



RY 2017-18

**ROTARY:
MAKING A
DIFFERENCE**



eBulletin of the

Rotary
Club of Pudu, Malaysia



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Date : 2nd April 2018
Issue No : 1718

Berita Pudu

PROGRAMME FOR TODAY

Speaker: Mr Jason Hee
Subject: "Beauty with a Purpose"
Duty Table: Rtn Lackbeer Singh
Fellowship: PP Gary Lim
Finemaster: PP Ng Sim Bee
Introducing: PE Heng CT
Thanking: PP Michael Yeow

NEXT MEETING — 16th April 2018

Speaker: TBA
Subject: TBA
Duty Table: TBA
Fellowship: TBA
Finemaster: TBA
Introducing: TBA
Thanking: TBA

APRIL — MATERNAL & CHILD CARE MONTH

DIARY OF EVENTS—APRIL 2018

Date	Time	Programme	Venue
2 Apr	12:45 pm	Regular Club meeting	Shangri La Hotel
2 Apr	2:30 pm	International Service Committee meeting	Shangri La Hotel
5 Apr	6:30 pm	Community Service Committee meeting	RSC Dataran
12 Apr	6:30 pm	Club Service Committee meeting	RSC Bukit Kiara
16 Apr	12:45 pm	Regular Club meeting	Shangri La Hotel
17 Apr	6:30 pm	Vocational Service Committee meeting	RSC Bukit Kiara
17 Apr	7:30 pm	Youth Service Committee meeting	RSC Bukit Kiara
24 Apr	7:00 pm	9th Board meeting	Pres Jeffrey's house



PRESIDENT'S MESSAGE

We had an interesting fireside on Club Service at PP Gary's residence on Thurs 29th March. Resource Rotarian was PDG Dr Paul Lee. A lot of updated information was given. The only problem was that we did not get the attendance we wanted. New and senior Rotarians were encouraged to attend but there was a lack of newer Rotarians. It was a wasted opportunity as the information given was relevant to what we are doing.

Fireside is an interesting concept. It allows the Club to disseminate information to old and new Rotarians. Not to discount the value of fellowship and getting to know the host Rotarian better. Hopefully, the next fireside will see more participation.

Once again the **ILTS** was a grand success. We had good participation from Interactors, Rotaractors and Rotarians. The Interactors were enthusiastic and I am sure they learnt a lot. In fact it is a major event in their calendar. Besides learning new knowledge, they get the opportunity to meet Rotaractors and Rotarians. Some of them were seeing the Rotarians face to face for the first time! The Rotaractors were fantastic and were great help in all sort of things. **OC Jitco and Youth Service Director Rtn Kenneth** as well as **Incoming President CT Heng** are to be congratulated for a great event! The winners of the Interact Challenged Trophy should be congratulated as well. They did an honour to the Interact movement and carried out some very meaningful projects. They can sometimes be mistaken for Rotary projects as they are huge in budget. Anyway congratulations to **Kuen Cheng, PESS and MBS** for winning most of the awards!

In this last quarter of RY2017-18 the Club is winding down. We still have a meaningful **Spouses' Night** to carry out and I hope to have good participation from our Rotarians. Come on, give your spouses a treat and recognize them for the good support they had given

to us. They are as much in Rotary as we and the children.

Today we have an interesting speaker in **Mr Jason Hee**. He will speak to us on "Beauty With a Purpose." I don't know from what angle he will base his talk on, so let us give him our ears!

Best Regards!!!

Jeffrey Yap
President RY 2017-18

EDITORIAL

This month is Maternal & Child Care month. What are we doing about it? Not much, I think; since most Club officers / presidents would be in the easing-off phase. And the incoming officers busy preparing for their year in office. The ILTS has already been done, so that's a relief for them. So now they can really look forward to the DISTASS or District Training Assembly at Sungai Petani.

From what I could see, the programme for the DISTASS is good, something new and innovative. Most of us never had the opportunity to learn about the Registrar of Societies (ROS) requirements, compliance and digital filing (eROSES.) Likewise, about Income Tax filing—we just left it to our professional accountants. The CIMB Foundation is also something new as a funding partner for our various projects. So our RY 2018-19 Board should be very well trained and ready to serve from 1 July 2018. Provided, of course, that all them, actually attend the DISTASS.

In many past assemblies, many of them didn't bother, citing all kinds of excuses.

Dato Muslim Ayob
Past President
Editor

PUDU NEWS

Record of Meeting on: Monday 19th Mar, 2018

Visiting Rotarians	Club	Statistics	
		Club members	15
		Visiting Rotarians	3
		Guests	
		Total	18
Guests	Host		
Beatrice Arumugam Shazangir	Club (Speaker) Club Club	Birthdays/Anniversaries	25.00
		Paying Diners	90.00
		Raffles	
		Total RM	115.00

MINUTES OF THE MEETING

Acting Sgt-At-Arms PAG Gary Lim called the meeting to order at 1.15 pm on behalf of President Jeffrey Yap. He welcomed all guests and visiting Rotarians. He then led in the singing of the National Anthem and the Loyal Toast.

The fine master was PAG Gary Lim who managed some RM 90.00 of fines.

INTRODUCING THE SPEAKER

PP Michael Yeow introduced the guest speaker Dato' Beatrice Nirmala

THANKING THE SPEAKER

PP Kumar Tharmalingam thanked Dato' Beatrice Nirmala for a very enlightening and educational presentation. She has debunked the many misconceptions of feminism. Feminism is a movement to establish equal economic, social, political rights for women.

Acting Secretary PAG Mike Tung made some announcements and President Jeffrey Yap closed the meeting at 2.00 pm



PP Kumar Tharmalingam then presented a certificate of appreciation and a memento to Dato' Beatrice Nirmala.

SPEAKER'S CV

Dato' Beatrice Nirmala

Dato' Beatrice Nirmala has helmed The IBR Asia Group since its founding in 1997, growing it from a 1 magazine entity into an Integrated Communications Hub with a dedicated Publishing wing, PR, Digital Marketing, and HR Development divisions. A University of Malaya alumni, Dato' Beatrice Nirmala has also undergone the Asean Global Leadership Development Programme at the University of Cambridge, and has received a certificate from Yale for doing a course in leadership Strategies in Magazine Media.



Interviews

Over the years, Dato' Beatrice Nirmala has conducted interviews with a number of high profile public and private sector leaders in Malaysia as well as senior diplomats. Among them are:

- Datuk Paduka Rosmah Mansor – First Lady of Malaysia
- Tun Ahmad Sarji – Then Chairman of PNB – the Malaysian Government Sovereign Wealth Fund
- Tan Sri Noh Omar – Minister of Urban Wellbeing, Housing and Local Government, Malaysia
- Tan Sri Mohd Sidek Hassan – Then Chief Secretary to the Government of Malaysia
- Prof Tan Sri Sharifah Hapsah – Senior Consultant for the Malaysian Government's Early Childhood Education Programme
- Dato' Seri SK Devamany – Deputy Minister of Energy, Green Technology and Water, Malaysia
- Datuk Seri Mohammed Mentek – Secretary-General of the Ministry of Urban Wellbeing, Housing and Local Government, Malaysia
- Datuk Seri Abdul Wahid Omar – Then President of Maybank – Malaysia's largest bank

Speaking Engagements

APEC World Entrepreneurship Summit, Gifu, Japan

In October 2010, she became the first Malaysian and Southeast Asian woman to be a panellist at the APEC Women Entrepreneurship Summit in Gifu, Japan, which was attended by private and public sector women leaders from 18 countries.

Women In Leadership Forum

In February 2012, Dato' Beatrice Nirmala was invited to give a keynote speech on the topic – Women Inspire Other Women – at the Women In Leadership Forum in Kuala Lumpur, which was attended by women leaders from across the Asia-Pacific region.

Publicis Media APAC Workshop Discussion on Future Proofing the Media Industry

Dato' Beatrice Nirmala was a panellist at the Publicis Media APAC Workshop held on 1 March in Kuala Lumpur, Malaysia. The event was organised by Publicis – the second-largest PR and Advertising firm in the world, and also featured Tai Kam Leong, Head of Marketing Services for Maxis Malaysia and Andrew Gnananatham, Chief Marketing Officer for Lazada Malaysia.

Advisory Role

University of Malaya's Advisory Committee for Student Industrial Training

Since 2013, Dato Beatrice Nirmala has been appointed as a member of the committee to enhance the employability skills of the graduates of the university. As a publishing industry leader, she helps the committee ensure that current industry standards and requirements are identified and assessed as well as provide proposals to improve the curriculum to address these changes.

SPEAKER'S TEXT

1. It Means Liberalism

Ask most people to picture a feminist, and they'll conjure a young, cosmopolitan, college-educated millennial girl who holds social views and economic positions. While these people definitely exist, they're also far from the whole story.

At its heart, feminism just means believing in equal rights for women. You don't have to be particularly liberal to accept that. As the multitude of different feminist groups show, you can be conservative and feminist, libertarian and feminist, or even Communist and feminist without compromising your core beliefs.

2. It is Only for Women

Now, before we go any further, we should point out that this is a total minefield, even for people as brainy and all-round awesome as we are. There are a ton of articles out there by female feminists arguing that male feminists are often jerks who are hijacking their movement. In other words, that getting a male writer to cover feminism when there are plenty of female writers out there is like personally punching the women in the face.

We can't deny it's potentially an odd look. But then, that's the beauty of feminism. It doesn't just appeal to women. Just as whites marched with Martin Luther King back in the day, there are plenty of men who genuinely give a damn about women's rights. And, luckily for them, a good number of feminist groups are actively welcoming to them. Every man has a mom, a sister, a girlfriend, a female friend who he'd never want to see discriminated against because of who she is. To paraphrase Emma Watson's famous 'He for She' speech, gender equality is an issue men should care about, too.

3. It is Against Men

Over the years, feminist activists have gone out of their way to target inequalities that affect men. What's more, they've succeeded.

Then there's the whole, big picture issue. At its heart, feminism believes that the lives of men and women will both be improved by overturning patriarchal culture. You may well disagree with that assessment. But that doesn't change the fact that it comes from a sincere desire to help men, too.

4. There is Only One Kind of Feminism

Over the years, feminism came in at least three distinct waves. So, you have First Wave feminism, which is from the suffragette era and is concerned with stuff like votes for women and equality before the law. Then you have the Second Wave, which focuses on stuff like domestic violence, rape in marriage, sexual exploitation and hidden abuse. Finally, you have the Third Wave, which explicitly believes there are as many feminisms as there are women, and that black women, lesbian

women, Asian women and so-on all have different experiences.

Although these waves are 'historic', they're still a handy guide for figuring out what type of feminism a given person believes in. So, someone may identify more with the 3rd wave, whereas someone else might feel the concerns of the 2nd wave are more relevant to her; with each of these waves having additional subdivisions within them. In short, feminism is no more monolithic than Christianity, conservatism, liberalism or Doctor Who fandom.

5. Feminists All Agree on the Same Facts

If there's one misconception, it's that feminism is a single thing, and feminists a single group. That's why we keep coming back to the religion analogy. Much as branches of religions interpret their tenets differently, branches of feminism look at certain statistics in wildly different ways. What's fact to one group may well be fiction to another.

Take campus sexual assault. Pretty much everyone agrees it's a problem, but that doesn't mean everyone is coming from the same starting point. You might have heard the 1-in-5 or 1-in-4 statistic and assumed all feminists believed it. Not so.

It's like this with most other statistics you see reported. For every liberal-feminist group talking about the wage gap, there's a conservative-feminist group saying the focus should be elsewhere. This doesn't make one group 'liars' or 'fake feminists'. It just means the thing that unites them – believing women shouldn't be discriminated against – is bigger than any single issue.

6. Bra Burning Was an Actual Thing That Happened

The fact that this story exists at all is due to an unfortunate confluence of media inattention and the Vietnam War. At the time, men were burning their draft cards to escape being sent to war. The media reported ceaselessly on these card burnings, but kept on ignoring women's lib protests. One feminist reporter decided to subconsciously link the two causes in her readers' minds, hoping the symbolic act of burning would make the women's lib movement seem as legitimate as the anti-war one.

Unfortunately, her plan totally backfired. The male-dominated media couldn't get enough of these crazy, bra-burning chicks and the story went the 1960s equivalent of viral. It was quoted so widely that it's now the number one thing many of us 'know' about feminism.

7. Feminism Hates Traditions

Traditions are crazy-important to human beings. They underpin our cultures, hold societies together. So when a group of feminists decide to force the world to ditch

SPEAKER'S TEXT

beloved traditions in the name of progress, it's time to fight back.

As with every single entry on this list, it is more complicated than that. See, feminism doesn't mean throwing the baby out with the bathwater. There is plenty of room to be a feminist, while still choosing to embrace traditions you like.

Take the whole thing of a woman taking her husband's second name. On some levels, this is clearly the least-feminist thing ever. But on others... well. There are plenty of feminist writers out there who have chosen to take their partner's name, because they wanted to. Just like there are plenty of feminists who argue that being a stay-at-home mom is as personally-empowering as becoming a CEO. Or feminists who are submissive, or who love wearing makeup, or who are down with dating 'traditional' alpha males.

The point is that these women are free to choose whether to take their husband's name. It's the ability to have that choice that feminism is all about.

8. We No Longer Need Feminism

Living in the Western world, it can be tempting to think feminism is no longer needed. That women are now on an equal footing with men. Sadly, that's so not true it will break your heart just hearing about it.

In other parts of the world, it's still totally alright to slice up baby girls' genitals. In other parts, it's considered acceptable for pre-pubescent girls to be forcibly married to men in their 50s. Across the planet, over 5,000 women a year are slaughtered in 'honour killings'. Disfiguring acid attacks are on the rise in places like India. And that's before we get onto the shocking education gap in places like Africa, the reduced lack of healthcare, and the sexual assault of women living in warzones.

Yes, feminism probably needs to be around for a good while yet. Hopefully, the day will one day come when things are so balanced that we no longer need it at all.

FIRESIDE

The fireside was held at PP Gary Lim's house on Thursday 29 Mar, 2018. Unfortunately attendance was poor. Firesides are meant for "training and Rotary information" to new Rotarians in particular and the older Rotarians in general.

A well organised Fireside, would also have spouses attending as this provides a grand opportunity to visit a fellow Rotarian's house and get acquainted with the host family. And of course, for fellowship.

EVENT—FIRESIDE



PICTORIAL RECORDS OF MEETING ON 19 MAR 2018



PICTORIAL RECORDS OF MEETING ON 19 MAR 2018



ANNOUNCEMENTS

CLUB & ROTARY EVENTS

Event: **DISTRIC ASSEMBLY (DISTASS)**

Event: **DISTRIC ASSEMBLY (PETS & SETS)**

Date: 20 Apr 2018

Venue: Park Ave Hotel, Sg Petani

Event: **District Awards Nite**

Date: 9 June 2018

Venue: Sheraton, Petaling Jaya

Event: **RI Convention 2018**

Date: 23-27 June, 2018

Venue: Toronto, Canada

BIRTHDAYS & ANNIVERSARIES

Name: PP Quah SC

Date: 4 Apr

Name: Ann Fanny (PP Quah SC)

Date: 15 Apr (Birthday)

Name: PP Quah SC (Fanny)

Date: 26 Apr (Anniv)

Name: PP Dato YK Chew (Adeline)

Date: 8 Apr (Anniv)

Name: Ann Rani (PP Mohan Raj)

Date: 11 Apr (Birthday)

Name: PP Mohan Raj

Date: 20 Apr

Name: Rtn Roy Sreenivasan

Date: 22 Apr

Name: PDG Dr Paul Lee (Lilian)

Date: 11 Apr (Anniv)

Name: VP Patrick Lee

Date: 26 Apr

DISTRICT NEWS



District Awards on 9th June 2018 at Sheraton, Petaling Jaya hosted by Rotary Greater KL



DISTRICT NEWS

Dear Fellow Rotarians,

March in Rotary is #Water and Sanitation Month.

More than 2.5 billion people lack access to adequate sanitation facilities. Our projects give communities the ability to develop and maintain sustainable water and sanitation systems and support studies related to water and sanitation.

Clean water is a basic need for human beings. When people, especially children, have access to clean water, they live healthier and more productive lives. However, at least 3,000 children die each day from diseases caused by unsafe water, which is what motivates our members to build wells, install rainwater harvesting systems, and teach community members how to maintain new infrastructure.

While very few people die of thirst, millions die from preventable waterborne diseases, providing the impetus for our members to also improve sanitation facilities in undeveloped countries. Members start by providing toilets and latrines that flush into a sewer or safe enclosure and then add education programs to promote hand-washing and other good hygiene habits.



Rotaract Celebrates 50 years

This month also marks 50 years since the first Rotaract club was chartered in 1968.

Rotaract was designed to promote responsible citizenship and leadership potential in clubs of young men and women, aged 18 to 30. In District 330 then, which is now 3300, the first Rotaract formed is the Rotaract Club of Ipoh in 1968.

For many years, Rotary has done Rotaract a disservice by looking at our youth and young adult programs as mere precursors to Rotary membership, and not as valuable and productive programs in their own right. But Rotaractors are truly partners in Rotary service. As we celebrate this anniversary with Rotaract, I encourage all Rotary clubs to consider sponsoring a Rotaract club or to strengthen their ties with the clubs they already sponsor.

Rotary Youth Leadership Awards (RYLA)

RYLA gives the opportunity to unleash the potential of our youth to empower themselves. We see opportunity for youth to develop and engage with societal issues and to be an agent for new generation change. The Organisers for this Rotary year's RYLA is Rotary Club of Kampung Baru City Centre along with PAG Karthi, CK and PP Samantha. They have surpassed the 100 pax registration. This was achieved with much perseverance and great efforts on the part of the organizing team. Syabas !

District Training Assembly (DTA)

The 84th District Training Assembly and the PETS are being held on 21st April and 20th April respectively. The annual DTA is the major leadership training event in each Rotary District of the world. The district assembly offers motivation, inspiration, Rotary information and new ideas for club officers, directors and key committee chairmen of each club. The success of the DTA is frequently determined by the clubs' full representation and participation.

Club Visit

To-date, I have completed 79 clubs visits out of a total 82 clubs in our District. This Rotary year, the Rotary Club of Bukit Angkasa was chartered making it to a total of 83 clubs. I am relieved that it is almost over.

Yours in Rotary Service.

DISTRICT NEWS

Membership Attraction in the Digital Age

Keynote Speaker
PDG Andre Suharto
RC Kuching Central, D3310

Using Facebook and other
Social Media to attract
and engage members, enhance
Public Image, and other avenues of service



84th District Training Assembly
Park Avenue Hotel, SP
Saturday, 21st April 2018



e-ROSES submission, Compliance
and Harmonizing the Constitution
by Officers from Registry of Societies



PETS/SETS/TETS
Fri, 20 April 2018
Sg Petani



Income Tax Reporting
by Officers from Lembaga Hasil Dalam Negeri
Inland Revenue Board



PETS/SETS/TETS
Fri, 20 April 2018
Sg Petani



Meet CIMB Foundation:
your funding partner in service



84th District Training Assembly
Park Avenue Hotel, SP
Saturday, 21st April 2018



**AN EXCITING PROGRAMME AWAITS YOU AT
THE 84TH DISTRICT TRAINING ASSEMBLY
AT SUNGAI PETANI**

DISTRICT NEWS

Meet Yayasan Kelab-Kelab Rotary Malaysia

Our very own Yayasan
in Rotary SERVICE



84th District Training Assembly
Park Avenue Hotel, SP
Saturday, 21st April 2018



Mandarin Workshop 中文讲习会



84th District Training Assembly
Park Avenue Hotel, SP
Saturday, 21st April 2018



Dinner Programmes

Fri
20 Apr
Fellowship
Dinner
RM 60
Smart
Casual



Sat
21 Apr
Governor's
Installation
Banquet
RM 90
Black Tie

84th District Training Assembly
Park Avenue Hotel, SP
Saturday, 21st April 2018



DISTRICT AWARDS SUBMISSION CRITERIA

From: Siva Ananthan <awards.rotary3300@gmail.com>
Date: Wed, 14 Mar 2018, 21:35
Subject: DISTRICT AWARDS FOR RY 2017-18
To: Rotary 3300 <rotary3300_egroup@googlegroups.com>

Dear Rotarians

This information is provided to guide Rotarians at the club level regarding awards available during the Rotary year. District Awards are determined by the Governor upon the recommendation of the District Awards Committee.

Given that that the Chair and several members of the committee are from RC Greater KL and given that RC Greater KL is the host club for the District Awards Night, RC Greater KL has agreed not to submit any application for any of the main competitive awards this RY. This is in keeping with our desire to be open and transparent about the criteria and selection of awardees this year.

Additionally, Club President's are encouraged to honour a club member who participates in service activities in each of the five Avenues of Service: Club, Vocational, Community, International, and Youth with the **Avenues of Service Citation** from Rotary International. Download the nomination form at: <https://my.rotary.org/en/document/avenues-service-citation-nomination-form>

This year the types of District Awards and the criteria for selection have been revamped with a view to making them more relevant and prestigious. We are introducing several new categories of awards.

WE ARE ATTACHING HERewith STANDARD SUBMISSION FORMS TO ENSURE THAT ALL CLUBS HAVE THE SAME OPPORTUNITY TO SUBMIT AND WIN AWARDS.

This greatly simplifies the application process and we do hope that all clubs will submit for great projects for our consideration.

Categories of Awards and Deadlines

Individual Awards

Outstanding Club President Award

Submission deadline: 30 April 2018

This award is presented to all Outstanding Club Presidents who satisfy the following criteria:

1. 100% of club members including the president have contributed to Rotary Foundation irrespective of the amount during RY2017-18
2. The club has inducted at least one new member below the age of 40.
3. Attend at least one District Seminar of the Membership, Public Image or The Rotary Foundation seminars
4. Attend the District Conference.
5. Be present and chair at least 80% of club regular meetings.
6. Conduct at least one Club Board of Directors' meeting every month.
7. The club has held at least one club fellowship event in RY2017-18.

DISTRICT AWARDS SUBMISSION CRITERIA

8. The club has carried out at least one community service project in RY2017-18.

District Outstanding Young Rotarian Award

Submission deadline 30 April 2018

This award is to be presented to all Outstanding Young Rotarians in District 3300 who satisfy the following criteria:

1. Must be 40 years old or below at the time of nomination.
2. Must be a member in good standing, i.e. good attendance, dues current, etc.
3. Must have demonstrated exemplary service through their involvement in each of the Five Avenues of Service (Club Service, Community Service, Vocational Service, International Service and Youth Service).
4. Must have attended at least one District Seminar in Membership, Public Image or The Rotary Foundation.
5. Must have introduced at least 1 new member to Rotary.
6. Meet professional standards and ethics (exemplify the Four Way Test).
7. Must receive the Board's approval to be nominated and the club must provide a testimonial in support of why the Rotarian is worthy of this special recognition.

Club Awards

BEST CLUB NEWSLETTER

Submission Deadline: 30 April 2018

There will be only one Best Newsletter Award regardless of club size and judged on the following criteria:

1. Frequency of the newsletter, whether it is Weekly/Fortnightly/Monthly
2. The circulation of the newsletter i.e. the number of recipients and who is on the circulation list.
3. Content of the newsletter:
 - o Editorial
 - o Newsletter design
 - o President's Message
 - o Rotary International News
 - o District News
 - o The Four-Way Test
 - o Club announcements
 - o Announcements on weekly desk duties
 - o Club Secretary's report
 - o Club Treasurer's report
 - o District Announcements including district meetings, training, seminars etc.
 - o Review of Club's annual goals

DISTRICT AWARDS SUBMISSION CRITERIA

- Report on weekly club meetings
 - Report on monthly board meetings
 - Club attendance
 - Report on Club's service projects
 - Report on Club's fellowship activities
 - Report on Membership Development
 - Report on Rotary Foundation giving
 - Report on youth services activities
 - Update on **End Polio** campaign
 - General information on club members
 - Photographs
 - Other features or articles
 - Humour
4. Readability, which includes:
- Effective use of space, color, and font to enhance readability and stimulate reader interest.
 - Articles are interesting, understandable, and of appropriate length.
 - Accurate spelling, punctuation, and grammar.
 - Photos and graphics are well composed, clear and crisp.
 - Club members are involved. Submission of articles by multiple Club members with appropriate attribution.

Copies of the newsletter must be sent to each member of the Awards Committee on a monthly basis.

BEST FACEBOOK PAGE

Submission Deadline: 30 April 2018

There will be only one Best Facebook Page Award regardless of club size and judged on the

This award will be given to the club with the best Facebook pages according to the following criteria:

1. Is the Facebook page open to the public?
2. Does your Facebook page appeal to an external audience looking to learn more and who would want to join or donate to your club?
3. Is the information on the page relevant?
4. Do the pages use images that make the club look great? Are there photos of fun, exciting club events?
5. Are there photos of the club making a difference?

DISTRICT AWARDS SUBMISSION CRITERIA

6. Do the photos showcase your club's achievements?
7. Do photos recognize the success of our club and its members?
8. Are the photos good and clear? Do they tell a story?
9. Is the "Profile" picture easily identifiable as Rotary and your club?
10. Do the "Cover" page photos showcase the club?
11. Does the "About" section tab provide relevant information about your club, where it is located, when and where it meets. Is your club's web address (if any) included?
12. Are events included, with relevant information?
13. Are there videos that would be of interest to non-Rotarians as well as club members?
14. Does the Page engage the visitor by having a relevant message?
15. Are Rotary International images and local Rotary logos used attractively?
16. Does the page look active?

BEST PUBLIC IMAGE PROJECT

Submission Deadline: 30 April 2018

Submissions can be made based on projects encapsulating the 5 Avenues of Service where important public image activity/content is generated.

The project must demonstrate leadership of public image strategy and tactics to enhance, promote or improve the reputation of Rotary, your club and the project within the community based on the following criteria:

1. What was the goal and purpose of the project?
2. Where is the location of the project and were there any other local or foreign partners involved in the project?
3. What was the public relations message and who were your key targets?
4. What media, including new media, was targeted or used to support your project's public image strategy?
5. What tactics were used to engage the media (both traditional and new media)?

DISTRICT AWARDS SUBMISSION CRITERIA

6. How much coverage did the effort result in?
7. Did the resulting media coverage:
 - Mention Rotary in a strong and positive light?
 - Mention your club and the project in a strong and positive light?
 - Mention Rotary volunteers' efforts to address critical issues including Rotary's *End Polio* campaign, peace and conflict resolution, disease prevention and treatment, water and sanitation, maternal and child health, basic education and literacy, economic and community development?
 - Endear Rotary International and the club to the hearts and minds of the community?
8. Did you attempt to measure the success of your public image campaign to better prepare for future efforts?

BEST VOCATIONAL SERVICE PROJECT

Submission Deadline: 30 April 2018

Submissions can be made based on projects in the area of Vocational Service where important vocational service objectives are met.

The project must demonstrate leadership in Vocational Service based on the following criteria:

1. Did the project promote any of the areas of focus?
2. Where was the project located?
3. What were the objectives of the project?
4. What was actually accomplished in terms of beneficiary participation and Rotarian involvement in the project?
5. How did Rotarians manage and oversee the project?
6. Were there any partner organizations involved?
7. What was the role played by the partner organizations?
8. What was the community benefit and how many people benefited from the project?
9. How did the project impact the beneficiaries?
10. What are the expected long-term community benefits of the project?
11. Were there any public image benefits from the project?
12. Is the project carried out in a sustainable way?

BEST COMMUNITY SERVICE PROJECT

Submission Deadline: 30 April 2018

DISTRICT AWARDS SUBMISSION CRITERIA

Submissions can be made based on projects in the area of Community Service where important community service objectives are met.

The project must demonstrate leadership in Community Service based on the following criteria:

1. Was the project in any of the areas of focus?
2. Where was the project based?
3. What were the objectives of the project?
4. What was actually accomplished in terms of beneficiary participation and Rotarian involvement in the project?
5. How did Rotarians manage and oversee the project?
6. Were there any partner organizations involved?
7. What role was played by partner organizations?
8. What was the community benefit and how many people benefited from the project?
9. What was the impact of the project on the beneficiaries?
10. What are the expected long-term community benefits of the project?
11. What were the public image impacts of the project?
12. What is the sustainability of the project?

RI NEWS

PRESIDENT'S MESSAGE

April 2018

At the 1990 Rotary International Convention in Portland, Oregon, then President-elect Paulo Costa told the gathered Rotarians, "The hour has come for Rotary to raise its voice, to claim its leadership, and to rouse all Rotarians to an honorable crusade to protect our natural resources." He declared a Rotary initiative to "Preserve Planet Earth," asking Rotarians to make environmental issues part of their service agenda: to plant trees, to work to keep our air and water clean, and to protect the planet for future generations.



President Costa asked that one tree be planted for each of the 1.1 million members that Rotary had at the time. We Rotarians, as is our wont, did better, planting nearly 35 million trees by the end of the Rotary year. Many of those trees are likely still flourishing today, absorbing carbon from the environment, releasing oxygen, cooling the air, improving soil quality, providing habitat and food for birds, animals, and insects, and yielding a host of other benefits. Unfortunately, while those trees have kept on doing good for the environment, Rotary as a whole has not carried its environmental commitment forward.

That is why, at the start of this year, I followed Paulo Costa's example and asked Rotary to plant at least one tree for every Rotary member. My goal was to achieve a good beyond the considerable benefits that those 1.2 million (or more!) trees would themselves bring. It is my hope that by planting trees, Rotarians will renew their interest in, and attention to, an issue that we must put back on the Rotary agenda: the state of our planet.

Environmental issues are deeply entwined in every one of our areas of focus and cannot be dismissed as not Rotary's concern. Pollution is affecting health across the globe: More than 80 percent of people in urban areas breathe unsafe air, a number that rises to 98 percent in low- and middle-income countries. If current trends continue, by 2050 the oceans are expected to contain more plastics by weight than fish. And rising temperatures are well-documented: Global annual average temperatures increased by about 2 degrees F (1.1 degrees C) from 1880 through 2015. That this change was caused by humans is not a subject of scientific debate, nor is the likelihood of vast economic and human disruption if the trend continues unchecked. The need for action is greater than ever – and so is our ability to have a real impact.

As past UN Secretary-General Ban Ki-moon put it, "There can be no Plan B, because there is no Planet B." Our planet belongs to all of us, and to our children, and to their children. It is for all of us to protect, and for all of us in Rotary to make a difference.

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ON THE LIGHTER SIDE

GOOD LAWYER

A lawyer, who had a wife and 12 children, needed to move because his rental agreement was terminated by the owner who wanted to reoccupy the home. But he was having a lot of difficulty finding a new house. When he said he had 12 children, no one would rent a home to him because they felt that the children would destroy the place.

He couldn't say he had no children, because he couldn't lie — we all know lawyers cannot, and do not, lie.

So he sent his wife for a walk to the cemetery with 11 of their kids.

He took the remaining one with him to see rental homes with the real estate agent.

He loved one of the homes and the price was right — the agent asked:

"How many children do you have?"

He answered: "Twelve."

The agent asked "Where are the others?"

The lawyer, with his best courtroom sad look answered "They're in the cemetery with their mother."

In a Laundromat:

AUTOMATIC WASHING MACHINES: PLEASE REMOVE ALL YOUR CLOTHES WHEN THE LIGHT GOES OUT.

In a London department store:

BARGAIN BASEMENT UPSTAIRS...

In an office:

WOULD THE PERSON WHO TOOK THE STEP LADDER YESTERDAY PLEASE BRING IT BACK OR FURTHER STEPS WILL BE TAKEN.

In an office:

AFTER TEA BREAK, STAFF SHOULD EMPTY THE TEAPOT AND STAND UPSIDE DOWN ON THE DRAINING BOARD.

Outside a second-hand shop:

WE EXCHANGE ANYTHING - BICYCLES, WASHING MACHINES, ETC. WHY NOT BRING YOUR WIFE ALONG AND GET A WONDERFUL BARGAIN?

Notice in health food shop window:

CLOSED DUE TO ILLNESS...
