JANUARY – ROTARY AWARENESS MONTH

"In the promotion of understanding, it is important to reach large numbers — non-Rotarians as well as Rotarians — and you cannot reach large numbers privately."
—Paul Harris, founder of Rotary

The practice of public relations varies throughout the world. But regardless of cultural differences from one country to another, Rotary clubs around the globe have audiences with which they should or must communicate. Developing a message and finding the appropriate way to deliver it is public relations in action.
The story of Rotary is a great one to tell. By sharing your club's accomplishments, you contribute to an accurate, positive image of Rotary in your community. Young people must also be aware of Rotary to ensure future generations of Rotarians.
Public relations should be directed to several audiences: local government officials, the business community and other civic leaders and organizations, along with people directly affected by Rotary service projects. Some clubs are reluctant to publicize their accomplishments, or they become discouraged when their efforts to reach the media are ignored. Furthermore, the subjectivity of many reporters' decisions and the disregard some of them have for public relations inquiries make placing stories a challenging task. This web section provides some basic guidelines for helping your club achieve media success and other forms of community recognition.

HAPPY BIRTHDAY

Jan 17: Irena Shantz

LAST WEEKS MEETING

Well last week, unfortunately, our guest speaker was not available, so the meeting was rather quick. All the more time for fining etc though.

A few notes regarding upcoming meetings/events

Social Committee did meet this morning 11:00am at the Library
Wine Zest Committee will meet today after our regular meeting

The Social committee is considering doing a Valentines Dance at MGGC on Saturday Feb 15. More details will come via email from Ineke. She will be looking for a head count on interested parties, so please take a minute to respond.

The Hockey night is Sold Out! The bus will depart from the Staples parking lot at 5:15pm on Thursday Jan 30, DON'T BE LATE!

The Foundation committee submitted our donations to Rotary International, so those of you who contributed should look for an Income Tax Receipt in the mail in the next month or so.
Well that's all for now folks. Hopefully more material next week.

Submitted by Debi Pearce

The Four Way Flasher

Rotary Club of MeadowRidge Newsletter

Vol. 9 Issue 26
Jan. 14, 2003

Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings: Tuesday 12pm, Maple Ridge Library
President: Stan Wade Phone: 604-462-9080 stanwade@shaw.ca
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Editor: Peter Boekhorst mrrotary@telus.net

INVOCATION Jan. 14: Vladimir Cukor Jan. 21: Doris Gagel

BINGO SCHEDULE **BE ON TIME!**

	3:30-5:00	5:00-6:30
Jan. 16	Sharon Kyle	Peter Boekhorst
Jan. 30	Mary Robson	Gordy Robson

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

The bingo proceeds for Nov. 2002 were $2,385.44

TODAY'S PROGRAM: Peter Grootendorst:
Fire Chief - District of Maple Ridge

NEXT WEEK'S PROGRAM: Business Meeting

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Jan. 14	After reg. Mtg.	WineZest Meeting	Library
Jan. 30	5:15pm	Hockey night	Staples parking lot
March 12	6pm, dinner 7pm	RI President Bhichai Rattakul	West Bayshore Conf. Centre
April 5	tba	District Assembly	Western Washington Univ.

To keep our newsletter interesting to read, we need your input. This doesn't have to be more than a couple of lines – please don't send me the minutes of meetings, but instead an excerpt with the important stuff.
If you have anything that you would like to be placed in 'The Four Way Flasher', please e-mail it to pboekhorst@telus.net.

50 / 50 draw - Jackpot at $124 + 1/2 of today's sales, 47 cards, Jackpot on "Queen of Hearts" only!

WHO'S WHO

Born 13" March 1944 in Homchurch Essex during on air-raid, survived V1 doodlebug flying bombs, our home was destroyed twice in 1944/45, lived with my two brothers and sister twenty five miles from London. Our parents planned to send my two older brothers to Canada but after the torpedo sinking of the HMS Maratania kept them in England.
My brother John and sister Kathleen were evacuated to North Wales with the threat of the invasion; our parents never knew where they were located.

After the war our father ran a radio & TV servicing shop, radio always fascinated me, my fourth form teacher at high school described me with a 'mania for radio' and at the age of 13 had joined a radio club dose to my fathers old shop in Seven Kings.
October 4th 1957 we were listening to USSR's 'Sputnik' on shortwave radio.
Radio was just one part of the spectrum that I was to experience over the next fifty nine years. After graduating from high school, joined a radio and TV manufacturer as a line-boy, filling components for the production lines; general manager asked why I was reading a technical book, explaining that knowing the belt speed and the number of parts per unit, I could calculate when the components would need replacing. The following week I had been transferred to their development laboratory, my first recognition at 15.

Innovations in education were just starting in 1959 and for alternate three-month periods attended block release at Technical College in East Ham to take radio engineering. The Plessey Company then took over our factory and following an interview offered me a 4 year apprenticeship in electronics. After each college block was completed, we were sent to another part of the Plessey organisation, the Aerospace division grew out of my radio and TV factory, on completion of my apprenticeship in '65 joined Aerospace..

My first project was an electronic timer for the Skua weather rocket launched from the Isle of Uist in Scotland, we were in space, Bristol Aerojets placed a huge contract as they launched Skua's daily for weather data. Other space projects followed involving European Space Research Organization (ESRO) for the Nike rocket launched from Guyana. Electronics totally absorbed every working day. In 1965 my first British patent application was submitted and new innovative control systems evolved in fuel controls for aircraft and helicopter gas turbine engines..

Plessey had many divisions in the UK and internationally and used me on projects all over Europe, attended air shows at Famborough and Paris which allowed technical reports to be utilized and my role changed into Project liaison. In 1967 on return from Paris air-show, met my wife in an English pub in Brentwood Essex, we were married in Shenfield, Stuart was born 1971, we emigrated to Canada in 1973 joining an Advanced Concept group to develop fuel control systems for gas turbine engines.
Susan was born in Points Claire in Nov 73 and we lived in Pierrefonds Quebec.
Pratt and Whitney seconded me in 75, joining their Engine Research Group in Longueuil PQ, pioneered several new concepts in temperature measurement of rotating turbine blades and 3D mapping of 1st stage compressors, which were used to develop the JTI 5 Dand PW2000 engines. PWC wanted me to accept a physics scholarship in McGill University, but I had already accepted a new position in California.

First US assignment, was to develop control system for Gas turbine Engine and water pump module that would be small enough to be lifted by helicopter to fight forest fires. 'Firefly' was approved after 100 hr endurance test at San-Pedro coastguard station and supplied to US Government, NASA and several petrochemical conglomerates for use on oilrigs. First US Patent granted for engine control algorithm.

Sarah was born in 1981 in Simi Valley California, the attending doctors name does not appear on her birth certificate, because the doctor placed my wife on glycerin and disappeared, we had both attended the Llamas class, so I gowned up, grabbed the nearest available nurse and delivered Sarah in the operating theatre but that is another story....

1983 family returned to England transferring to Garrett-Nomalair in Yeovil Somerset, joining their industrial division as a project engineer.
1987 re-Joined Plessey at Templecombe submarine division developing sonar products and new concepts in object recognition, which won contract with DND Ottawa. In 1988 received commission from Ministry of Defense as PTO with special assignment with World-Wide mobility.

In 1990 took the summer off to return to Canada, and did some back-packing in Golden Ears park. On my last day while staying with a friend in Coquitlam received 7am call from Plessey, advising me of Desert Storm and could I join a Canadian naval vessel in Esquimault as DND wanted vessels fitted with a system we had just invented.

1991 Cold War in Europe ended, family returned to Canada in 199l, joining International Submarine Engineering in Port Coquitlam in Business Development, 1992 invented Digital Radar, demonstrated concept in Vancouver harbour, Vessel Traffic Management Systems installed in Prince Rupert on Mt. Heys, also in Alexandria Egypt on Suez Canal and Sarnia Bridge Canada.

Started my own Consultancy Business in B.C. in 1993, in research clipped technical articles to find next challenge, Industry Canada suggested selecting two sectors, which was good advice, in first two years wrote 50 proposals and won 20 contracts, now involved in Environmental and Ocean engineering.

Global Future
We urgently need to prepare the equations for our global survival. Ratification of the Kyoto protocol is only the beginning. On graduating from high school in 1959 we had 3 Bn onboard, reaching 6 Bn by 1999, demographers predict 12 Bn by 2020, Canadians will play a very important role in creating our future in applied Science and Technology, our boundaries are unlimited and these are directly related to the freedoms that we enjoy m Canada today.

In Rotary International we have an opportunity to share our understanding and energy, so often we see International incidents that have to wait for decisive action, within RI we have the gears to make things happen.

Who am I?