

Fall

Weekly

Reader

Volume 9, Issue 15, October 27 2011

The Plano Rotary Club

www.PlanoRotary.com



Facebook Becomes Catalyst for Colombian FARC Protest

UPCOMING MEETINGS

- 10/27 Sarika Pride — Principal of Memorial Elementary School
- 11/3 Lee Thurburn, NetOffer, Inc - "What, How & Why of Social Media"
- 11/10 Malcolm Kass - PhD student at the University of Texas at Dallas
- 11/17 Officer Christopher Biane, Crime Prevention Unit, Plano Police Dept

OCTOBER BIRTHDAYS

- 10/5 ... Richard Maucieri
- 10/8 Rick Horne
- 10/18... Jeffrey Butcher
- 10/20..... Robert Botts
- 10/20..... Walter Meyer
- 10/26... Jessica Jackson
- 10/27... J. Marc Lewis
- 10/31... Casey Stewart



EVERY
ROTARIAN
EVERY
YEAR

Patter, Patter up to the podium, and who could it be? None other than Mr. John Ernst, the former, and now current, President, (or do we call him President-Returned or maybe Sub-President, for substitute, not below). Chris will return to find that I have not given everyone enough grief and insults these past three weeks. I hope before my December stint with the newsletter, that he will give me lessons in "Insults 101" and who can handle it and who cannot.

John called the meeting to order at 12:14, (was he in a hurry?), by ringing our beloved bell. He explained that he came back into town to learn that he was once again "President" and that, "Yes" the Jackalope will be returning to the podium. Watch for our furry friend to take his former residence.

LB Broach said a beautiful blessing

and "I Do Not Know" led the Pledge of Allegiance. (See further in the newsletter for an explanation.) Sorry "I Do Not Know"! I tried to get this. (OH DEAR, Mitch Moreland just hit a HOME RUN!!). OK, I am writing this and watching Game 5, too.

Our greeters were Alice Hobbs and Cathy Fang. Hey guys, how often do you get greeted for lunch by two such pretty

ladies? Now close at this picture. No Earnest is not Sergeant-at-arms, although that IS what the badge he is wearing, says.

We already have two sergeant-at-arms. No Earnest, please take care of the money for us. Returning Skip

Jenkins started to take the podium to do his job, but Kirk Bell had already beat him to it. So Kirk introduced the guests and visiting Rotarians.

Representative Van Taylor came to eat lunch with us, as "a very slim" Cary Israel's guest.



Bob Botts brought guests to fill his table. His guests were Randel Stewart, his lovely wife, JoAnn Botts, and Peter Shotwell.

Dewey Galimore attended as Dave McWhorter's guest and we are still confused

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about who Jan Sullivan came with. Her lovely introduction was given by Rick Maucieri, but she was signed up as being Ean's guest. It all comes down to "Who paid for the meal, boys?" Gary Moore came as the guest of Ben Criste.



Our visiting Rotarian was Jerry Soper from Park Cities Rotary Club.

Respectable News Reporter did not receive the information sheet from our respectable leaders, so this reporter is doing everything from memory, which at my age, goes fuzzy after a few hours out. So



For announcements, Ean once again told us about tickets he has for the All District Luncheon will be held at 12:00 noon on November 11th at the Rockwall Rotary Club. The Rotary International President-Elect will be present as the speaker, for all to meet. There are only 350 seats, so if

you are interested in going, please get your tickets quickly to insure you have a place. Our club will pay for your ticket, or reimburse you if you pay for it. Ean would like you to email him at ean@cinco.net if you are interested, because time is short and seats are limited.

Chuck Morgan, introduced our speaker, Oscar Morales, from Columbia, (Visiting Fellow of the George W. Bush Institute.)



At www.movements.org it says "Oscar, a young engineer in Barranquilla, Colombia, was distressed with FARC's intimidation of and attacks on Colombian citizens, as well as the seeming complacency of Colombians toward the group's actions. He was particularly bothered by the story of a boy born in captivity to a woman who had been kidnapped. After learning that FARC had lied about still holding the child, and that the child, in fact, had been abandoned to foster care two years before in horrible condition, Oscar felt outrage and frustration and decided to take his concerns to Facebook.

On January 4, Oscar created a Facebook group called "One Million Voices Against FARC" and invited his friends to join. The simple message of the group: "No more kidnapping, no more lies, no more deaths, no more FARC." As Oscar noted in his keynote address to AYM in 2008, he thought that the social networking platform was the perfect place to raise consciousness about FARC. Within 12 hours, the group had 1,500 members. By the next day, there were 4,000 members. The group saw exponential growth, gaining 100,000 members within its first week.

I went home with the question in my mind, "Who and What is FARC?" Wikipedia defines this group as "The Revolutionary Armed Forces of Colombia (FARC-EP) is a Marxist-

Leninist revolutionary guerrilla organization based in Colombia, which is involved in the ongoing Colombian armed conflict. FARC-EP is a peasant army which has proclaimed itself as a revolutionary agrarian, anti-imperialist Marxist-Leninist organization of Bolivarian inspiration. It claims to represent the rural poor in a struggle against Colombia's wealthier classes, and opposes United States influence in Colombia (e.g. Plan Colombia), neo-imperialism, monopolization of natural resources by multinational corporations, and paramilitary/government violence."

((Now I have a better understanding what Oscar was talking about.))

Clearly, people who chose to join the group agreed with Oscar's sentiments and the group's message, but Oscar and his friends began to wonder how they could sustain their cause beyond a Facebook group. How could they move from the social network to offline collective action? As Oscar recalls, "We just kept growing exponentially, and we soon realized we needed to take the momentum from the internet to the streets."

One Million Voices Against FARC was quickly becoming an international movement.

Organizing simultaneous rallies around Colombia and the world, the group employed a number of tactics to coordinate their actions, prepare for the events, and inform people who were interested in participating. E-mail, Google Docs, instant messaging platforms, and Skype were used to communicate with organizers around the world. Oscar notes that it was free to use these different tools, which kept costs down.

On Feb. 4, millions of Colombians marched simultaneously in 27 cities throughout the country and 104 major cities around the world shouting "No more kidnappings! No more lies! No more deaths! No more FARC!"

(Beltre just got a home run, and the game is TIED! The Crowd Goes Wild!!!!)

Oscar showed us pictures of the sea of people marching through the streets, holding signs and banners. There were 365 marches throughout Colombia and others held in Latin America and in Europe, Asia and the United States. Oscar informed us that he heard Columbians who are now living all over the world, who helped from their locations, with the planning and execution of the march. If he needed posters, someone gave him posters, he needed advertising and he got advertising, and on and on. All he had to do was voice a need and someone stepped up to help. In the major cities, individuals self-appointed themselves to organize the masses in their respective cities. They reported back to Oscar and his friends, so everything was coordinated.



Oscar was amazed at the out-pouring

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of support for his ideas, proving that the way he felt was shared by many others, and they were as ready to do something about it, as he was.

Oscar is now helping other groups around the world, to use the "Social Media" as a tool to reach the masses who sympathize with the same ideals. With groups in Venezuela and Spanish speaking European countries, they all decided to collaborate. He made friends with James K. Glassman, who is the executive director of the George W. Bush Institute. He invited Oscar to participate in the first of the Bush Institute's Human Freedom events, co-Sponsored by Freedom House Institute in Action.

[With bases loaded, the other "crazy Italian" Mike Napoli slammed in a double play. We are now, Let's all stand and Cheer, 4 to 2. No Maucieri, I am not talking about you, even though that was a really cute introduction. I must save "crazy Italian" for my own wonderful husband. He is even cuter than you.]

OK, back to Oscar. He is returning to Columbia to continue his life and his online work.

John thanked him for coming and informing us of his successes. He gave him a Rotary 4 Way Test coin to keep with him for luck, and explained that we would donated a pair of shoes in his name.

After reciting the Four Way Test, John rang our bell and dismissed us at 12:56. I went back to work, knowing I had some significant homework to do, before I could successfully write this newsletter.

Know someone who would make a great Rotarian?

Invite them to be your guest at Rotary!

The 4 Way Test:

Of the things we think, say, and do:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?

Rangers just WON GAME FIVE!!!!!!
And I am done, too!



Rotary Football Challenge Week 5:

NFC Division

Nathan Barbera	5-2
Mark Johnson	5-2
John Ernst	4-3
Ean Sullivan	3-4
Martin Jackson	0-7

AFC Division

Gary Basham	5-2
Mark Waterbury	4-3
Gerald Brence	4-3
Kyle Walters	3-4
Octavio Ortiz	2-5

Guests & Visiting Rotarians

GUEST:

Representative Van Taylor
Randel Stewart
JoAnn Botts
Peter Shotwell
Dewey Galimore
Jan Sullivan
Gary Moore

GUEST OF:

Cary Israel
Bob Botts
Bob Botts
Bob Botts
Dave McWhorter
Ean Sullivan
Ben Criste

VISITING ROTARIAN

Jerry Soper

HOME CLUB

Park Cities

Member NEWS

AWARDS:

Harold Sullivan Award
Randy Wright

Athena Award
Rebecca Caso

Fred Moses Award
Richard Butterly

Business Executive of the Year

Gary Base

Kersey Can Holder:
Vance Bryson

Citizen of the Year:
Beth and Duncan Webb

Rotary Make Up Website:
www.rotaryclubone.org

New Member Proposals:

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