

# The NEWSLETTE

ROTARY CLUB

Chartered September 8, 1966 Meetings: Tuesdays, 12:30 p.m. ST. ANDREW Hotel Four Seasons JAMAICA 18 Ruthven Road, Kignston 10, Jamaica.







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### **DISTRICT 7020**

District Governor - Charles Sealy II
Assistant Governor - Marie Powell

# **CLUB ADMINISTRATION 2020-2021** *OFFICERS:*

Audley Deidrick Ammesha Brown - President - President Flect

Nicole Gordon
Nicole Gordon

Vice PresidentClub Secretary

Audley Deidrick

- Immediate Past President

Delories Jones
Jennifer Anderson

Treasurer
 Sergeant at Arm

### INVOCATION

O Lord who knows our every need Help us fulfill our Rotary Creed We live to serve you every day In all we think or do or say Accept our prayers for this meal 0 Restore, Forgive, Inspire and Heal.

### **FOUR-WAY TEST**

of things we thing, say or do
1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it BUILD goodwill and
BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

### **OBJECT OF ROTARY**

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and in particular, to encourage and foster:

The development of acquaintance as

FIRST: The development of acquaintance as an opportunity for service.

SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupation as an opportunity to serve society.

THIRD: The application of the ideal of service by each Rotarian's personal, business

and community life.

FOURTH: The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

#### **DIRECTORS**

Ammesha Brown
Rocque Ferguson
Yulit Gordon
Judy Hylton
Jemelia Davis
Llovd Eubank Green

- Club Administration
- Service Projects
- New Generations
- Rotary Foundation
- Vocational Service
- Public Image

Eugene Ffolkes - Membership Chair Wayne Strachan - Fundraising & Social

Events Chair

# NATIONAL ANTHEM

Eternal Father bless our land, Guard us with Thy Mighty Hand, Keep us free from evil powers, Be our light through countless hours. To our Leaders, Great Defender, Grant true wisdom from above. Justice, Truth be ours forever, Jamaica, Land we love, Jamaica, Jamaica, Jamaica land we love.

### **ROTARY GRACE**

O Lord and Giver of all good We thank Thee for our daily food May Rotary friends and Rotary ways Help us to serve Thee all our days

### **MEMBERSHIP RULES**

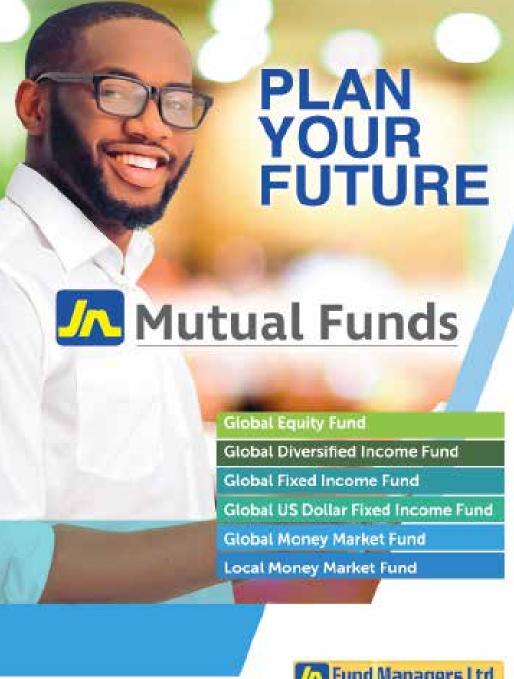
Your membership in Rotary Club may be terminated by any of the following:

- 1. Resignation;
- 2. Failure to pay your dues during the 30 days after January 1 or July 1;
- If you miss four consecutive regular meetings without makeup or being excused by the Board or Directors for good and sufficient reason;
- Attendance below 60% average for each 6-month period, January 1 to June 30, and July 1 to December 31, unless excused by the Board of Directors for good and sufficient reason.



PAST DISTRICT GOVERNOR		*Keble Williams	1997
Alvero Casserly, CD, JP	1989/90	Grace Ashley	1997
, · · ·		Melvin Carey	1997
CHARLEY BRAHAM AWARD		John Haughton	1997
*Erald Shileto, OD, JP	1984	C. Wain Iton	1997
Rev. Dr. Webster Edwards, OD, JP	2001	Ryan Peralto, Jr.	1997
Alvaro Casserly, CD, JP	2003	Vasle Atkinson	1998
<i>.</i>		Denis Goldson	1998
DISTINGUISHED ROTARIAN			
*Erald Shileto, OD, JP	1983	Anthony Hogarth	1998
Orville Walker, JP	1988	*Dr. George Philip, CD	1998
Alvaro Casserly, CD, JP	1990	*Neville Royes	1998
*Ricky Richardson	1990	Dr. Lloyd Eubank-Green	1998
Anthony Hogarth	1999	*Paul Bourke	1998
*Neville Royes	2002	Victor Thompson	1998
Earl Samuels, CD	2003	*Lloyd Isaacs	1998
Rev. Dr. Webster Edwards, OD, JP	2004	Hilton McIntosh, JP	1998
Donovan Walker	2004	LeRoi Lorde	2000
*Arthur Lowe	2007	Robert Gregory, CD	2001
Dr. Lloyd Eubank-Green	2008	Earl Samuels, CD	2001
Jennifer Anderson	2009	Ainsley Mitchell	2002
Judy Hylton	2014	Judy Hylton	2002
, ,	2011	Don Duff	2003
HUMANITARIAN AWARD		Trevor Libert	2003
Dr. Lloyd Eubank-Green	2007	Jennifer Anderson	2004
MULTIPLE DALIL HAPPIS EE	LLOW	*Sezvin Hamilton	2007
MULTIPLE PAUL HARRIS FE		Merline Bardowell, OD	2007
Orville Walker, JP	1986/97	Dr. Sandra Palmer-Peart	2007
Alvaro Casserly, CD, JP	1987/1998	Robert Drummond	2007
*Arthur Lowe	1997/2001	*Hugh Levy	2008
Minna Israel	1998/2001	Anthony Griffiths	2008
Lance Hylton (BVI)	2002	Marie Powell	2010
Donovan Walker	2001/2004	Charles Ross	2010
*Noel Bennett	1998/2004	Paul Thorbourne	2014
ROTARY FOUNDATION BENE	FACTORS	Wayne Strachan	2016
Judy Hylton	2001	Jemelia Davis	2017
Lance Hylton	2001	Abe Pearce	2017
Grace Ashley	2007	Mavis Beckford	2017
Donovan Walker	2007	Mavis Beeklord	2017
Minna Israel	2007	NON-ROTARIAN	
Earl Samuels, CD	2009	*Jean Casserly	1998
Marie Powell	2012	Paul Bitter	2001
		Michael Lee-Chin	2003
Wayne Strachan	2019	Kingsley Thomas, CD	2004
Charles Ross	2020	Barbara Walker	2004
PAUL HARRIS FELLOWS		Ingrid Walker	2004
*John Burke (Lagos)	1978	The Most Hon. Portia Simpson Miller, ON	2006
*Erald Shileto, OD, JP	1984	His Excellency Jeremy Creswell	2007
Rev. Dr. Webster Edwards, OD, JP	1988	Lisa Lewis	2009
*A. Tennyson Palmer, CD, JP	1988	Peggy Bennett	2010
*Larkin Hall	1989	Prof Nigel Harris	2015
Charles Jeantelot	1990	Sir Dennis Byron	2017
*Rt. Rev. Bishop J.T. (Tommy) Clark	1991	Gary 'Butch' Hendrickson	2018
*Ricky Richardson	1996	Sir Hilary Beckles	2020
*Hector Watson	1996	c r mary boomso	
Dr. James Monteith, JP	1997		*Deceased
*Roy Vaz	1997		
1 loy vaz	1001		

PAST PRESIDENTS	ROTARY CLUB MEE	TINGS	
1966/68 * Rt. Rev. Bishop J.T. (Tommy) Clar	BLACK RIVER	Invercauld Hotel	
1968/69 * Robert Lake	DEAGK KIVEK	Thursdays, 7:30pm	
1969/70 Hayden Middleton 1970/71 Mick Elwin	CHRISTIANA	Vemon Chung LN Wednesdays, 6:30pm	
1971/72 * Hon. Glen Owen, OD, JP 1972/73 * Edward (Ted) Ogilvie	KINGSTON EAST & PORT ROYAL	Eden Gardebs Mondays, 7:00pm	
1973/74 Horace Fowler 1974/75 Geoff Searle	FALMOUTH	Glistening Waters Tuesdays, 6:30pm	
1975/76 Alvaro Casserly, JP 1976/77 Christopher Wilson	KINGSTON	Jamaica Pegasus Hotel Thursdays, 12:30pm	
1977/78 Dr. James Monteith, JP 1978/79 * Vin Bennett, JP	DOWNTOWN KINGSTON	ICAJ Conference Room Wednesdays, 12:30pm	
1979/80 * Gerald Ford	LIGUANEA PLAINS	Eden Gardens - Thursdays, 6:15pm	
1980/81 Audley Brandt 1981/82 *Keble Williams	LUCEA	Feista Grand Palladium Resort Wednesdays, 6:00pm	
1982/83 Rev. Dr. Webster Edwards, OD, JP	MANDEVILLE	Golf View Hotel - Tuesdays, 12:45pm	
1983/84 * A Lloyd Johnson	MAY PEN	Versalles Hotel - Thursdays, 7:30pm	
1984/85 Larkin Hall	MONTEGO BAY	Sandals Royal - Tuesdays, 12:30pm	
1985/86 Orville Walker, JP	MONTEGO BAY EAST		
1986/87 * A. Tennyson Palmer, CD, JP		Thursdays, 7:00pm	
1987/88 * Dr. George Phillip, CD 1988/89 Maurice Clarke, JP	MONTEGO BAY	The Wexford Hotel	
1988/89 Maurice Clarke, JP 1989/90 S. LeRoi Lorde, JP	SUNRISE	Wednesdays, 7:00pm	
1990/91 Donald Duff	NEGRIL	Negril Escape - Wednesdays, 7:00pm	
1991/92 * Neville Royes 1992/93 * C. Lloyd Isaacs	NEW KINGSTON	Altamont Court Hotel Altamont Crescent, Kingston	
1993/94 Melvin Carey 1994/95 * Selvin Goldson	ST. CATHERINE NORTH	Fridays, 7:45pm Hayfield Sports Club, Ewarton Thursdays, 6:30pm	
1995/96 Ian King 1996/97 Anthony Hogarth	OCHO RIOS	Sandcastle Resort, Ocho Rios Wednesdays, 6:00pm	
1997/98 Ryan Peralto, Jr. 1998/99 Trevor Hamilton	PORT ANTONIO	RADA Conference Hall, Folly Road Tuesdays, 6:00pm	
1999/00 Paul Thorbourne	PORTMORE	Jamaica Employer's Federation Wednesdays, 7:00pm	
2000/01 Wain Iton 2001/02 * Arthur Lowe	ST. ANDREW NORTH	ICAJ Building, 8 Ruthven Road Mondays, 6:30pm	
2002/03 Dr. Lloyd Eubank-Green 2003/04 Donovan Walker	ST. MARY	Pompano Commercial Complex Tuesdays, 6:00pm	
2004/05 Earl Samuels, CD	SANTA CRUZ	Chariots Hotel - Tuesdays, 7:30pm	
2005/06 Robert Gregory, CD	SAVANNA-LA-MAR	Hotel Commingle - Tuesdays, 6:30pm	
2006/07 Jennifer Anderson 2007/08 * Sezvin Hamilton	SPANISH TOWN	Police Officer's Cub	
2008/09 Merline Bardowell, OD	OFAMION TOWN	Tuesdays, 6:30pm	
2009/10 Anthony Griffins	TRAFALGAR	Phoenix Central	
2010/11 Charles Ross	HEIGHTS	Thursdays, 6:30pm	
2011/12 Robert Drummond	ROTARACT CLUB MEETINGS		
2012/13 Judy Hylton 2013/14 Marie Powell	ST. ANDREW	St. Andrew - Footprint Cafe 1st and 3rd Wednesdays, 6:00pm	
2014/15 Robert Gibbs 2015/16 Eugene Ffolkes	UNIVERSITY OF TECHNOLOGY	UTECH Campus Thursdays, 3:00pm	
2016/17 Wayne Strachan	INTERACT CLUB MEETINGS		
2017/18 Jemelia Davis	ST. ANDREW	St. Andrew High School	
2018/19 Kemmehi Lozer	HIGH SCHOOL	Room 46 - Mondays, 3:00pm	
2019/20 Audley Deidrick *Deceased	EARLY ACT CLUB MEETING	Allman Town Primary School Fridays, 2:00pm	





A member of the Ma Group





We extend a warm welcome to all visiting Rotarians and Guests.

Today's meeting

**January** 

# THEME OF THE MONTH:

# **Vocational Service Month**

# **TODAY'S AGENDA:**

"The media makes news or reports on news?"

**KEYNOTE SPEAKER: Kabu Maat Kheru,** International Broadcast Journalist, Activist for Social Istice and Media Consultant



Birthdays: The following persons will celebrate their birthdays and anniversaries during the week:- January 05, 2021 - January 25, 2021

Members'

Birthdays: Rtn. Donnelle - Jan 24th

Spouses'

Birthdays: PP. Don Duff's wife Marilyn - Jan 05<sup>th</sup>

PP. Leroi's wife Audrey - Jan 21st

**Anniversaries:** There are no anniversaries this week

# Best wishes to all!!





















# **ROTARY CLUB OF ST. ANDREW**

# **MEETING AGENDA**

- · Meeting call to order
  - President Audley Deidrick
- Rotary Grace
- Loyal Toast
- Four Way Test
- Fellowship
- Introduction of Visiting Rotarians/Guest
  - Apologies
- President's Time
  - Recognition of Birthdays & Anniversaries
- Fellowship

- · Secretary's Report
- · Rotary Information
- Sergeant-at-arms
- Introduction to Guest Speaker
- The Guest Speaker's Presentation
- Vote of Thanks
- Toast to RI
- National Anthem
- Adjournment

# THE FIVE AVENUES OF SERVICE

- 1. Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active member development Plan.
- Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in An Introduction to Vocational Service and the Code of Conduct.
- 3. Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in Communities in Action: A Guide to Effective Projects.
- International Service exemplifies our global reach in promoting peace and understanding. We support this Service Avenue by sponsoring and volunteering on international projects, seeking partners abroad, and more.
- Youth Service recognizes the importance of empowering the youth and young professionals through leadership development programs such as Rotoract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

# RI President's January 2021 Message

January is finally here. As we look forward to 2021, our thinking doesn't have to stop at the end of these 365 days. Are you thinking ahead about what you will be doing in 2022, 2023, and beyond?

We cannot foresee the future, but we can steer ourselves where we want to go. I think it is important that every Rotary club hold a strategic meeting at least once a year. Past RI Director Greg Yank, who has a lot of experience working with clubs on their plans, shares his viewpoint.

A famous aphorism states, "By failing to prepare, you are preparing to fail." Planning is essential to achieving success in all areas of life, including Rotary, and we're getting better at it every year.

Strategic planning for Rotary clubs works. I have helped many clubs find that pathway by working with them to build what I call a blueprint, a multiyear plan that answers the fundamental question: "What is our vision for our club?" The best plans I have seen are those that are focused, when a club concentrates its resources on the best opportunities it has. Your Rotary club cannot be all things to its members and to the community it serves; it has limited human, financial, and time resources. A successful plan factors in assets and limitations to chart the desired pathway for your members.

Begin building a multiyear strategic plan by brainstorming with your club, asking, "What are our initiatives and priorities for the next two to three years?" Document your answers using action-oriented language that is specific, concrete, and measurable about the goals you want to achieve.

Next, narrow down your initiatives to a core set of three to five priorities. Your club will then develop specific objectives for each initiative, outlining who will be involved, key milestones of achievement, how progress will be tracked, and a timeline for completion. Keep your plan short and simple.

Then go out and do it. Review the progress you make toward accomplishing the initiatives, and revise as needed at least once a year. Rotary has a solid template to assist clubs in their planning, which you can find at my.rotary.org/en/document/strategic-planning-guide.

We want to enrich and enliven our clubs with new discussions and ideas. But how do we attract the diverse professionals, from different backgrounds, ages, and experiences, who are all driven by as strong a sense of integrity as we are?

Through strategic planning, we explore this question to define the very nature of our club and the value it offers to its members and to the community. Each club is different, and each club's value will be unique. During the planning process, clubs may also find that some of the activities they used to do are no longer relevant or attractive.

Once your club makes a strategic plan, it's time to take action and carry out the necessary changes. When we do that — as we engage members in vibrant and active clubs that not only have fun but also serve their communities with projects that have real and lasting impact — our clubs grow stronger. And when we discover what makes our own clubs unique and build upon those core values in all our efforts, Rotary Opens Opportunities to enrich the lives of everyone.

## Holger Knaack

President 2020-21



# **RCSA Activities Highlight:**

Highlights of Christmas Treat Handover

























# Why you should care about Rotary branding

By Liz Thiam, Rotary brand specialist

As a Rotary brand specialist, I see Rotary signs everywhere. I guess you could say it's an occupational hazard. Even my children spot Rotary signs wherever we go. So when I attended a local Rotary event in my hometown last year, I couldn't help but notice how Rotary's logo was being used.

At first, I was thrilled to see the club's logo featured on a banner welcoming attendees. But then, I spotted another banner featuring the Rotary wheel as a pancake. Inside the tent, the club hung up a huge banner displaying the old, retired Rotary wheel. Club members who greeted us were all wearing polo shirts with the old wheel on them, but they were handing out brochures that included their newer club logo. Here were five different opportunities to promote the club, and each used different Rotary logos. It was bewildering.

#### So what?

When a club logo isn't used properly, it can create confusion and mistrust. In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when retailers and customers reported being confused. The cans looked too much like Diet Coke cans, and that's not what consumers wanted.

This is one example of what happens when a logo is altered. By just changing the can color, the public was frustrated. They didn't trust the product anymore. And that impacts the brand.

Now imagine that each Rotary, Rotaract, and Interact club had its own logo. How would the public know which Rotary club to trust, to join, or to donate money to?

When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colors – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are.

Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary — to be a trusted organization in our communities?

Over the next year, we are going to talk a lot more about branding and how to use Rotary's logos properly. We are working with you to build a strong Rotary because a strong Rotary – one that is recognizable, trusted, and united – has a much greater chance of attracting members, donors, volunteers, and partners. Our regional and district leaders will join us in sharing that message.

You can help by taking a look at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary color palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might time to update it. It's really easy—just visit the Brand Center to get started.

# **New in the Learning Center**

Some new courses are now available in the Learning Center:

- **Rotary Foundation Basics**. This course has been updated and includes a new quiz to test your knowledge.
- Leadership Basics. This course from Toastmasters
   International focuses on essential leadership skills and is now available in several languages.
- Leading a Team. This Toastmasters International course focuses on leading a small team and is now available in several languages.
- Rotary's Action Plan and You. This course shows you
  how your club can make a greater impact and implement
  other facets of the Action Plan. It's now available in several
  languages.
- Get Ready. District International Service Committee. This
  course shows the committee's role in connecting members
  with resources to carry out sustainable service projects.



# **RSCA UPCOMING EVENTS**

☐ There are no upcoming events

**Upcoming Roatarct/Interact Events** 

Club Assembly - Feb 06th

# **Meet My Vibrant Club**

By S. David Chang, Rotary Club of Seoul, Korea

Our club, The Rotary Club of Seoul, was established in 1927 as the first club in Korea. We are unique in that our members are multinational and our official language is English. Like most other clubs, our challenges were: diminishing membership; inability to attract younger people; lack of community service; and uninteresting meetings sinking motivation and enthusiasm.

In recent years, our club board decided to transform our club with several new initiatives. We decided to form a satellite club for English speaking young leaders in Seoul between age 19-35. The group got started with Ray Chetti as its first leader, and we were successful in recruiting 65 young leaders. During the first year, this "Seoul Young Leaders Satellite Club" conducted 38 fundraising and community service events, raising over \$7,000. Now with new co-presidents (Sayel Cortes & Haein An), the club is focusing on helping single mothers without support.

Another exciting thing we did was to create a "convertible membership program" for busy people of age 36-55 to pay only half of our annual fee and come only a couple of times per month.

We also decided to lower the barriers for new members. We got rid of the clerk and lowered the annual dues and made our meetings more interesting. Now, every month, we have one formal lunch meeting, one community service event, one informal fellowship night, and one cultural or outside activity to engage new friends.

By cutting down operational expenses enough to give a \$100 contribution to The Rotary Foundation for every member, we became the only 100% Foundation Giving Club within our district. During the first year of our transformation, we increased our membership from 38 to 125 including 65 young leaders. We wiped out almost all district awards and restored our club image and reputation. It is important to create a challenging vision with stretching goals, but it is more important to sustain that momentum for several years. We are lucky to have club leaders like Andrew Lee, Marc DeVastale, Sugar Han, and many others who really care for Rotary and our club.

Rotary is all about service and friendship; and we must continue to be creative to make it enjoyable and meaningful.



# MOTIVATIONAL QUOTE



# Tell your own life story

By Webster Edwards

Everyone has his or her own life story to tell. You know yourself much better than others do, so tell your own life story.

You are constantly being defined by others distorted view, based on what they see, hear, or read about you.

Don't allow yourself to be defined by others or become the type of person people tell you that you are.

What others see or hear is only a part. You are instead a complex human being with a vast array of experiences built layer upon layer over many years of learning, interacting and synthesizing.

Telling your life story is not only the first step to self understanding, but the only meaningful path to self determination.

Therefore begin by crafting your own life story and discover the authentic and truly liberating feeling that it brings.

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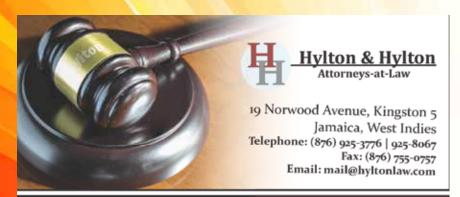
# **ROTARIAN CODE OF CONDUCT**

The following Code of Conduct has been adopted for use by Rotarians all over the World. This is based on "The Four-Way Test".

As a Rotarian, I will:

- 1. Act with integrity and high ethical standards in my personal and professional life.
- 2. Deal fairly with others and treat them and their occupations with respect.
- 3. Use my professional skills to mentor young people, help those with special needs and improve people's quality of life in the world.
- 4. Avoid behavior that reflects adversely on Rotary and other Rotarians.

(PUT YOUR AD HERE)



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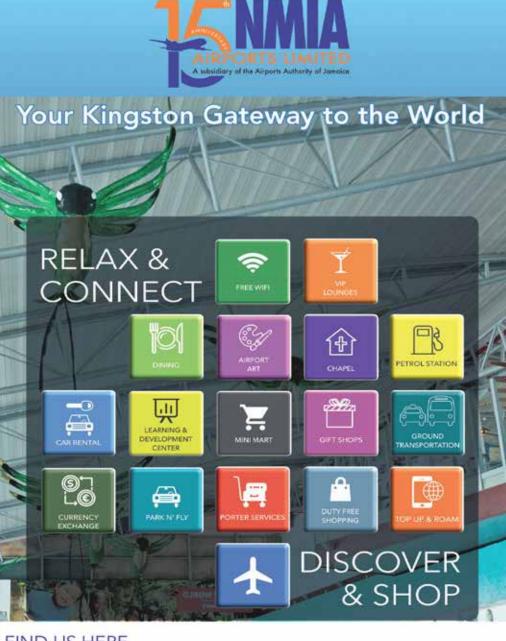
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HAPPY 15th ANNIVERSARY from





# WE DO IT FOR THE PATHFINDERS

Some among us drive the ideas that make the difference; they accept the challenges and take the risks necessary to effect change, both for themselves and for future generations.

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