

A Message from President Rick

"Do good deeds . . ."



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My Colleagues in Service:

Businesses spend millions of dollars each year on public relations and advertising. The purpose behind this major investment is to create a brand image — an identity in the minds of the buying public. No business can stay in business very long unless people know about it. Creating a good public image is a vital part of any successful business plan.

For many years, Rotarians did not think it was essential to "advertise" their service efforts. The prevailing view was that our good deeds would speak for themselves. But today, Rotarians realize the importance of having people know who we are and what we do. It is absolutely essential to our growth and productivity in the future. Both the RI Board of Directors and the Trustees of The Rotary Foundation of RI are committed to enhancing Rotary's public image. Each group has set up a substantial budget for public relations and advertising campaigns.

As I travel the world, I am thrilled at the number of young business people who have joined Rotary this year. We often hear the argument that Rotary is not relevant to the "younger" generation. But when I ask many young people what prompted

them to join Rotary, I usually get the same two responses: "Someone asked me!" and "When I found out what Rotary is doing in the world, I wanted to be a part of it."

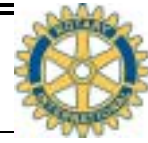
In other words, Rotary is relevant to today's young professionals. Rotary makes a difference not only in the lives of those we serve, but even more so in the life of each Rotarian. But we must tell people who we are.

I once asked past RI Vice President Dave Smith to give me a succinct definition of PR. Dave, who spent his entire professional career in public relations, replied, "Do good deeds, and tell people you've done them."

Rotary has successfully performed good deeds for nearly 100 years, but we have hidden our light under a bushel for far too long. We want to win the competition for membership growth. We want to reach the hearts and souls of millions of prospective members who are not yet Rotarians — simply because no one has asked them. We will do good deeds and tell people we have done them. We must make the Rotary wheel the brand image of service, friendship and hope in the 21st century.

After all, *Mankind Is Our Business!*

Richard D. King
President, Rotary International



The Four Way Flasher

Rotary Club of
MeadowRidge Newsletter

Vol. 8 Issue 30
Feb. 12, 2002

Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings: Tuesday 12 pm, Maple Ridge Library
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INVOCATION Feb 12: Ineke Boekhorst Feb 19: Peter Boekhorst

BINGO SCHEDULE BE ON TIME!

	3:30-5:00	5:00-6:30
Feb 14:	Betty Levens	Laurie Anderson
Feb 28:	Ken Knuttilla	Eng Tan

Call Peter at 604-465-3392 for assistance or e-mail pboekhorst@telus.net

Notice the changed times!

TODAY'S PROGRAM: Tom Saare,
President Alouette River Management Society

NEXT WEEK'S PROGRAM: Membership Development Lunch at Meadow Gardens

CALENDAR OF CLUB EVENTS:

Date	Time	Event	Venue
Feb 16	(see Dot)	Valentines Dinner-Dance \$30.00	Pitt Meadows Golf Course
Feb 19	12 noon	Membership Development Lunch	Meadow Gardens
Feb 22	12 noon	WineZest Meeting	Pitt Meadows Tourist Inform.
Mar 11	6:30pm	'Italian Serata' Dinner for CT Scanner	La Trattoria
Apr 18	7pm	MR Service Clubs Social Dinner	Ecra Senior Centre
Apr 20		50 th Anniversary of Haney Club	Meadow Gardens
May 11	7pm - 10pm	WineZest 2002	Maple Ridge Library

Last weeks 50/50 draw was won by our guest speaker Val Patenaude, so the jackpot stays the same.

50 / 50 draw - Jackpot at \$375 + 1/2 of today's sales, 32 cards, Jackpot on "Queen of Hearts" only!



HAPPY BIRTHDAY

Feb. 13: Derek Tyler Feb. 17: Lisa Prophet

HAPPY ANIVERSARY

Feb. 14: Dot & Brian Ralston

2 X 4 = 2 MINUTES OF ROTARY INFORMATION 4 TIMES PER MONTH

This was last week's 2 X 4 : DISTRICT GOVERNOR

The Rotary district governor performs a very significant function in the world of Rotary. He or she is the single officer of Rotary International in the geographic area called a Rotary district, which usually includes about 45 Rotary clubs. The district governors, who have been extensively trained at the world-wide International Assembly, provide the "quality control" for the 27,000 Rotary clubs of the world. They are responsible for maintaining high performance within the clubs of their district.

The district governor, who must make an official visit to each club in the district, is never regarded as an "inspector general." Rather, he or she visits as a helpful and friendly adviser to the club officers, as a useful counsellor to further the Object of Rotary among the clubs of the district, and as a catalyst to help strengthen the programs of Rotary.

The district governor is a very experienced Rotarian who generously devotes a year to the volunteer task of leadership. The governor has a wealth of knowledge about current Rotary programs, purposes, policies and goals and is a person of recognised high standing in his or her profession, community and Rotary club. The governor must supervise the organisation of new clubs and strengthen existing ones. He or she performs a host of specific duties to assure that the quality of Rotary does not falter in the district,

and is responsible to promote and implement all programs and activities of the Rotary International president and the RI Board of Directors. The governor plans and directs a district conference and other special events.

Each district governor performs a very important role in the world-wide operations of Rotary. The district governor is truly a prime example of Service Above Self performing a labour of love.



Native Art:
'Spirit of the Rotary'

Presidents Message as published in the MR Times Feb. 12, 2002

Another month has gone by and the MeadowRidge Rotary Club has completed the sponsorship of another Youth Vocational/ Community Service Project. February 1st, 2nd, 3rd and 4th, 2002 a Health Sciences camp was held, co-ordinated by Dr. Marco Terwiel, assisted by Cindy Tyler and Andrea Vevers. Between 18 and 23 students from 2 local high schools, were given CPR training, Community Health presentations, Orthopaedic and Chiropractic information, an introduction to Physiotherapy and Nursing, a session on Dentistry and some mini sessions with career profiles by Health Professionals. A fantastic and helpful opportunity for these students, that gave them an inside look of the many aspects of a career in the Health Science field. Thanks to everyone involved in this worthwhile project!

To stay in the "Health Field", another very important Community project was brought to our Club's attention, through a presentation by Dr. Frank Ervin. As many of you already know, our local hospital is buying a desperately needed CT Scanner. To be able to pay for this, the Hospital Foundation needs our entire Community to be involved. And our Club has pledged a minimum of \$ 10,000.= for this cause. But we needed a new fundraising event to raise money for this project and that is where YOU can help us!

Rotarians Mary Robson and Dave Reekie have planned the following very exciting event. A partnership between La Trattoria Restaurant & MeadowRidge Rotary Club presents: "ITALIAN SERATA" on Monday, March 11, 2002 at 6:30pm, dinner at 7:30pm, a 5 course Italian dinner at La Trattoria Restaurant. Only 60 tickets will be sold! Tickets for this event are \$ 120.= (with a \$100.= per ticket tax-receipt from the Hospital Foundation!). ALL proceeds go directly towards the CT Scanner. Once again, only 60 tickets available, make sure you're part of this exciting Community event and help all of us help our hospital ! Please call Chris Lutz at (604) 467-1131 for tickets.

Spring is almost here.... that means we're in the middle of organising our annual WineZest already. Make sure to mark the date on your calendar, it will be Saturday May 11th, 2002 at 7pm. The event will take place, as last year, at the new Maple Ridge Library. We will be featuring assorted wines and 5 or 6 local restaurants will present delicious "finger-foods". To spread the "flow" of guests more evenly, we will adjust the floorplan from last year so there won't be any congestion, we assure you! Tickets will be \$35.= for the whole night(wine, food and entertainment....what a deal!) Call 463-3767 for tickets.

Once again, if you or somebody you know is interested in being a Rotarian, please don't hesitate to call any other Rotarian, or me. We would be more than happy to welcome you into our Club, as you can see we can use lots of help! We will be holding a "Membership Development Meeting" on Tuesday February 19th, 2002 at Meadow Gardens Golf Course starting at 12 noon. Information on what Rotary International is all about and what, where and how we MeadowRidge Rotarians conduct our meetings will be on the agenda.

Please contact any Rotarian, and he or she will be more than happy to invite you as a guest. See you there!

Ineke Boekhorst, president MeadowRidge Rotary Club