themselves. They are also working on some youth lawn bowling programs which ties into our mandate of providing youth sports facilities in our community. All members were in favour of this donation being made.

Bob Shantz advised that we have donated \$7,000 towards the Rotary International Foundation. Most clubs our size contribute in the \$3,500. range. Bob also advised that the Calendar Committee needs 10 -12 more sponsors for the 2008 Hospice Calendar.

Our Guest Speaker was Barb van den Eykel of Ralston Studios. Barb has been a teacher for 20 years, and works on enriching lives and fostering personal development. Her presentation was on Customer Service. She relayed a story of trying to find something in a local shop, and the problems with finding a knowledgeable sales person to assist her in her search. The lack of customer service, which includes being ignored by sale clerks while they talk on the phone or to each other, poor attitude and lack of interest expressed towards the shopper, is driving our customers away.

Ralston Studios understands the importance of customer service and they provide training including role playing and interactive teaching geared to the specific needs of a business owner. They teach employees to listen, observe, have empathy for the customer, and focus on their role of providing customer service. They provide reports for owners targeting the areas of customer service that require attention, and design training programs specifically to resolve these issues.

Ralston Studios may be contacted at 604-463-9560 to obtain further details and costs.

Submitted by Lynda Lawrence



ESTEEM TEAM

The Esteem Team will be in town April 24th. For that day we have the following schedule:

Kayaker Sara Hopkins

10:45 Alexander Robinson Elementary

Grades 4-7, 200 students

1:15 Whonnock Elementary

Grades 4-7, 100 students

Snowboarder Derek Winterman

10:30 Samuel Robertson Technical

Grades 8,9 200 Students

1:00 Riverside Elementary

Grades 4-7 150 students

THE PROCEEDS FROM THE FOLLOWING FUNDRAISER WILL ALL BE GOING TOWARDS THE CANADIAN MENTAL HEALTH ASSOCIATION HOUSING AT 121ST ST. IN MAPLE RIDGE

Canadian Mental Health Association

Simon Fraser Branch and the

Crescendo Choir

BC Choral Federation Members

Invite you to attend a

Spring Celebration Fundraising concert

featuring

Renaissance & Contemporary Music

May 5th 2007 7pm, Queens United Church

529 Queens Street New Westminster

Tickets \$15 at the door, or \$10 if unwaged - phone 604 516 8080 to reserve a seat

If you wish to help people with mental illness & like choral performances

You Should Be Here!