



Report for 25 August, 2020, Volume 82 No: 9

Rotary Club of Bowral-Mittagong

District 9705 Charter Date 26 March 1940

President: Rod Aistrop Secretary: Trevor Fair

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**For the immediate future, the style of meeting is a bit uncertain.
It depends on how many people are coming.**

For now, meetings are likely to be via Zoom.

We need 20 members to have a face to face meeting; otherwise we Zoom.

NEXT MEETING: 18 AUGUST, 2020

**On resumption of face to face meetings, you MUST RSVP by Monday 10 am
EFT to General Account (account ends 636) – no cash please.**

Subscriptions are also due.



Rotary International President Holger Knaack's theme for 2020-21, ***Rotary Opens Opportunities***, asks Rotarians to create opportunities that strengthen their leadership, help put service ideas into action and improve the lives of those in need.

"ZOOMING ABOUT" WITH THE ROTARY CLUB OF BOWRAL- MITTAGONG

25 August 2020

Thanks **Trevor Fair** for taking notes in my "virtual absence". RW

President Rod welcomed the 17 Zoom attendees.

Invocation – in the absence of Brian, **Jim Gasson** gave the Invocation

International Toast – **Tony Glenn**

Last Friday was St. Stephens Day, the **National Day of Hungary**, honouring the first King when Hungary was founded in the 9th Century, AD.

The country was a kingdom for nearly 1000 years until incorporated by the Hapsburgs and eventually became part of the Austro-Hungarian Empire.

After the Second World War it came under the control of the Soviet Union but re-emerged as an independent Republic in 1989 and is now home to 10 million people.

Rotary began in Budapest in 1926, was suspended in 1942 but with freedom was quickly re-established in 1989. There are now 55 Clubs in Hungary in **District 1911**.

The port city of **Baja** is on the Danube near the southern border with Serbia. It dates from the early 14th Century and now has a population of 35,000.

The Rotary Club of Baja was Chartered in 2001 and has 22 Members led by **President Istvan Sarlos** (he's the one with the silver hair at their Changeover).



<https://www.facebook.com/rotarybaja/>

The Club has always had a busy program of community events in schools but this year, like us, has had to suspend most of their activities.

Would you please be upstanding in recognition of the National Day of Hungary and Toast to the President and Members of the Rotary Club of Baja.

Announcements for the good of Rotary:

Rod – Joint project with the Highland Rotary Clubs – United in Care Concert in conjunction with Vocal Muster. A virtual concert is to be performed for local retirement villages and nursing homes.

Also Rotarians are being asked to write on a card for individual residents inviting them to tune into the concert. Saturday 5th Sept 2pm – 3:30 pm

Rosemary to co-ordinate. Richard Lane (Berrima Dist) is the Vocal Muster contact.

In recognition of the generous donation from **Des and Nerida Rudolph** it has been agreed that acknowledgement be made on the Tulip Times and website.

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This week's Ted Talk –

Louis Perron "How to win election campaigns in a changing world".



Louis is a Swiss based consultant who advises political parties on electoral strategies.

Success is based on the 4 M's.

Message – needs to be more than a slogan and ideally expresses something about oneself and the opponent. What is in it for the voter. Barack Obama's 2008 slogan "Change we can believe in".

Media – social and online media is disrupting traditional media. There are now multiple media players. Candidates

need to be authentic and voters must feel they are getting the real deal.

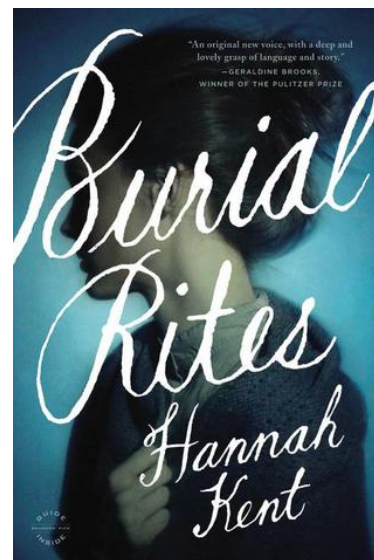
Money – it is possible to push the right message with less money, especially by using social media. Sometimes too much money can be a distraction.

Make no Mistakes – or at least no major ones. Produce campaign material with content. If the pamphlets look like propaganda then you are probably wasting your money.

The above 4 M's need to be adapted to the local setting.

At the conclusion of the presentation, **Tony** suggested that **Will** use the 4 M's when he campaigns as president. **Will's** response was that there was no competition and he felt his arm hurting at the time of acceptance.

In possibly a new segment, **Jim Gasson** spoke glowingly of a book he had just finished.



(Hannah actually went on Rotary Exchange to Iceland.)