



D5040 NEWSLETTER

Aug 2007 ISSUE

District Governor

Dean Rohrs
Tel 604-516-0955
Fax (604-683-0350
drohrs@attglobal.net

Newsletter Editor

Becky Tsukishima
editor5040@hotmail.com

District Webmaster

Chu Wu
chu@sterlingfence.ca

District Website

www.rotary5040.org

Inside this issue:

Dean's Digest	1
Aug Membership Month	2
AG Gord's Club Report	3-4
DG Nominee Nomination	5
Annual Giving Donation 2006-2007 record	
Matching Grants	6
District Simplified Grant Hearing Aid Grant Project	
ShelterBox	7
D3330 Projects Opport'y	
2008 GSE Team Appt'n BC Tour Youth Exchange	8
Peace & Conflict Studies	9
One World one Dream Korean War Memorial	
PDG Chris's Rotary blog PR Tips - Meetup	10
Rotary Fellowship Info Resources for Club Presidents & secretaries	11
Tsawwassen Rotary Sq Burnaby turned 60 Editor's note	12
Int'l RYLA Experience Interactors received award	13

DEAN'S DIGEST

This past month has been a quiet and reflective time for me . . . at least it felt like that after the rush and focus of the past 6 months. I have had time to dot many i's and cross many t's that have been calling for attention.



DEAN & RHINO ROHRS

The **Presidential Membership Conference** in Richmond next week is going to be an amazing event. I am sorry that not every Rotarian in our District is attending. The energy and information from an event such as this takes you back to your club as a vibrant and effective member. I am excited to be able to meet and network with RIP Wilf Wilkinson and RIPE DK Lee and all the Rotarians who will be attending.

The **last two events in our District have SOLD OUT** some time prior to the event. This is a new direction for the District – and hopefully one that shows a renewed energy and commitment from you Rotarians. Historically the Rotarians in District 5040 wait to the last moment to book an event, but with this new trend it is obvious that you need to commit well in advance. I give you all fair warning that **The Rotary Foundation lunch to be held during the May 2008 District Conference has limited seating.** This is going to be an amazing event – with RI dignitaries, a Peace Scholar, awards and recognitions. It is included for the first 300 registrations but will not be available after that. We already have over 50 registrations so I would encourage you to **register for 'Rotary Rocks'** at the River Rock Casino in Richmond as early as possible.

August is focused on Membership. How many new members will you be inviting into Rotary this month? Let me know and I will have a special sponsor pin for you. Wilf Wilkinson has asked us – each and every one of us – to introduce at least one new member this year. I hope that you have accepted his challenge.

My official club visits start on the 14th August. I am really looking forward to visiting you all.

Happy recruiting, Dean

VISIT WWW.ROTARY5040.ORG EVENT PAGE TO REGISTER FOR
"ROTARY ROCKS" 2008 DISTRICT CONFERENCE IN RICHMOND

AUGUST IS MEMBERSHIP AND RETENTION MONTH

BY ASKING SOMEONE
TO JOIN ROTARY



YOU ARE GIVING THEM A GIFT



GET NEW MEMBERS INVOLVED

Getting new members actively involved in club activities can help them develop a sense of commitment and dedication to your club. Consider the following ideas for involving new members.

- Direct new members to club activities that match their interests.
- Assign new members to highly visible tasks.
- Encourage new members to bring their spouses or partners to club events.
- Ask new members for their ideas.

- excerpt from Membership minute Vol 2 Edition 5 Nov 05, visit RI website for details and archives:
http://www.rotary.org/membership/resources/membminute_archives.html

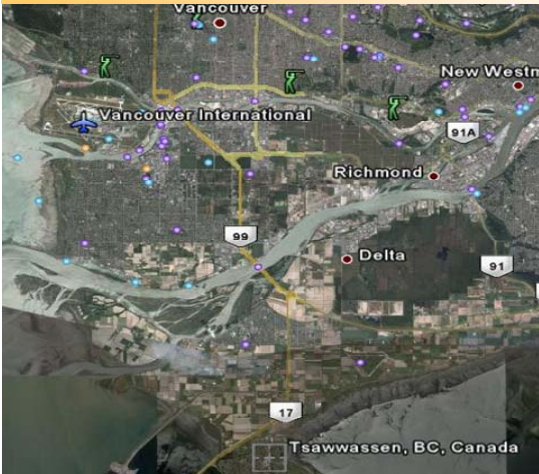
Lets us share your joy of inducting new members, please send name of new members and induction pictures to editor5040@hotmail.com to be featured in the district newsletter.

“When we ask someone to join Rotary, we are not imposing a burden. We are giving a gift. We are sharing with another person the wonderful, amazing force that is Rotary, just as Rotary share with us.”

*Wilfrid Wilkinson
RI President,
2007-2008*

AT THE MOUTH OF THE FRASER ... A MIGHTY RIVER WITH SOME MIGHTY ROTARY CLUBS!

BY GORDON DALGLISH, ASSISTANT GOVERNOR



<p>Ladner Richmond Richmond Sunrise</p>	<p>Richmond Sunset Steveston Tsawwassen</p>
--	--

The six clubs that make up Richmond/Delta are very active in almost all the Avenues of Service. To try and summarise everything they do in a couple of pages is impossible - so I thought I would focus on one area and showcase how each club approaches it. As it's Youth Exchange time, ROSE time, RYLA North time, and Interact and Rotaract are gearing up for a new year, let's concentrate on Youth Programs - they are not only Rotary's future, they are our community's future.

Last year, the **Rotary Club of Richmond**, under Past President Keith Tsukishima, made Youth one of his major focuses - and that will continue this year under **President Peter Raju**. For many years, this club has sponsored the Interact and Rotaract clubs in Richmond - both thriving clubs. These two clubs are now joining up with the District Conference organisers for the 2008 Conference (being held in Richmond), to mount a District Youth Conference on the Thursday preceding the main Conference. The four Richmond Rotary clubs will be assisting these young leaders to put together a top class event, which will include a showcase for Volunteerism in our Community.

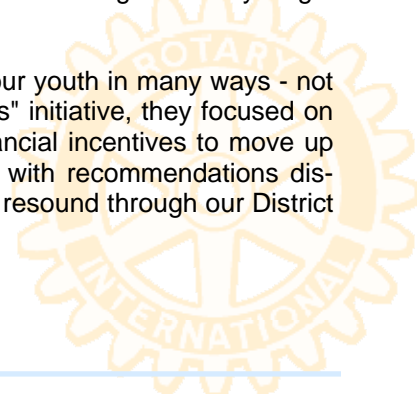
Through the Tunnel, the **Tsawwassen club** is embarking on sponsoring an Interact club. Earlier this year, at RYLA South, Chair Sue Smith announced a scholarship for any RYLA attendees that started up an Interact Club. Looks like Tsawwassen may well be in the running for that award!

And they have just awarded what must be one of the youngest PHF's in the District. Huge supporters of **Youth Exchange** for many years, they have awarded their current student, **Pote Jiamjarernkul** a Paul Harris Fellowship. What a honour! But then Pote is simply one of these very exceptional young men that has just been a pleasure to host - and to watch maturing as he spent his year with us. Much praise to Tsawwassen's Youth Program committee for their enthusiastic support of these programs. We look forward to having **President Orv Nickel** inaugurate his new Interact club very soon.



On the same South Side of the river, the "almost" 50 year-old club of **Ladner** continues under **President Chu Wu** to support the youth in the area. They are looking to raise the profile of Rotary with the local Secondary school and become more involved with the students there. They will also support RYLA again this year – something that every single club in our District should make a priority!

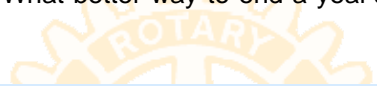
The Rotary Club of **Richmond Sunset** under **President John Crocock** has supported our youth in many ways - not least in the enthusiastic support they give to young Rotarians. As part of the "New Models" initiative, they focused on bringing in our younger Rotarians - from Rotaract for example - by offering attractive financial incentives to move up into Rotary from Rotaract. This is something that many clubs are now adopting, in line with recommendations discussed at the recent Council on Legislation (COL). Let's hope these types of initiatives will resound through our District and encourage tomorrow's young leaders to also be Rotarians!



The Rotary Club of **Richmond Sunrise** has been a long time supporter of Youth Exchange and RYLA. In fact, one of their more recent (and youngest) members, Lawrence Chew (affectionately known as Chewey) has just completed his second attendance at a Rotary/RYLA International Conference as a counsellor. His experiences at these events brought him back to Richmond so enthused that he has offered to talk to any club that wants to hear his experiences. Chewey has a great presentation of International RYLA at Salt Lake City and Malmo, Sweden. He'll be delighted to share it, and his enthusiasm, with you – and have you all doing the "RYLA Cheer"! Contact him if you're interested - lchew@nicolawealth.com.



Sleepy Steveston village is not so sleepy when it comes to getting the **Rotary Club of Steveston** involved with Youth! Though one of our younger clubs, they have engaged in Youth Exchange (sharing with the more experienced Richmond Sunrise Club – and excellent way to get started and be mentored); they have supported 4 students annually for the last 3 years at RYLA; they have hosted and entertained our international students on many occasions – and currently have their first ROSE student visiting from France. Next year, we are hoping that all the Exchange students will be able to join them in their Canada Day Parade – their float won 1st prize this year. What better way to end a year's exchange that celebrating July 1st in front of 50,000 Canadians!



Let's all support these enterprising young men and women in our communities who are already on their way being tomorrow's leaders – with our help, their way will also be **The Rotary Way!**

-AG GORDON DALGLISH

ADVENTURE PROGRAMS

A last reminder. Apart from the programs mentioned above, we have a **series of "Adventure" programs** run both in the Province and elsewhere in Canada. These are organized by Rotarians from various clubs and are just what we need to allow our youngsters to reach their full potential.

Many of you will be aware of "**Adventures in Citizenship**" run in Ottawa, but did you know there is also **Adventures in Technology** (Saskatoon), **Adventures in Forestry** (Prince George Yellowhead), **Adventures in Industry** (a new program run by our Kitimat club members); **Adventures in Mountains** (Canmore). You'll find information on all these Youth Programs on the District Website at www.rotary5040.org



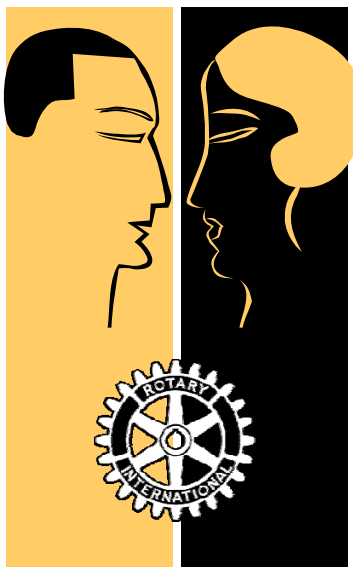
"ADVENTURES IN INDUSTRY" COMING THIS FALL....

The Rotary Club of **Kitimat** will be offering the program from **October 24 to 26, 2007**. For details, visit www.kitimatrotary.org or contact Chair Eleanor Kendell 250-632-2550 or ekendell@telus.net

Adventures in Industry is a unique opportunity for students in Grades 11 and 12 to explore Alcan Primary Metal - British Columbia, Eurocan Pulp and Paper, Fisheries and Oceans Canada, and SMIT Marine. Ten students from Kitimat will be selected on a first come first served basis. In addition, ten visiting students, who will be sponsored by their local Rotary Clubs, will take part in three action packed days on the sites of each of the industries.



DISTRICT GOVERNOR NOMINEE - NOMINATIONS AND ELECTIONS



It is that time in the Rotary year when we look to the future leadership in District 5040, by calling for nominations from clubs in our District for the position of District Governor for the 2010 – 2011 Rotary year.

The qualifications for a Rotarian to be nominated are straightforward, are set out in the Sections 15.070 and 15.080 of the Manual of Procedure, and include:

1. The candidate must be a Rotarian in good standing of a functioning club in the District which has no outstanding indebtedness to Rotary International or to the District, and must have served as president of a club for a full term.
2. The candidate must demonstrate willingness, commitment, and ability, physical and otherwise to fulfill the duties and responsibilities of the office of governor.
3. The candidate must demonstrate knowledge of the qualifications, duties and responsibilities of governor as prescribed in the bylaws of Rotary International.
4. At the time of taking office, the candidate must have been a Rotarian of one or more clubs for at least seven years.

Section C of the District Policy provides that:

“The Manual of Procedure of Rotary International provides that a District Governor is nominated by the clubs in a district and elected by the Rotary International convention.

- a) On or before October 1 of the second year prior to the year in which it is anticipated a District Governor, a District representative to the Council on Legislation, or a District representative to the Zone 22 Nominating Committee shall assume office, the President of a club wishing to place the name of one of its members in nomination shall file with the chair of the nominating committee and the District Governor a resolution of the club, adopted at a regular meeting of the club naming such candidate and certifying that the candidate meets the qualifications for District

Governor, District representative to the Council on Legislation, or District representative to the Zone 22 Nominating Committee.

- b) The club resolution shall be accompanied by a current photograph of the candidate and a resume setting out both Rotary service and their personal background.”

As chair of the District nominating committee, I am calling for nominations from District 5040 Rotary clubs for the position of Governor, 2010 – 2011.

Assistant Governors are available to provide assistance in the nomination process.

- PDG Kevin Conway, Chair, Nominating Committee

HOORAY ! RECORD BREAKING ACHIEVEMENT

Our total Annual Giving Donations for 2006-2007	\$ 221,254
Our EREY target from PETS in 2006	\$179,500
Our achievement	+\$ 41,754 (+23%)
Average (EREU) per member	\$123 (+23%)
Number of clubs achieving over \$100 EREY	25 (50%)
Number of clubs contributing 0 (zero, nada, zilch)	6 (9%)
Available in 2009-2010 for our District Foundation programs	\$110,812



Do you know what this money can do? It will enable us to offer an exciting range of programs – GSE, Grants, and Scholarships etc. So lets do our best to achieve the US\$100 or more per member. - AG Gordon DalGLISH, Annual Programs Fund Chair

COULD YOUR ROTARY CLUB USE A \$1,000.00 ???



Apply 1,000.00
Matching Grant by
October 31, 2007

Clubs can apply for up to \$1,000.00 of **Matching Grant money**. District 5040 has approximately **\$13,000.00** that can be used by clubs for projects in our communities.

New this year is that Grants will be **accepted up to October 31, 2007** and at that time a preference will be given to the **24 clubs** in our District that have **not received a District Simplified Grant** (Visit District website www.rotary5040.org to download application and see historical report to find out whether or not your club has received a Grant since the 2003-2004 Rotary year). Grant applications are only accepted by Royal Mail and will be date stamped upon arrival.

Only one Grant per project, if your club received money for a project in previous years

you can not receive additional monies, put on your thinking hats as there are many great projects in your community that could benefit with the help of Rotary.

In principle, a club will get **no District Designated Funds** (District Simplified Grant, Matching Grant or Volunteer Grant) if they have **not contributed** to our Charity **The Rotary Foundation**.

If you have any questions please do not hesitate to contact me by phone 250-563-4296 or by e-mail at Neukomm@mag-net.com

Yours in Rotary Service Above Self
PDG Ron Neukomm
District Simplified Grants Chair

ABOUT DISTRICT SIMPLIFIED GRANTS

In 2004-2005, **\$127,800** was **donated** by Rotarians in our District to the **Annual fund**. Three years later, July 2007 50% comes back to the District in what is called **District Designated Funds \$63,900**, this is monies that clubs can tap into to do international projects. Subject to availability clubs can also request a matching grant from Rotary International, these monies are some what hard to get as there are many clubs looking for extra funds.

For many years Rotarians complained that monies donated to the Rotary Foundation appeared only to be helping projects in foreign countries rather than helping in the communities where the donors lived.

Five years ago RI came up with what is called District Simplified Grants. Clubs could apply to use 20% of their 50% District Designate Funds, which in our District represents **\$12,728 for District Simplified Grants**. It is up to the District Governor to put what ever restrictions he or she wants on the monies. Fortunately for our district all of the District Governors have listened to the Rotarians and have gone along with specifying that the **DSG monies be used for local projects** and that the maximum amount per club be capped at CAN\$1,000.00. Last year the stipulation was added that for a club to receive a DSG of \$1,000.00 the club must **match dollar for dollar**.

Thank you PDG Ron for providing this excellent example

SUN-POWERED HEARING AID - ANOTHER GRANT PROJECT

PDG Irwin Stewart, a retired ear, nose and throat physician was at the 2007 RI Convention to spread the word about this solar-powered device, first developed by Canadian entrepreneurs. As the **charger sits in the sun** during the day, it **collects and stores enough juice to power the rechargeable hearing aid batteries** when they are inserted into it overnight. This seemingly simple technology could make all the difference in countries where untreated infections can lead to deafness and young children who can't hear often don't learn how to speak, shutting them out from educational opportunities.

About **2,500 of the hearing aids** have been distributed to hearing impaired people in Zimbabwe and Uganda since Stewart spearheaded a **Matching Grant project** the year after he became the DG 1993-94. Now, through partnerships with the **Rotary clubs of New Westminster-Royal City and Vancouver Quadra**, a 3-H Grant, and an ongoing series of **bi-annual Matching Grants**, the project is expanding. Training sessions are now teaching African medical personnel to learn diagnosis procedures and surgical techniques to help reverse hearing loss. *(For more information on TRF Grants, contact Chair Wilbur Walrond at walrondrealty@shaw.ca)*



SHELTERBOX SENDS IMMEDIATE RELIEF

ShelterBox has responded to the **floods in Nepal** by sending **200 ShelterBoxes** at the request of locals Rotarians; more boxes will follow. Millions of people have been made homeless this month by massive flooding in India, Bangladesh and Nepal.

The **first ShelterBox** was sent to Gujarat, India in February 2001; since then over 40,000 boxes have been sent to 35 countries and over \$32 million US has been raised to provide material and equipment for those displaced by natural or other disasters worldwide, shelter for 500,000 people.

The project was begun by the Rotary

Club of Helston-Lizard in Cornwall, England and was the idea of one of the Club members, Tom Henderson. There are **ShelterBox partners** in Canada, USA, Australia, Germany and Norway.

The remarkable growth of the Shelter-Box project, which is arguably, the largest Rotary Club project in the history of Rotary, demonstrates the power of Rotary; individual Rotarians, and the Clubs to which they belong, working together to achieve great things.

In July ShelterBox sent **920 Shelter-Boxes** (including 56 Canadian boxes) to Pakistan to aid victims of Cyclone Yemyn, shelter for over 10,000 people;

10 person tents, water containers, cooking equipment, including 500 of the new flat pack wood-burning stoves.

Visit ShelterBox www.shelterbox.org ShelterBox Canada www.shelterbox.ca for details including costs and how to donate. Presentations to Rotary Clubs can also be arranged.

- PDG 5020 Alan J. Lomax
Executive Director ShelterBox Canada

(Pic 1: Displaced persons use blankets to provide shelter, Pic 2: Contrast the Shelter-Box tent with the blankets. Pic 3: Using the wood-burning stove)



D3330 THAILAND LOOKING FOR MATCHING GRANTS PARTNERS

Rotary Club of Parapatho Chedi, D3330 Thailand is currently looking for International Rotary clubs to participate in their Matching Grant Projects. Please contact President Jutathip Thamsiripong by email juta1605@hotmail.com

School Lavatory Project

- Wat Lum-Hei School (Kg 1 to Gr 9 - 440 students) provides student and community services.
- Require 5 more lavatories, also need to improve current condition to meet standards set by the Department of Health, Ministry of Public Health.
- The proposed budget for building 5 lavatories is 280,500 Thai Baht.

(US \$1.00=33.00 Baht)

School Library Project

- Wat Lum-Hei School (Kg 1 to Gr 9 - 440 students) and Wat Ratsataram School (Kg 1 to Gr 6 - 178 students).
- To provide needed books and other equipments for the libraries.
- The proposed budget to equip the libraries is 620,000 Thai Baht. So far Rotary Club of Dontoom in D3330 has committed to this project.

(More information on District website under World Community Service)



THE TRIP OF A LIFETIME - 2008 GSE EAST AFRICA



The 2008 Group Study Exchange (GSE) is with District 9200 in East Africa and the **selection of a team** is now starting.

Date : Will visit Tanzania between mid-April and mid-May 2008.

Team leader : Must be an experienced and well informed Rotarian committed to selecting, training and leading the team.

Four Team members : Must be non-Rotarian Canadian citizens who have been in full time employment in a recognized business or profession for the last two years and members must be between the ages of 25 and 40.

DG CHRIS MUTALYA

Expenses : All basic travel and accommodation expenses are paid for by the Rotary Foundation and the hosting District.

Applications : Should be sent electronically, using the forms available at: www.gse5040.org, to Neil McDonald, the District 5040 GSE Chair at nimcdonald@shaw.ca.

Application Deadline : Team leader submitted no later than August 31st, 2007 and Team member submitted by September 15th, 2007.

About District 9200

- District 9200 covers more than 112 Rotary clubs with almost 3180 members in the African countries of Eritrea, Ethiopia, Kenya, Tanzania and Uganda.
- The region ranges from beautiful coastal beaches, to the highest mountain in Africa and the largest fresh water lake in Africa.
- The Big Five - lion, leopard, elephant, rhino and buffalo - still roam their vast savannahs and bush land.
- Tanzania is the largest of the East African countries and one of the poorest countries in the world, but also one of Africa's premier tourist destination with attractions like Mount Kilimanjaro, the Great Lakes, Ngorongoro and the Serengeti National Park.
- For details, visit their website www.rotary9200.org/



ROTARY YOUTH EXCHANGE STUDENTS HAVING FUN

Richmond Sunrise Rotary had the pleasure of hosting the **BC Tour Rotary Youth Exchange Students** Saturday, July 14 in the healthiest city in Canada. The fourteen participants had a chance to **dragon boat** down the Fraser from the UBC Boathouse facility, walked the dike, had an on site presentation of the 2010 Olympic Speedskating Oval.

Lunch was **dim sum**, then the new **Harry Potter** movie. A **BBQ** hosted by Jack (Richmond Sunrise) and Aliza Hutchinson (Steveston Rotary) for participating Rotarians and the students. Sleepovers for girls at Aliza's and boys at Bill & Shelley Jaffe's ended the amazing day. **Kudos** to Barbara Hurst for organizing the day! Everyone agreed that these students reinforce our Club's continuing **commitment to the Rotary Youth Exchange program**. President Georgina Patko reaffirmed that "It was as entertaining for the adults as the students!" The next morning, the students headed off to Steveston and a cruise of the Fraser in a Coast Guard boat arranged by **Steveston Rotary** before heading off to Port Alberni.

The most powerful force in the promotion of international understanding and peace is exposure to different cultures. Youth Exchange provides thousands of young people with the opportunity to meet people from other countries and to experience their cultures. This plants the seeds for a lifetime of international understanding. Visit www.d5040youthexchange.ca for program details.



DOES ROTARY PEACES AND CONFLICT STUDIES WORK? YES!!!

When the package arrived at **Thevananth** Thevanayagam's office in Jaffna, it seemed like a miracle. It contained a month's supply of dry milk for his two young children, and a potential lifesaving medicine to help cure them from Chikungunya fever.

But the real miracle was that the parcel was arranged by **Pathiranage**, the man he had spent hours, days, and weeks fiercely arguing about the longstanding conflict in their native Sri Lanka.

The two were reunited at the June **Rotary World Peace Symposium**. Just one year before, they found themselves unlikely classmates at the **Rotary Peace and Conflict Studies Program** at Chulalongkorn University in Bangkok.

He explained how both sides had "bad opinions" about each other. **"But, we talked about our problems and gradually understood each other,"** said Thevanayagam, adding that the informal discussions especially pro-



vided a forum for healing.

"We **erased the hard feelings** and went on to 'What can we do to solve the problem? **What can we contribute?**'" said Pathiranage. He was especially affected by the stories of innocent children who had been orphaned or couldn't go to school because of the longstanding conflict.

So in November, when the conflict forced the main road into the Jaffna peninsula to close, Pathiranage placed a long-distance call and asked: "Theva, can I do anything?"

Thevanayagam explained how the region was barely surviving on twice-monthly dry rations, and many, including his entire family, were suffering from the high fever disease. Pathiranage used some of his personal connections to get the package to his new friend.

The two men now correspond weekly via e-mail and even traveled together to the symposium to see their former classmates from the summer program that Pathiranage described as more useful than a year's worth of graduate study.

"More than what we learned from the professors in the classroom lectures, the knowledge we gathered from the interactions and discussions amongst the participants, who came from various parts of the world with various professional backgrounds, was very important," Thevanayagam said.

- Excerpt from RI News

ONE WORLD ONE DREAM - TO UNITE THE WORLD IN PEACE

福娃 Fuwa



When Vancouver Centennial Rotarian Quentin Li saw the **Fuwa**, the official Mascots of the Beijing 2008 Olympic Games bears the theme **"One world one dream"**. It reminded him of DG Dean's speech at the Kelowna Conference. The mission of Olympic and Rotary are so similar, is to seek to **unite the world in peace and friendship through the**

Olympic and Rotary spirit. He brought the Fuwa back from Beijing and presented it to DG Dean. The irony was he auctioned the Fuwa and bid against a fellow Rotarian to win it back.



THE AMBASSADOR OF PEACE - KOREAN WAR MEMORIAL



The Korean War memorial was officially unveiled on July 14 in Central Park, Burnaby. The symbol of peace and hope was more than three years in the making and is the first Korean Memorial in Western Canada. The memorial commemorates the sacrifice made by the thirty-six BC soldiers who courageously fought and died during the Korean War (1950-1953) and Peace-Keeping (1953-1956). The project was funded by **Rotary Club of Vancouver Cambie**, Government of Canada, City of Burnaby and hundreds of donors.



FIVE FROGS SAT ON A LOG, ONE DECIDED TO JUMP HOW MANY FROGS WERE LEFT? FIVE!....

There's a big difference between deciding to jump and jumping. For **Rotary to be successful** leaders must obtain total commitment in their clubs and districts. **All five frogs must commit to jumping and jump!**

The problem with Rotary clubs that are not growing is not the lack of qualified Rotarians in the community. It is the lack of commitment. Rotary will continue to grow if Rotarians are passionate about Rotary and **share their passion with new members....**

The **why of the non-commitment** is more complicated. Many Rotarians do not see the need for growth in their club, they have become comfortable at their favourite seat. They are not told about the wealth of resources that RI has produced to assist them. They have bought into the urban myth that young people do not have time for Rotary or they feel that work on member-

ship growth will be time-consuming.

...**Leadership and communication are inseparable.** You can't have one without the other. Rotary leaders at the club, district and zone level must communicate the importance of membership growth with passion and personal commitment. **Leadership by example is essential.**

....**Expect resistance** when you promote membership recruitment. Be prepared for the standard arguments against membership growth, people no longer have time for Rotary, Rotary is too expensive and there are no qualified people in our community. The answers to these nay Sayers are well argued by PRIP Frank Devlyn in his successful book, "Frank Talk".

Commitment is more likely to be obtained when Rotarians are **asked one on one** to pledge to membership growth. Asking for commitment as part of a presentation to a Rotary club is helpful but will not have the same re-

sults as a club president or club membership committee chair asking each member personally to bring a new member into the club. **Individual commitment to the objective of Rotary, that is what makes a Rotary club work, a district work, makes Rotary work.**

Once you obtain commitment from Rotarians, it is important **to recognize their contribution.** Ask yourself what type of recognition would you want? Step into their shoes and give the recognition you would want. A letter from the Governor, a pin, a thank you at a Rotary meeting or special seating at the district conference. ...

Always remember the distinction between contribution and commitment. Take the matter of bacon and eggs. The chicken makes the contribution. The pig makes the commitment.

- excerpt from PDG Chris Offer's blog
<http://revolutionaryrotary.blogspot.com/>

PR TIPS - PROMOTE YOUR MEETING THROUGH MEET UP



Getting people to attend your club's meeting is one of the first steps to bring in new Rotarians. The difficulty is **finding the best way to inform community members about your club meeting and why they should attend.** Consider using some of these integrated social networking approaches for promoting your Rotary club through local media.

<http://orc.meetup.com/archives/Meetup%20Group%20PR%20Tips.pdf>

PROMOTING YOUR MEETUP GROUP IN THE MEDIA

There are people in your area who want to learn about your group – and the local media is eager to learn of community goings-on. Getting covered in the media is a great way to raise public awareness of your group and can help recruit new members. Any time you can get your Meetup Group into the news, hundreds and possibly thousands of people will learn about you and your group.

The main purpose of Public Relations (PR) is to get your message out to the people who are interested in what

you're doing. The basic steps to communicating efficiently are fairly simple. Identify

Your target audience

- Do your research.
- Take advantage of opportunities.

Write a message to reach your target

- Make the Journalist's Job easier.
- Break through the clutter.
- Speak their language.

Send your message and follow up

- Journalists are people too.
- Be available.
- Stay on message.

The Financial Times has ranked Rotary International one of the top five nongovernmental organizations (NGOs) for corporate partnerships. 20,000 companies worldwide were surveyed and 85 were profiled. Visit RI newsroom to read complete article.

ROTARY FELLOWSHIPS & ROTARY ACTION GROUPS

Need general information on Rotary Fellowships? Here's the procedure:

1. www.rotary.org/newsroom/downloadcenter/pdfs/729en.pdf
2. Here it is: the ROTARY FELLOWSHIPS HANDBOOK
3. Contents:
 - Introduction to Rotary Fellowships
 - Organizing a Rotary Fellowship
 - Key Elements of a Successful Rotary Fellowship
 - District Rotary Fellowships Chairs
 - Rotary Fellowships Support
 - Rotary Fellowships Resource List
4. Read the handbook.
5. Visit the fellowships website at www.rotaryfellowships.org

6. Ask around your club - there may members who already belong to one of the many Rotary Fellowships or Rotary Action Groups. Have them speak to your club.

7. Phone or email the District 5040 Fellowships Chair. See box below.

8. Select a Rotary Fellowship or Rotary Action Group that looks like it would interest you.

9. Join.

10. Enjoy.

For information about other Rotary Fellowships and Rotary Action Groups, visit: www.rotaryfellowships.org

Already a member? Let's hear about your experiences and adventures with Rotary Fellowships and Rotary Action Groups.



Please submit articles for publication to:
PDG Dave Kirk at
dbkirk@telus.net
District 5040
Fellowships Chair,
Member, International Travel and
Hosting Fellowship

INFORMATION RESOURCES FOR CLUB PRESIDENTS & SECRETARIES

Are you aware that Club and District Support (CDS) staff serve as your primary contact at Rotary? Staff can answer any question about Rotary as well as provide advice on club elections, constitutional matters, club traditions and customs, club operations, and RI Board policy.

Here are some critical web resources to assist in leading and supporting your club in the year ahead (Also posted on District websites under Forms & Resources):

- Discover the names and contact information for your CDS team members by using this web link: <http://www.rotary.org/support/CDAREps/index.html>
- List of helpful resources for club presidents and secretaries on the web: http://www.rotary.org/newsroom/downloadcenter/pdfs/club_pres_sec_resources.pdf
- Make changes to your club's membership records, reference various Rotary Foundation reports, pay your club's dues, and report next year's club officers using Member Access. Full instructions and helpful suggestions are found: <https://riweb.rotaryintl.org/faq.asp>
- Find club publications, audiovisuals, software, forms and supplies:
- <http://shop.rotary.org/catalog/default.php?cPath=37>
- Use the Club President's Checklist, a monthly calendar for both presidents and presidents-elect, with reminders of club and district functions, as well as RI and The Rotary Foundation deadlines: http://www.rotary.org/newsroom/downloadcenter/pdfs/pres_checklist.pdf
- The Club Leadership Plan is a strategic planning tool based on the best practices of actual Rotary clubs: <http://www.rotary.org/support/club/clubplan.html>

Rotary staff looks forward to working with you and supporting your club's service efforts. Be sure to contact your CDS representative whenever you need assistance.

STARTING SEPT, DISTRICT ATTENDANCE REPORT

will be posted on District Newsletter.

How to input figures in District website:

- Login to www.rotary5040.org Admin page.
- Under "For Club Executives" to define Club Attendance Manager, usually club secretary or designated member.
- Under "For Club Executives" to enter figures in Club At-

tendance Report section.

- ClubRunner is using June 2007 "number of members" figure as the opening figure of this Rotary Year, **make sure June figures** have been entered. To enter June figures, click on "**Enter Previous Year Attendance**" on the right top corner.
- Current ClubRunner subscribers, there is an option in your club website to send figures to district.

RETURNING SOCKEYE DEDICATION AT ROTARY SQUARE

Over 300 local residents joined the **Tsawwassen Rotarians** and First Nations people to witness history on **Saturday, August 4, 2007**. Tsawwassen First Nation members participated in the **dedication of Rotary Square** as well as the traditional blessing and gifting of 'Returning Sockeye', a spectacular First Nations sculpture. To some it was a symbolic joining of two communities and cultures as well as a joyful emergence of the aboriginal community.

The ceremony marked the climax of over **two years of cooperative effort** to create Rotary Square at Tsawwassen Town Centre Mall. **It marked major firsts**; the first major public event following the ratification of the first urban treaty in Canadian history by any First Nation community as well as Rotary's first 100 years. Referring to Rotary Square, First Nations Elder, Ruth Adams said, *"We have created a golden place for our people...the values of Rotarians are so like our beliefs."*

First Nations artist Karl Morgan give his work to the community saying, *"We are the Salmon People. 'Returning Sockeye' represents a continuum of traditions that honor the salmon, their environment and the people who rely on their return each year for sustenance."*

See more event pictures at: <http://picasaweb.google.com/thisKellyguy/DedicatingRotarySquareAug407>



Burnaby Club turned 60!

The Rotary Club of Burnaby recently celebrated its 60th year in style at the Scandinavian Center in Burnaby. DG Kevin was on hand to participate in the event, which featured live entertainment and great food. The club was chartered 1947.



The club is hosting a "Las Vegas" Winefest on Sat. Sept 29 from 7:00 to 9:30pm. All proceeds will be donated to the Burnaby Hospital Foundation towards the purchase of a Phacomulsification Unit for the Ophthalmology Dept. Visit their club website for detail and tickets.

CLUBRUNNER SUBSCRIBER NOTES:

- ClubRunner does not have an FTP system for uploading and downloading of files. **If information is lost on the site**, you can request to have the information restored as they do perform a backup of the system every 4 hours.
- Make sure **wait for the story page to load** completely before making any changes as information will be lost if the page has not completely loaded.
- Make use of the website sponsor feature to subsidize the cost of maintaining the website.

USE SKYPE TO CALL FOR FREE:

Rotarians are making use of the free calling feature to communicate with fellow Rotarians and friends in the other part of the world. Once you download the program, with a microphone or webcam (laptop already have built-in), you can talk to people with Skype installed for free. It also allows video callings, conference calls and instant messenger, check it out at www.skype.com





AN INTERNATIONAL RYLA EXPERIENCE



(RI Pres Bill Boyd, Morgan Evans RYLA North Coordinator and Lawrence Chew)

Lawrence will be glad to speak to clubs about his experience as both a participant and counsellor at the 2007 International RYLA. Email: lmchew@hotmail.com Phone: Bus: 604-739-6450 or Cel: 604-763-7695

Last year as a participant at International RYLA I got to play a Swede's ukulele while singing with him, an Aussie beat boxed behind us, and the Brit (who was studying Opera) sang bass. In that moment, I knew just how special an experience I was having. And I knew I had to make the most of it. Even now, I realize that the lessons I learned about internationality, culture, and RYLA are continually helping me to grow as a person.

The Rotary Youth Leadership Awards is a program designed with the goal of developing strong leaders and honest citizens, and this year I was blessed with the opportunity to travel to the University of Utah in Salt Lake City for the 2007 International RYLA as a Rotarian counselor. It was one most fascinating experiences of my life and a highlight of my Rotary career thus far.

Organizing 120 young leaders from over 20 nations is no easy task. Luckily our international team of counselors meshed quickly; our personalities

complemented and our goals were similar: to bring out the best in those attending and to facilitate the RYLA experience. Over four days the program held an assortment of speakers, activities and discussions on topics ranging from ethics to the process of crisis management. And, interestingly enough, the challenges of language and culture are also the program's greatest assets. Giving participants the platform to challenge each other intellectually and laugh together in fellowship gives them an understanding of how much more we have in common than not.

Opportunities like this are rare, which is why we must continue to support Rotary youth programs such as RYLA, *especially* on an international level. As Rotarians we should demonstrate the same initiative and citizenship we proclaim, and inspire youth to greater achievement through the programs our organization offers.

- Lawrence Chew, Richmond Sunrise

INTERACTORS RECEIVED CANADA DAY YOUTH AWARDS



Interact Sisters Katrina & Alesia Yaworsky

Congratulation to the Executive team of the Rockridge School Interact Club in receiving the Canada Youth Awards from the West Vancouver Chamber of Commerce. Recipients were:

Allesia Yaworsky, Katrina Yaworsky, Emily Matthias, MacKenzie Coombs, Sean Meyer, Cole Finnbogason, Haley Spurr, Zoe Keefer

The team steered the 70 member club through some great projects:

- Raised over \$1,500 for the St James Society to help address Homelessness in the Downtown Lower East side.
- Created a project called Teens for Teens where they learned from the Christmas Bureau that teens are often forgotten by donors and donated gifts that included items from jewelry to MP3 players.
- Organized a massive clothing and food drive that was donated to the Union Gospel Mission soup kitchen.
- Contributed pens and calculators for schools in Kenya in cooperation with the local Rotary Clubs.
- Organized the 24 hour famine to help raise students awareness of poverty and hunger.
- Over \$10,000 was donated to the Red Cross due to their fundraising efforts.