



Service Above Self

Rotary Club of Bullhead City

eBulletin

Sunday, March 09, 2008


[Club Web Site](#)

Editor: [Art Harrington](#)
If you have any comments or questions, email the editor.

Upcoming Events

08-09 Board & Budget Mtg
Mar 19 2008

2008-09 Installation Dinner
Jun 26 2008

News

Quote of the Week - Who Said It?

Thought for the Week - Who Said It?

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Board meets Wednesday

by [Laura Grasse](#)

Board reminder

I just want to remind everyone that we will have our Rotary Board meeting at 5:30 this Wednesday evening at Harrington Financial in the Colorado Place professional building.

I would appreciate it if all of our board members could be there for this meeting.

District Conference

by [Art Harrington](#)



Save the date

May 30 - June 1

Like the looks of these rooms? District Governor John King has booked our D5490 District Conference at the Point Hilton Tapatio Cliffs Resort in Phoenix.

The Rotary 'Pointe' of View is the theme that DG John and his conference committee have adopted for this celebratory event that comes around near the close of each Rotary year.

Stay tuned for more exciting details about the upcoming conference.

Our most effective PR tool

by [Art Harrington](#)

Bringing in those Burro Sheet ads



We cannot say it enough: The *Burro Sheet* ads are what yield the greatest portion of the funds our club raises each year to support our service projects. It is our goal to have the greatest number of ads ever in this annual publication this year.

When it comes to Rotary public relations in our community, it is also important to note that the truly great job Paul Stubler does in publishing this sizable newspaper insert makes it by far our most effective PR tool in getting our message out to the community about who we are and what we do through Rotary.

Please help us sell those ads to your friends and other business acquaintances.

If you have any questions, or need any help, call Paul at 788-4252, or Crystal at 763-3111.

RI President D.K. Lee

by Art Harrington



Lee targets saving kids

Speaking at Arizona PETS, SETS and More last weekend in Mesa, Rotary International President-elect Dong Kurn Lee said he was in disbelief when he learned that 30,000 children under the age of five die every day from preventable diseases such as pneumonia, diarrhea, measles, and malaria.

"Once I understood the issues behind that terrible number, I knew what I needed to do," Lee said. He told the incoming Rotary club officers he will keep the service emphases of recent years - water, health and hunger, and literacy - but asked them to focus their efforts in each of these areas - on children.

Rotary International's Health and Hunger Resource Group will be sharing information regarding a new United Nations initiative called REACH (Renewed Efforts Against Child Hunger). Millions of children worldwide are victims of chronic hunger and undernutrition:

- **Currently, undernutrition contributes to more than three million preventable child deaths each year.**
- **The poverty cycle is perpetuated by undernutrition and hunger through reduced physical growth, lower capacity for intellectual development, and poor economic productivity.**
- **The UN estimates that the direct cost of not addressing child hunger and undernutrition is US\$20 to \$30 billion annually.**

To tackle these issues, the UN World Food Program (WFP), UNICEF, and WHO are launching Renewed Efforts Against Child Hunger (REACH), which is aimed at halving the number of underweight children by 2015,

REACH will help achieve the first Millennium Development Goal, which is to: Eradicate extreme poverty and hunger.

The initiative will also mobilize political support, secure financial resources, and establish partnerships to raise awareness - and promote solutions - to curtail child hunger and undernutrition. REACH will focus on reducing undernutrition and hunger among children in target countries, which may include one or more

polio-endemic countries.

WFP, UNICEF, WHO, and other key agencies will lead efforts to support cost-effective national and community programs that can have an immediate impact on children and mothers, such as:

- **Micronutrient fortification and supplementation**
- **Ready-to-use therapeutic foods**
- **Household water treatment**
- **Hand-washing with soap**
- **Parasite control measures (particularly de-worming and bed nets)**
- **Household food security measures such as homestead food production.**

Interesting footnote
by Art Harrington

Korea's new leadership



RI President-elect Dong Kurn Lee was slightly later arriving in Arizona than originally planned. He felt it important, though, to return to South Korea from RI headquarters in Evanston last week to be there for the inauguration of Lee Myung-bak as that country's new President.

You see, Lee Myung-bak, the former Major of Seoul, was also one of the Rotary Club Presidents the year that D.K. Lee was serving as the District Governor in Korea.

RI President Lee, along with his lovely wife Young-Ja, flew to Phoenix directly from Seoul, and arrived in plenty of time to address our incoming Arizona Rotary club officers on Friday evening.

Incidentally, the year D.K. Lee served as a District Governor, he managed to add **38 new Rotary clubs** in

his district. Are you impressed yet with next year's leader of the Rotary world?