

Rotary



ROTARY  
SERVING  
HUMANITY

*50 Years of Service*



*1966 - 2016*  
*Rotary Club of Puducherry*

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Date : 26th September 2016  
Issue No : 1611

# Berita Pudu

## PROGRAMME FOR TODAY

Speaker: Mr Bock Chet Lim  
Subject: Chinese Education in Malaysia  
Duty Table: Rtn Patrick Lee  
Fellowship: Rtn Sannice Soh  
Finemaster: PP Alex Chang  
Introducing: PP Ng Sim Bee  
Thanking: PP Dato' Dr Lee Hoo Teong

## PROGRAMME FOR NEXT WEEK

### PUBLIC HOLIDAY

## SEPTEMBER – BASIC EDUCATION & LITERACY MONTH

### CLUB DIARY OF EVENTS—SEPTEMBER 2016

Sat, 3rd Sept	3.00 pm	Rotaract Board of Directors Meeting	Elilai Restaurant, KL
Tue, 6th Sept	6.30 pm	Youth Service Committee Meeting	RSC, Bukit Kiara, KL
Wed, 7th Sept	6.00 pm	50th Anniversary Committee Meeting	Unique Restaurant, PJ
Thurs, 8th Sept	6.30 pm	Club Service Committee Meeting	RSC, Bukit Kiara, KL
Thurs, 8th Sept	6.30 pm	Community Service Committee Meeting	Faber Towers, KL
Fri, 9th Sept	6.30 pm	Weekly Meeting	Shangri-La Hotel, KL
Fri, 9th Sept	7.30 pm	<b>FIRST CLUB ASSEMBLY</b>	Shangri-La Hotel, KL
Mon, 12th Sept		<b>PUBLIC HOLIDAY</b>	
Wed, 14th Sept	6.30 pm	International Service Committee Meeting	RSC, Bukit Kiara, KL
Thurs, 15th Sept	6.30 pm	50th Anniversary Exhibition Committee Meeting	Lavender Restaurant, KL
Mon, 19th Sept	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Thurs, 22nd Sept	6.30 pm	Vocational Service Committee Meeting	RSC Bukit Kiara, KL
Fri, 23rd Sept		<b>LEGOLAND TRIP WITH ORPHANS</b>	Legoland, JB
Mon, 26th Sept	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 27th Sept	6.30 pm	50th Anniversary Exhibition Committee Meeting	Royal Lake Club, KL
Tue, 27th Sept	7.30 pm	50th Anniversary Fellowship Dinner Committee Meeting	Royal Lake Club, KL
Wed, 28th Sept	6.00 pm	Board of Directors Meeting	Unique Restaurant, PJ
Thurs, 29th Sept	6.00 pm	50th Anniversary Committee Meeting	Unique Restaurant, PJ
Fri, 30th Sept	3.00 pm	Interact Coordinating Council Meeting	SMK Methodist, KL

## EDITORIAL

**T**wo men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs. His bed was next to the room's only window. The other man had to spend all his time flat on his back. The men talked for hours on end. They spoke of their wives and families, their homes, their jobs, their involvement in the military service, where they had been on holiday.



And every afternoon when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window. The man in the other bed began to live for those one-hour periods where his world would be broadened and enlivened by all the activities and colour of the world outside.

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young lovers walked arm in arm amidst flowers of every colour of the rainbow. Grand old trees graced the landscape and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite detail, the man on the other side of the room would close his eyes and imagine the picturesque scene.

One warm afternoon the man by the window described a parade passing by. Although the other man couldn't hear the band - he could see it in his mind's eye as the gentleman by the window portrayed it with descriptive words. Days and weeks passed.

One morning, the day nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away. As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was happy to make the switch and, after making sure he was comfortable, she left him alone. Slowly, painfully, he propped himself up on one elbow to take his first look at the world outside. Finally, he would have the joy of seeing it for himself. He strained to slowly turn to look out the window beside the bed.

It faced a blank wall. The man asked the nurse what could have compelled his deceased roommate who had described such wonderful things outside this window. The nurse responded that the man was blind and could not even see the wall. She said, "Perhaps he just wanted to encourage you."

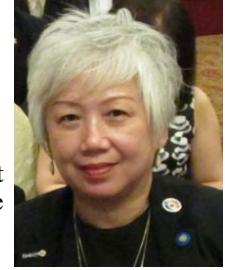
May we as Rotarians always be a source of inspiration and encouragement.

Warmest Regards

**PAG Mike Tung**

## PRESIDENT'S MESSAGE

**T**he count-down to our 50<sup>th</sup> Anniversary Celebration is now about two months away from our celebration on 10<sup>th</sup> December, 2016. I am optimistic that there will be a great turnout for the evening. The night will represent the spirit of the occasion to celebrate our 50 years of service with our fellow Pudu Rotarians, our honored guests, our sister-club members, our friends, and members from our Mother and Daughter Clubs.



Organising Chairman, PAG KH Low, has been working extremely hard for this event, and he is leaving nothing to chance in order to ensure that the celebration will be a success. His attention to details, and his unwavering determination, will definitely make this celebration a memorable success.

IPP Dato' Muslim heads a sub-committee to oversee the setting up of an exhibition display at the Sungai Wang Plaza, and I thank him for his support and organization. Thanks also goes to PDG Paul Lee for his invaluable information and historical research regarding RC Pudu's half a century of history. His contribution surely is a labour of love, without which much of Pudu's history would have been difficult to recall and compile into our 50<sup>th</sup> Anniversary Commemorative table book.

Pudu will continue to serve, whenever and wherever possible, in its efforts to try to make a difference. The night will showcase the charitable work, the fund raising etc, that Pudu had been doing and will continue to do. It will also be a night to appreciate and recognize the leadership, service, and dedication of our Past Presidents. Undoubtedly they have set the foundation for the Club to carry on serving for the next 50 years. I am indeed honored and grateful to be part of this history.

**"ROTARY SERVING HUMANITY"**

**Sandy Soh Kwee Tin**  
**President RY 2016-2017**

## PUDU NEWS

### Record of Meeting on: 19th September 2016

Visiting Rotarians		Club	Statistics	
Rtn Peter Clarke Rtn Harry Pelissero Rtn Philip Chan		R C Kentville R C Ontario R C Singapore	Guests	3
			Visiting Rotarians	3
			Club Members	25
			Total Present	31
Guests		Host	Collections	
Ms Kwan Zi Ying Mr V J Kwan Ms Joyce Lai		President Sandy Soh President Sandy Soh Club	Birthdays/Anniversaries Fines	
			Paying Diners	RM 400.00
			Raffles & Others	
			Total (RM)	RM 400.00

## CLUB PROCEEDINGS

### MEETING CALLED TO ORDER

SAA Darren Yong called the meeting to order at 1.15 pm on behalf of President Sandy Soh. He welcome all guests and Rotarians. He then led in the singing of the National Anthem and proposed the Loyal Toast.

### ANNOUNCEMENTS

1) The Community Service Committee will be organising a trip to Legoland, JB for orphans and will be held on 23rd and 24th September 2016

### INTRODUCING THE SPEAKER

PP Richard Liew introduced the guest speaker Ms Joyce Lai.

### THANKING THE SPEAKER

PP Dato' Dr Lee Hoo Teong thanked Ms Joyce Lai for a very enlightening and educational presentation. She shared her invaluable experiences in Aviation, Education, Music, and Entertainment to Motorsport and Merchandising and Financial Services. President Sandy then presented a Certificate of Appreciation and a memento to Ms Joyce Lai



## SPEAKER'S CV



Joyce Lai has been instrumental in leading key portfolios within the AirAsia Group, from Aviation, Education, Music, and Entertainment to Motorsport and Merchandising and Financial Services.

As one of AirAsia's pioneers, Joyce was instrumental in the transformation of the aviation landscape through revolutionary low fare marketing and promotion. Heading up the Marketing & Communications portfolio at AirAsia in 2001, she led the airline communications and brand positioning and completely rewrote the book on how the aviation industry in Asia communicated with its guests.

Joyce built a dynamic team that successfully and often without mercy campaigned to forge AirAsia's brand identity and propel the airline onto the global stage. Her many achievements include the creation of the iconic AirAsia 'red cap.'

Joyce went on to lead several regional departments within the AirAsia Group, including Regional Head of Corporate Culture & Service Quality, Regional Head of AirAsia Academy.

Subsequently, Joyce's leadership and expertise was required to support other start-up entities within the Tune Group namely Tune Money, Team Lotus / Caterham F1 Merchandising Division, and Educ8 Group, the holding company of the esteemed British International Boarding School, Epsom College in Malaysia. In 2015, Joyce returned to the AirAsia as Group Head for the Duty Free and Merchandise

Today, Joyce has a company, J Foxtrot Ventures that offers a wide range of corporate services including strategic consultation and planning for branding, marketing and communications, start-up business management, training for leadership and teambuilding as well as CSR project management. Joyce can be contacted at [joycelai@jfoxtrot.com](mailto:joycelai@jfoxtrot.com)



## SPEAKER'S TEXT

**Say "Yes!"... Then learn how to later.**  
**Determination. Passion. Initiative.**

J FOXTROT  
VENTURES

## The little airline that could

BY MARYANN TAN

**W**ho can resist a tale of an underdog who beat the odds to become Southeast Asia's — and arguably Asia's — first successful budget airline?

AirAsia's success at home, the coup it scored with its Thai joint venture and the pandemonium it caused north and south of Malaysia makes it the recent story this year.

Now in talks of an impending listing on the Kuala Lumpur Stock Exchange and you've got the market's eye glued on this newbie like a housewife on her Bollywood soap.

"The market can't stop talking about it. Having experienced just traditional airlines, they want something new and different," says a Singapore-based analyst.

AirAsia has not ceased to excite the



The beginning of a phenomenal publicity journey and media support for AirAsia in the media worldwide.



"Their new clothing range is pretty spectacular; some of the best gear on the F1 grid..."

The Star 30/8/2016

"...The **highest growth** seen among our ancillary products were the sales of inflight merchandise which **shot up 400%** y.o.y..... Aileen Omar, on AirAsia Q3 2016 Result





## CLUB MEETING ON 19TH SEPTEMBER 2016





## CLUB MEETING ON 19TH SEPTEMBER 2016





## BIRTHDAYS & ANNIVERSARIES

### ROTARIAN'S BIRTHDAYS (SEPTEMBER)

10th—PAG K H Low  
17th—Rtn Loo Ming Chee  
20th—Rtn Edwin Chiam  
22nd—Rtn Darren Yong  
26th—Rtn Wong Shu Yi

### SPOUSES' BIRTHDAYS (SEPTEMBER)

2nd—Ann Ranee(PP Kumar Tharmalingam)  
26th—Ann Carol (PP Phang Poke Shum)  
26th—Ann H M Leong (PP Ray Choo)

## ANNOUNCEMENTS



Event: **ROTARY HALLOWEEN PARTY**

Date: Saturday, 22nd October 2016

Time: 7.30 pm

Venue: Berjaya Times Square Hotel, KL

OC: Rtn Darren Yong

Event: **49TH DISTRICT INTERACT CONFERENCE**

Date: 24th-27th November 2016

Time: 11.30 am

Venue: PKLN Mantin, Seremban

OC: R C Senawang

Event: **2016 BANGKOK ROTARY INSTITUTE**

Date: 2nd-4th December 2016

Venue: Centara Grand Bangkok Convention Centre

Event: **50TH ANNIVERSARY FELLOWSHIP DINNER**

Date: Friday, 9th December 2016

Time: 7.00 pm

Venue: Unique Seafood Restaurant, PJ

OC: PAG Mike Tung

Event: **50TH ANNIVERSARY GALA DINNER**

Date: Saturday, 10th December 2016

Time: 7.00 pm

Venue: V E Hotel & Residences, KL

OC: PAG Mohan Raj

Event: **DISTRICT ROTARACT CONFERENCE**

Date: 5th—8th January 2017

Venue: World Resort Hotel, Pulau Langkawi

OC: District Rotaract Committee



## DISTRICT NEWS



# 49<sup>TH</sup> DISTRICT INTERACT CONFERENCE

VENUE : PLKN ( MANTIN.N.S )

DATE : 24<sup>TH</sup>-27<sup>TH</sup> NOV 2016

COST : RM250.00

INTERACTORS SERVING HUMANITY



## DISTRICT NEWS





## ROTARY INTERNATIONAL NEWS



### RLI International Newsletter

The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development program of member districts organized into regional divisions throughout the world. It was recommended by the R.I. Board of Directors and strongly endorsed by the Council on Legislation at three of their triennial meetings. RLI conducts a series of quality leadership development courses for potential club officers and other club members, including those who have recently joined a Rotary Club. The courses emphasize both leadership skills and knowledge of Rotary around the world. All course sessions are completely interactive. The 81 RLI Regional Divisions believe that leadership education has a positive impact on membership retention by creating enthusiasm and furthering engagement for Rotary.

### RLI Congratulates Sam Owori of Uganda

We extend our heartiest congratulations to Past R.I. Director and Past Trustee Samuel F. Owori (Sam) of Kampala, Uganda, who was the choice of the Nominating Committee for President to be the President of R.I. during 2018-19. While his outstanding record for Rotary has been published around the world, we add that he is a member of the RLI Intl. Senior Leaders Advisory Board and has supported RLI's development in Africa (now the first 100% RLI Continent).

### Quotes from the Talk by RGHF Founding Member at the RLI Breakfast in Seoul

One of the important talks given at the RLI Annual Convention Breakfast in Seoul, Korea was by PDG Matts Ingemanson, a founding member of the Rotary Global History Fellowship, announcing its Agreement with RLI to jointly draft a series of optional Rotary history courses for use in RLI Graduate Course programs.

Here are some quotes from Matts talk:

"RLI is the leading standard for Rotary leadership training...RGHF is the leading standard for information about Rotary History. RLI's philosophy states that Rotarians need to have knowledge about where Rotary has been, where it is now and a vision of what Rotary can be. I have always said that we need to understand Rotary's history in order to understand Rotary's future because everything in Rotary evolves from its tradition."

### ODDS AND ENDS ABOUT RLI

As in many international organizations, digital technology has brought the world closer together. We can communicate easily with Rotarians around the world by email, social networks and more. But face to face communication has not been completely replaced by technology and in some ways, personal contact has become even more important.

Looking back at the growth of RLI into almost 200 countries and geographical areas, most new member districts and RLI leaders were the result of personal contact. Very few districts have joined RLI because of an email, facebook page or other means of digital communication, but, of course, technology has fostered the ability to maintain active communication among "members".



## ROTARY INTERNATIONAL NEWS

### Welcome New Member Districts

RLI is pleased to welcome District 2520 as a member of the Japan Division. The new district in Zone 1 brings the number of member districts in the Japan Division to 16. The Governor of District 2520 is Toyoaki Hamamori and the Japan Division Chair is Trustee Seiji Kita.

RLI is also pleased to welcome District 5230 as a member of the Far West Division (USA). The Agreement of Membership was signed by Governor Yavuz V. Atila and by PDG Wyn Spiller, Chair of the Division. The District is in the northern part of California.

### Welcome New Member of Senior Leaders Advisory Board

RLI extends a warm welcome to John C. Matthews, RIDE as a member of the RLI Intl. Senior Leaders Advisory Board. John hails from Washington State, USA. He served as Governor of District 5030 during 2010-11 and was recently an International Training Leader at the International Assembly.

### The International Online Pilot Courses Committee Is Expected to Report Shortly

The Online Courses Pilot Committee of RLI, under the Chairmanship of PDG Yoshihiro Sekiba of Japan, is concluding its work and its report will be discussed by Senior RLI International Officers at a meeting later in September. Successful pilot courses have been held. RLI emphasizes that online courses should be held ONLY for those who by reason of geography or physical disability cannot attend the usual in-person courses.

A Joint Committee is being Formed with RGFH and RLI

As previously announced, a joint project between the Rotary Global History Fellowship and RLI will soon move forward. A joint drafting committee is being formed between the two groups and the work on proposed Graduate Rotary History Courses will soon begin. The members of the committee will be announced in the October RLI eBulletin.

### RLI Personnel Changes

As a new year began for RLI, many new Rotarians assumed RLI offices around the world. An updated Division List and International Officers List will be posted on the RLI web site at [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org) during September.

Some changes of international officers include:

PDG Grethe Christiansen of Denmark is now the RLI Regional Chair for Zones 15 & 16, succeeding the late Nils Ove Jensen, who was the first Regional Chair for that region. PDG Grethe was the vice-chair of the RLI Denmark Division and is now also the Chair of that Division. Her region includes all of Scandinavia, Poland, Estonia, Latvia, Greenland and Western Russia.

RLI Intl. Vice-Chair and Secretary Knut Johnsen, PDG, of upstate New York State is now the Acting Regional Chair for Eastern USA that includes the RLI Sunshine, Zone 33, Northeast America and Heart of America Divisions. He replaces PRIVP Eric Adamson who served as Regional Chair for approximately four years. PDG John Wigley of Australia is now the Chair of the Southern Australia Division and Acting Regional Chair for ANZO (Australia, New Zealand and Oceania). He replaces PDG Cathy Roth who temporarily stepped down as Regional Chair for personal reasons. Cathy has been one of our most effective Regional Chairs and we look forward to her return in that position.

### Mustapha Receives Special Award

Former RLI International Vice-Chair Tam Mustapha, PDG, was the recipient of the Yvette Palmer Award at the recent Annual Meeting of the Northeast America Division in Trumbull, Connecticut USA. It is given annually to a Rotarian who has excelled as a facilitator of NEA RLI courses. In addition to his work for the NEA Division, as an RLI Intl. Vice-Chair, he visited many countries for RLI around the world and conducted faculty training sessions and other events for a number of RLI Divisions.

### RLI Discussion Group on R.I. Discussion Groups Site Keeps Growing

We urge RLI members to join the RLI discussion group on the R.I. My Rotary/ Discussion groups. The RLI site is called, "Rotary Leadership Institute/RLI". At the time of the writing of this eBulletin, 690 Rotarians have joined the site and 29 discussion topics have been opened. Any Rotarian may join the group.

## ROTARY INTERNATIONAL NEWS

### HELP ROTARY IMPROVE RETENTION RATES - SEND ALL NEW ROTARY CLUB MEMBERS TO A RLI COURSE DURING THEIR FIRST YEAR OF MEMBERSHIP

As in the past years, a number of Rotary Institutes around the world will contain various RLI events. Some such events include:

An Early Bird Meeting for those involved or interested in RLI at the Stockholm Institute for Zones 15 and 16. The event will be chaired by PDG Grethe Christiansen, Regional Chair. There will also be an RLI exhibit during the week of the Institute. Visiting the Institute for the International RLI will be Intl. Executive Director Michael Rabasca. The Institute Convener is R.I. Director Mikael Ahlberg of Sweden.

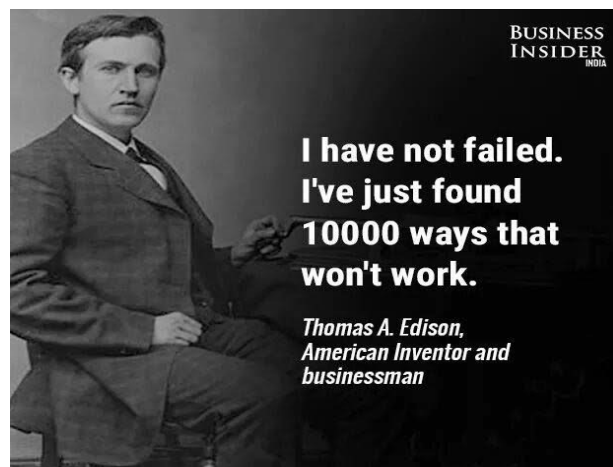
An RLI Breakfast is scheduled to be held at the Thessaloniki, Greece Institute for Zone 20B. Chairing the event will be RLI Intl. Regional Chair Kalcho Hinov, PDG, of Bulgaria. The Convener of that Institute is Past R.I. Director Safak Alpaya of Turkey, who was a speaker at the RLI Breakfast at the Seoul, Korea Convention.

An RLI Breakfast is also being organized for the Madrid, Spain Institute for seven Zones in western and central Europe. The Chair will be RLI Intl. Regional Chair and PRID Jacques di Costanzo of France. The host Convener is R.I. Director Eduardo San Martin Carreno of Spain and Co-Conveners are R.I. Directors Gerard Allonneau of France, Peter Offer of Great Britain, Guiseppi Viale of Italy and Corneliu Dinca of Romania. Visiting the Institute for the International RLI will be RLI International Chair David Linett, PRID.

### RLI PHILOSOPHY

"Having leadership skills does not alone assure good Rotary leadership. An effective Rotary leader must ALSO have Rotary knowledge, perspective about where Rotary has been, where it is now and a vision of what Rotary can be."

## THOTS FOR THE WEEK





## THOTS FOR THE WEEK

