



Rotary



**NOTES OF THE ROTARY CLUB OF ROYAL HUA HIN (RCRHH) WEEKLY MEETING:
Tuesday 24th July 2018**

Time: 1200h-1300h

Location: Mosaic Room, Amari Spa & Resort

Attendance:

Members: 20

Guests: 9

- Phil Lawrence
- Herve Canavet - guest of Udai Rai
- Patrick Franssen - guest of Udai Rai
- Bruce Gamwell - guest of Finn Brunn
- Gabrielle Gamwell - guest of Finn Brunn
- Rebecca Now - guest of Brian Anderson
- Wadsana Rai - Rotary Club of Hua Hin – guest of Udai Rai
- June Rees
- Richad Rees

President Brian Anderson opened the meeting with the Thai National Anthem and ASAA IPP Birger Rexed introduced the guests as above.

IPP Birger then announced it had been agreed that RCRHH would provide funds of B53,500 to acquire a new Nerve Stimulator for Hua Hin Hospital. The presentation will take place at the Hospital on Thursday 9th August 2018 at 1300h. All members are invited to be present. It was also suggested we invite a Dr from HH Hospital to give a presentation at a weekly meeting. *(Sec Note: Even to be put onto CR)*

P Brian also talked about New International School Bangkok whose students are looking to a sustainable future and keen to encourage changes in lifestyle and reduce plastic use, such as bags, straws, bottles. They have produced bamboo drinking straws complete with a cleaning brush and P Brian felt we could support with marketing and had some for sale.

P Brian also advised he had been to a conference in Phuket on reef regeneration and plastic waste. Thailand has 0.9% of the world's population and ranked 6th on the globe for dumping waste into the sea, 2 million tons a year, there is a 20km stretch of plastic waste in the Gulf of Thailand alone. Whilst in Phuket he met with members of our sister club RCoPB

P Brian then ran through the club upcoming events, which are all on Club Runner

- 31 Jul 18 - No meeting
- 1 Aug 18 - Swiss National Day Marriott Hotel
- 7 Aug 18 - Weekly meeting – details TBA
- 14 Aug 18 - Weekly Meeting Club Runner Basics for Members - Peter Wydler /Martin Harrison
- 21 Aug 18 - Board Meeting
- 28 Aug 18 - Weekly Meeting Rock Historian & Author - Bill Paige
- 4 Sep 18 - Fellowship Evening – La Grappa
- 11 Sep 18 - Weekly Meeting Update on Surf 102.5FM – Richard Buckle
- 18 Sep 18 - Board Meeting
- 25 Sep 18 - Weekly Meeting Thai Swiss Inter Country Committee – Gianni Battistini
- 2 Oct 18 - Fellowship Evening TBA
- 9 Oct 18 - Weekly Meeting Can You Hear Me – Keith Humphrey
- 16 Oct 18 - Board Meeting
- 23 Oct 18 - No Meeting Rama V Day
- 30 Oct 18 - Weekly Meeting 1918 Armistice & Poppy Appeal
- 6 Nov 18 - Fellowship Evening TBA
- 13 Nov 18 - Weekly Meeting TBA
- 20 Nov 18 - Board Meeting
- 27 Nov 18 - Weekly meeting TBA
- 30 Nov 18 - Golf Tournament
- 4 Dec 18 - Christmas Party TBA
- 11 Dec 18 - Weekly Meeting The Start of a Journey – David Lamb
- 18 Dec 18 - Board Meeting
- 25 Dec 18 - No meeting Christmas Day

P Brian then welcomed many members back to the club who had been away in their home countries for a few months and included Ingrid Pjedsted, Paul Grab and Michel Zuber

Sec Martin Harrison again stressed the importance of members using CR, to register or decline for events. The hotel need numbers by 1800h the Monday before our weekly meetings. He referred to the CR for beginners meeting on 14 Aug 18 and urged those who not fully understanding CR to try and attend.

The speaker PP Gianni Battistini was then introduced for his talk **Rotary Public Image**.

Gianni gave a very detailed presentation of a subject he is clearly passionate about. He felt this talk was important as we have so many new members and stated that Public Image (PI) is an important part of Rotary International's (RI) Strategic Plan.

He talked of members responsibility, and the fact they all have to carry on and perpetuate the image of RI, including taking an active part in events and the club, and becoming involved on committees.

RI Vision has three pillars – 1 - Public Image. 2 - Administration. 3 – Projects. All three are as important as each other and interact.

Gianni talked about the image of the Red Cross – everyone knows what it does and who they are, it is known all around the world and they promote their own image. He argued Rotarians should be promoting the image of their own organization in the same way to the public.

He then talked about the Rotary Brand – each member is the brand and there are 1.2 Million members world-wide and each should be passing on and have a responsibility to market the RI message.

He asked what makes a good public image?

- Credibility: what you say and do and transparency.
- Reputation: 100% of funds are given to charities there are no administration costs.
- Corporate Identity: There are 35,00 clubs around the world using the same logos, standards and rules, 35,000 clubs all speaking with the same voice.

Gianni then talked about the importance of media coverage both traditional and new internet based, Public Image is Public Relations. He gave some examples of various press releases from his time as President.

He then covered some objectives:

- Meet regularly and plan objectives
- Set self goals and aim to achieve them
- Work with other committees
- Exchange ideas
- Developing Goals within RI's Goals for Public Image
 - Unify image and brand awareness
 - Publicise action orientated service
 - Promote core values
 - Emphasise vocational services
 - Encourage clubs to promote their networking opportunities and signature activities.

Any goals should be SMART,

- SPECIFIC
- MEASUREAL
- ACHIEVABLE
- REALISTIC
- TIMELY

Set an action plan with an effective goal which must then be measured against SMART to realise its effectiveness.

There being no questions, P Brian thanked Gianni and there followed the raffle and lunch.

Meeting closed 1300h

MDH/SEC