



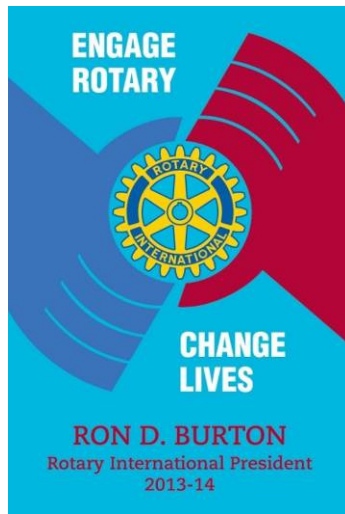
ROTA NEWS

May 08, 2014

Rotary Club of Barbados, Barbados

Chartered March 07, 1962

District 7030



R.I Theme 2013-2014

Officers

President
Ron Burton

President Elect
Gary C.K. Huang



District Officers

District Governor
Herve Honoré

District Governor Elect
Elwin Atmodimedjo

District Governor Nominee
Milton Inniss

Assistant Governor (Barbados)
Katrina Sam-Prescod

District Grants
PDG David Edwards, Chair

District Disaster Relief
PDG Tony Watkins, Chair

Club Officers

President
Ronald Davis

President Elect
Alex McDonald

Vice President
Elvin Sealy

Secretary
Paul Ashby

Treasurer
Brian Cole

Club Service Director
H. Waldo Clarke

Vocational Service Director
Jedder Robinson

Community Service Director
Shawn Franklin

International Service Director
Lisa Cummins

Youth Service Director
Warren Mottley

Immediate Past President
Anthony Williams

Sergeant-At-Arms
Alexander McDonald

The Four Way Test

Of the things we think, 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?

Weekly meetings on **Thursdays** at
Hilton Barbados

Needham's Point, Aquatic Gap,
St. Michael at 12 noon

P.O. Box 148B, Brittons Hill,
St. Michael, Barbados
www.clubrunner.ca/barbados

THE ROTARY CLUB OF BARBADOS WELCOMES ALL VISITING ROTARIANS AND GUESTS TO THIS WEEKLY MEETING

Today is a Business Meeting. The Board of Directors will give an update on the activities of the Club.

Your greeters for today are:

Director Lisa Cummins & Director Elect Kim Tudor

Last Thursday being the May Day Holiday, no meeting was held. The Editorial Committee has therefore taken the decision to highlight the activities from the recently concluded District Conference which was held in Martinique from April 22-26, 2014 as presented by PE Alex



Members of the three Barbados Rotary Clubs, their partners in service with Rotary International Vice President, Anne Matthews. Photo taken at the recently held 7030 District Conference in Martinique. Anne's bio is found here...<https://www.rotary.org/en/directors>

PETS

The focus was on the role as a club president and how one plans for a meeting, fortunately the RCoB is an old club and it has its own traditions that have seemed to worked well over the past 52 years and not to mention it still benefits from the guidance of two PDGs. The presenters were PDG Tony Watkins and PP Roger Bose (he went on to become DGN later on in the conference).

Summary - there are 4 main aims of a presidential year:

1. Sustain and increase membership
2. Implement a successful project in the community
3. Support the Rotary Foundation
4. Develop leaders in the club for all levels of RI.

We looked at proper planning for meetings and discussed how a meeting or series of meetings over a month could be best planned.

Overall useful but the translation issues proved problematic.

SOCIAL MEDIA

We then looked at social media and the impact that it could have on the life of a club. This was delivered by Shawn Paddy from the Rotary Club of Port of Spain.

He argued that social media could assist in promoting, engaging attracting, informing and communicating to all stakeholders. He also indicated that it would prove a strong tool for clubs PR efforts. Applications like Instagram, Facebook and Twitter were also discussed.

He indicated that all club members should be on "What's App" as an instant communication tool.

He also cautioned that what we put out there in the media must also attract young followers and bring new fresh ideas and people into the club.

He indicated that the SM could also focus on our corporate sponsors to thank them and to promote their brands, showing a social conscience.

We discussed how we could use the SM to promote our clubs socially (play on social media) this thinking he argued opened the door for clubs to look at all media to promote the club. He urged the Clubs to look at the PR citation from Rotary. In ending he urged that we educate with excitement (music, images and animation) to keep our members focussed and engaged.

Finally he encouraged us to measure the results of our social media presence – use the tools of likes etc. provided.

ROTARY INTERNATIONAL ON THE WEB

Marni Nixon from RI gave a very illuminating talk on the new and improving RI site. She encouraged all Rotarians to go to the RI site and to create an account for themselves so that they could access My Rotary – an element in the RI site.

We got the impression that RI was looking to have its members move away from ClubRunner and start using the RI site as the portal for Rotary and its business. She indicated that RI had developed a tool that could migrate ClubRunner data to the RI site.

She pointed out the area called Rotary Club Central where we could track goals and monitor them, this replaced the planning guide for club presidents. Her talk was informative and provided lots for food for thought.

Meeting Details

Thursday, April 24, 2014

Sergeant-At-Arms: Past President Vic

- Attendance - 50%
- Raffle - \$102.00
- Fines - \$149.00

FINANCIAL ACCOUNTABILITY

Discussed was the key role played by the Treasurer in the life of the club. *As we are well established this presentation was preaching to the converted.*

MEMBERSHIP – DGN MILTON INNIS

DGN Milton indicated that while Rotary worldwide was fighting hard to maintain its membership, Dist 7030 had in fact increased its membership by 4%.

He urged us to think about how we could make club life more interesting by innovating and being more flexible, how can we do things differently, better, more fun, better results and to create a talking point around “What’s new in Rotary”.

He urged us to think about: attraction, engagement, retention.

He asked us to constantly look at the types of classifications that we have – do we have holes to fill? He reminded us that Rotary was interested in diversity within clubs, gender, age, ethnicity and religion: our club should reflect a cross section of our society. He indicated that good places for us to look for new Rotarians were: our family, our friends and our colleagues and customers.

He encouraged us to understand that fellowship was a critical part of club life and must not be neglected. He also asked us to be aware of how we recognised members’ achievements in helping the cause of Rotary.

ROTARY FOUNDATION - PDG DAVID EDWARDS

PDG gave us the story of what the Foundation does and what it should represent to all Rotarians. He spoke about the Polio campaign and how we were almost there “this close” but that there were 61 new cases of polio reported last year.

He spoke of the new and improved grants structure comprising District grants, Global grants and Package grants. He urged that all attending better understand the process of grant acquisition.

The PDG again urged clubs in the District to begin in earnest a campaign that would see members and clubs really step up their giving to the Foundation.

APPLYING FOR GRANTS – PP WADDY SOWMA FROM SURINAME

PP Waddy indicated that the benchmark for Global Grants was a USD 30K project that is measurable, has sustainable results and is aligned with one or more of the areas of RI focus. (mental and child health, water – necessary for life, basic education and literacy and economic and community leadership)

APPLYING FOR GRANTS – CONT’D

He mentioned some preconditions:

1. Must have a community needs assessment
2. Club/grant management plan needs to be qualified by the district.
3. MOU with partnering or cooperating organisation
4. Active participation by Rotarians and the benefitting community
5. Project plan
6. Project committee (host and at least one institutional partner)
7. Primary contact point for each committee member
8. Financial management plan

There must also be measures for

Disbursing the fund during project implementation
Proper record keeping
Maintain control over the project account

He also urged that we establish baseline data and begin the process of the collection of this data as the project progresses.

The bank account should have the name of the project to which the grant is being donated.

PUBLIC RELATIONS - PDG LAURA QUENTRALL-THOMAS

PR is when we get other people to say how good Rotary is. Advertising is when WE say the same thing. We have to have advocates in the community to “talk up” Rotary.

The PR strategy must be communicated to the club and should be included in the clubs strategic plan.

PR is important to:

Refine the image of the club

Create awareness of what the club is doing and

Alert the press as to what we are doing for the year

She advocated that for press releases we should have some comments from the recipients of our giving – a testimonial.

We have to create a method of people in the general public to make contact with the club.

Use the press release in all of our other formats (social media)

Send news letter to all of our stakeholders (corporate sponsors, media, other clubs etc.) about what we are doing.

Always say thank you to sponsors, and the general public.

RECOGNITION FOR RCOB

Our club won two awards. These were a Certificate for Membership Development and one for Special Projects.

UPCOMING EVENTS

May 10 – Fellowship Event

May 29 – Guest Speaker – Peter Boos

June 1-4 - International Convention – Sydney, Australia

Installation Night - TBA

GREETERS

May 15 – Past President Lionel and Robin Ford

May 22 – Past President Grenville and Ronald Williams

May 29 - Treasurer Brian Cole and Dr. Adrian Sealy

Rotary International Monthly Themes - May

Promote International Convention

Rotary International

Raise awareness about the fight to end [#polio](#) by taking part in the End Polio Now--Make History Today 3K Walk during the [#Rotary](#) Convention in Sydney, 31 May.

All are welcome to register now! You can follow convention news at [#ricon14](#).

HELP US NAME THE ROTARY FOUNDATION CENTENNIAL BOOK

In 2016-17, The Rotary Foundation will celebrate 100 years of **Doing Good in the World**. To commemorate this momentous occasion, we commissioned author David Forward to write the definitive history of our Foundation. Such an august work needs a great name, and we need your help in choosing the best one.

<https://www.rotary.org/myrotary>

ROTARY GRACE

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

Announcements

Wedding Anniversaries - Congratulations!

PDG Tony & Helene Watkins	May 07
Hon Rotarian David & Celia Harding	May 13
Hon Rotarian Pat & Francie Toppin	May 14

Birthdays - Rotarians

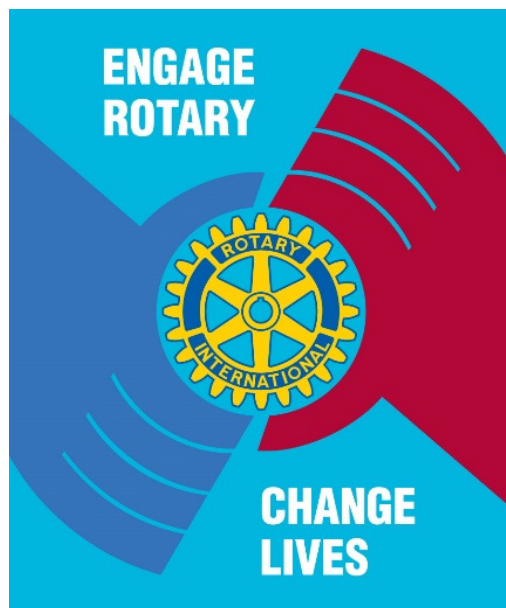
Director Shawn Franklin	May 05
Past President William Tomlin	May 05
Joel McCarthy	May 08
Winston Warren	May 08

Birthdays - Partners in Service

Grace Durant – PP Orville	May 01
Mahereddine Baazaoui – Nicholle	May 02
Andy Knight – Mitra	May 04
Mary Cozier – Steve	May 10

Join Date Anniversaries

Peter Williams	May 05, 2005
Past President Dr. Grenville W. Phillips	May 06, 1976
Past President Anthony Reece	May 07, 1998
Marie Theodore	May 12, 2011
Past President Sir Trevor Carmichael	May 15, 1978



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Bulletin Editor
Michael Wilson Browne