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## "CELEBRATING ROTARY"

**Article by PDG John Prendergast, Zone 7B Rotary Coordinator**



Not too many businesses, service organisations, or individuals for that matter, can lay claim to 112 years of continuous service. History is littered with businesses and organisations that have come and gone within a much shorter timespan than 112 years.

So, in Rotary we should celebrate our longevity, and make sure we continue to build on the platform built by past Rotarians, in order that we can secure our future for at least another 112 years.

What was the world like 112 years ago, back in 1905 when Paul Harris and his mates got together for the first time in Chicago? Well for one thing it was very cold – the temperature in Chicago on 23<sup>rd</sup> February 1905 was minus 20 degrees, and snowing – and on that same day future Rotarians in Sydney and Auckland were sweltering in the mid-summer heat.

- King Edward VII had not long before been handed the royal crown that his mother Queen Victoria had worn for a record 64 years (a record since eclipsed by QEII);
- Australia's population was just under 4 million, New Zealand's just under 1 million
- Orville and Wilbur Wright had achieved man's first powered aircraft flight just 14 months earlier, at Kittyhawk in December 1903;
- Teddy Roosevelt was the US President;
- the General Post Office's London to Brighton horse-drawn parcel post coach made its final run in 1905, being replaced by a motor lorry;
- Aspirin was sold for the first time;
- the Automobile Association was inaugurated;
- Emmeline Pankhurst led the first public protest by suffragettes, marching on Westminster.

So, a vastly different world to the one Rotary exists in today.

Some things haven't changed during that 112 years though - the All Blacks in 1905 beat the Wallabies 14-3; and England's cricketers beat Australia's 2 nil in their test series that year!

What have we in Rotary achieved in our first 112 years? Well, where does one begin!

- Polio – we've almost nailed it;
- Rotary was there at the formation of the United Nations;
- brought to our part of the world iconic organisations and activities such as Outward Bound, Riding For the Disabled, Karitane Hospitals, health camps, Cure Kids;
- school milk! Yes, that was an "initiative" of Rotary in New Zealand in the early days of the Great Depression in 1931, and lasted until 1967 (some of the milk I recall drinking at school as a child in the 1960s seemed to date back to the 1930s!);
- more community projects achieved over the years than there are Rotarians – 35,000 Clubs each doing even 1 project a year adds up;
- we've developed and grown countless leaders in commerce and community;

- 112 years of fun;
- as many (well, almost) Rotary Clubs in the world as there are McDonald's restaurants.

And then of course there's our Rotary Foundation - what Arch Klumph began in 1917 with his \$26.50 donation has grown to such a wondrous point that our Foundation was named the world's outstanding foundation in 2016 by the Association of Fundraising Professionals. Through the grants, directed towards the six areas of focus, the Rotary Foundation is changing people's lives, quite literally, and that's happening every day.

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And how about the Rotary network? – as Rotarians we get to plug into a global network of 1.2 million friends in over 200 countries, 1.2 million potential helpers for our projects. And a bed to stay in and friends with common interests around the globe.

Personal development? – for sure. Rotary through its distributed (and annually changed) leadership affords any and all of us a myriad of opportunities to grow and develop, in areas such as leadership, public speaking, project management, the list goes on – all within the safe and supportive environment of our own Rotary Club.

And that's the key – KFC's Colonel Sanders may have 11 secret herbs and spices, but in Rotary we've got just the one key ingredient, and it's no secret – our Clubs. Over 35,000 Rotary Clubs provide the platform for Rotary as the world's leading service organisation, and us as individual Rotarians, to achieve all of these things.

And our Clubs have a lot of fun along the way. We need to look after them.

## "Q&A"

### PRESIDENT-ELECT IAN RISELEY ON ATTRACTING NEW MEMBERS, BUILDING STRONG CLUBS, AND FORMING FRIENDSHIPS THAT LAST

**From The Rotarian, March 2017 edition**

**By Editor in Chief John Rezek met with Riseley at his office in Rotary's Evanston, Ill., headquarters.**

**Q:** If a young person asked you why he or she should join Rotary what, in order, would you say?

**A:** There are four elements. The first one is friendship. Rotary offers the opportunity to meet people in a semi-social environment and also achieve good things.

The second one is personal development. I became the third president of my club at a very young age as I was starting up my accounting practice. I didn't enjoy speaking in public, but being involved in a Rotary club means that you're encouraged – some would say forced – in a friendly environment to get experience speaking, running meetings, motivating people, all that sort of thing. Your Rotarian colleagues are not going to fault you for a simple mistake. So you get practice, you improve, and you do it better. I'm not quite as shy anymore, so that's a significant benefit.

The third is business development. We've shied away from this over a period of time, and I don't believe we should. When I was invited to join the Rotary Club of Sandringham, I told Juliet, "Well, they've invited me to join this group, what do you know about it?" She knew about the same as me, which was not a lot, but she made the point that we'd make new friends, and hopefully some of them wouldn't be accountants because too many of our friends were accountants, as if that could possibly be true. Rotary is good for business. Why should we shy away from promoting this?

The fourth one, and by far the most important, is the chance to make a difference in the world. If someone asked me to eradicate polio, my ability to do this would be rather limited. But when you gather together with 1.2 million people of like mind and have people like Bill and Melinda Gates donate funds to help achieve this objective, the opportunity for success is far greater.



**Rotary President-elect Ian H.S. Riseley meets with Rotary members at the International Assembly this January in San Diego, California.**  
**Photo by Alyce Henson/RI**

## "ROTARY INTERNATIONAL BOARD ADOPTS NEW ZONE STRUCTURE"

**From RI website 11 Feb 2017**

At its January 2017 meeting, the RI Board of Directors adopted a new zone structure for Rotary clubs.

Rotary bylaws require the Board to complete a comprehensive review of the 34 Rotary zones no less often than every eight years to ensure that each zone has an approximately equal number of Rotarians. The Board's previous review of the zones occurred in 2008.

The Board earlier approved the creation of three regional workgroups to develop rezoning proposals for Asia, Europe/Africa, and the Americas. These workgroups comprised one representative (either a current director, incoming director, or immediate past director) from each zone in the region. The regional workgroups submitted their proposals to the Zones Review Committee, chaired by past Rotary Vice President Michael K. McGovern, which consolidated them into a single, worldwide plan for the Board's consideration.

"I think the regional workgroups did a great job," says Rotary President John F. Germ. "Rezoning is always an emotional subject for some Rotarians, but the workgroups and Board acted courageously in an effort to be fair to all concerned."

The Board will consider other zone-related issues such as sectioning, pairing, and director election rotation at its June 2017 meeting.

Download the [new zone structure](#) and the [board decision timeline](#)

## "BRING HOME THE BACON WITH A FACEBOOK AD!"

**By Evan Burrell, from Rotary Down Under April 2017, issue 593**



I've written about using Facebook advertising before, but I recently learnt firsthand how successfully a club used Facebook advertising and made it work for them.

The **Rotary Club of Jerrabomberra**, NSW, holds an Australia Day breakfast for the community. In the past years, using only traditional advertising (e.g. printed flyers, expensive one-off advertisement in the local newspaper), they only ever managed an attendance of around 350 people to this event.

But this year was different; using the same tried and true methods of promoting their event, they also took the plunge and spent \$30 on advertising the upcoming breakfast on Facebook.

The advertisement went viral, with hundreds of people viewing and indicating their respective attendance. The club, surprised with the reaction, had to re-cater for the event. It wouldn't be a Rotary club breakfast if there weren't enough bacon and egg rolls to go around, would it?

The successful advertisement generated over 300 extra people attending – doubling last year's numbers. Feedback showed those attendees found out about the event solely through Facebook.

Facebook has changed the world of paid advertising by providing a service that can target an audience based on where they live and what their interest are, and it's far less expensive than other forms of advertising.

Using Facebook to advertise is now one of the most effective forms of advertising, with its exposure to more than two billion monthly active users.

Sounds great, right? Your club can spend as little as \$5 advertising with Facebook and see some pretty significant results, just like Jerrabomberra did.

## "WHAT'S NEW IN THE BRAND CENTER"

**Rotary Leader, January 2017, Vol 7, issue 4.**

Create your own customized cards to promote Rotary's programs for young leaders through the Rotary Brand Center.

These colourful new double-sided cards are an easy, yet powerful way to:

- Ø Show how you take action with Interact and Rotaract
- Ø Support leadership development through Rotary Youth Leadership Awards and New Generations Service Exchange
- Ø Connect with students and host families interested in Rotary Youth Exchange

Pair the promotional cards with the Prospective Member Brochure to show potential members the ways they can get involved through Rotary.

Cards are available in six templates and eight languages, in two sizes, and with a selection of over 20 high-quality images. Export them as a PDF for easy printing.

Make your customized cards in the Brand Centre, sign in to My Rotary and to Brand Centre required.



## "UPCOMING MEMBERSHIP WEBINARS FOR 2017"

**Supplied by PDG Jessie Harman, Project Lead, Regional Membership Plan**

No special software is required to participate in a webinar; you simply need to register via the link provided

**Telling our story: Communicating about Rotary in the community**

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/1455062179133675523>

**Trends in volunteering: Opportunities for membership and your club**

Monday 5 June 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/4753329881136224258>



For more information;  
contact Jessie Harman  
at [j.harman@gmail.com](mailto:j.harman@gmail.com)

# "RETAIN TO GAIN - ROTARY TOUCH POINTS"

**Article written in 2012 by DG Steve Sandbo, [Rotary Club of Upper Arlington, OHIO \(District 6690\)](#), Edited by PDG Brent Rosenthal, Rotary Coordinator Zone 30, D6690  
From Rotary Zones 21-27 [website](#)**



Every member of your Rotary club is exactly the same. Each has an identical background, interests, personal and professional skill set, career obligations, financial situation, family demands and reasons for being in Rotary.

True? Of course, not. Yet our view of Rotary often assumes exactly that, demanding that members fit into the homogeneous, 105 year old Rotary "box" that we operate in and expect others to be honoured to get inside. While the world has changed drastically even in the last 20 years, Rotary hasn't. And yet we have trouble accepting that our old Rotary box may not be attractive to the younger professionals with personal and work demands that pull them away from Rotary.

Brent's Membership Minutes have dealt with the need for clubs to learn and provide what members want from Rotary for their personal, professional and service fulfillment, and to provide value to members. We have taken that to heart in our club by focusing on member engagement over attendance. To do so we have implemented the idea of Rotary Touch Points.

We accept that each member is unique, with his or her reasons for joining Rotary, things that engage them, and causes that they connect with. Each also has different family demands, professional obligations, time constraints, and financial situations.

Problems? No – opportunities! By embracing this diversity, we make it easier to engage more members in club activities and projects that appeal to them, and create a more active club.

The Rotary membership experience is about connecting with other Rotarians for professional and personal growth and service to others. We try to create that experience by providing "Rotary Touch Points". What are "Touch Points?" Simply the breadth of club activities, experiences, and projects across all Five Avenues of Service that comprise the heart and soul of the club's life. A Rotary Touch Point can be any Rotary experience that enhances member engagement and commitment to the club and Rotary overall. By selecting those of interest to them, members feel they are contributing to the club while picking and choosing the Rotary Touch Points that excite them.

So, in addition to weekly meetings, committee meetings and service projects, Touch Points include such events and activities as:

- club social events
- club networking events
- member dine-arounds
- volunteering at any club function
- creating a new committee to address a particular area of member interest
- recognizing a financial or significant donation from a member for a project
- traveling to participate in a World Service project
- assisting a special club meeting focus area
- researching a new club project
- organizing an outing for members outside of weekly meetings
- supporting a club fundraising initiative

As Club President in 2012, I both publicize upcoming Touch Points and recognize members who participated in the previous week's Touch Point.

Members join Rotary because they want to get involved, get to know other fellow club members, form personal relationships, volunteer their time in meaningful ways for their communities, feel like they are making a difference, have their families become connected to other Rotarian members' families, and use their professional and personal skill sets and talents to help themselves and the club. We believe Touch Points accomplish all these.

Our Goal: Providing every opportunity for each member to achieve 52 Rotary recognized touch points every year! One thing I have found within our club is once you grab a member and get them engaged in one area, they become engaged in multiple areas of service and become excited about their Rotary life.



## "PLUGGING IN"

### EMAIL CAMPAIGN BREAKS NEW MEMBER INFO INTO BITE-SIZED PIECES

*From Rotary Leader March 2017 edition, Vol 7, Issue 5*

Orienting new members and getting them connected to others is vital. Some members drift away from Rotary because they never get plugged in: They fail to find their niche and don't become fully engaged.

The [Rotary Club of Evanston Lighthouse](#), Illinois, USA, has found a creative way to make new members feel welcome, encourage them to meet other members, and give them a start on understanding Rotary.



Jackie Mack, the club's membership chair in 2015-16, created an email campaign based on a format she uses with her real estate clients. Each new member receives weekly emails for 16 weeks. They include a fast fact about Rotary, a task to complete, a more detailed Did You Know section about a Rotary program, and the definition of a Rotary acronym, to familiarize them with Rotary lingo.

For example, one of the letters urges the recipient to schedule coffee with their mentor and explains The Four-Way Test, noting that it was created by Herbert J. Taylor in 1932 as a code of ethics for his employees at the Club Aluminum Company.

"There just seemed to be so much they need to know that was above and beyond what a new member orientation [session] could cover," says Mack. "They can't retain and learn all of that in one chunk. By giving it to them in weekly chunks — as they are getting integrated into the club — it makes more sense. It can't be the only way you onboard them, but it's a key part of our approach."

Jean Saunders, a marketing account executive at Rotary International who joined the club in July, says the emails definitely helped her get acclimated.

"I felt like Jackie and this new club were totally interested in welcoming me as part of the group," says Saunders. "It meant a lot to me for them to take the time to give me this detailed information. Any new member would benefit from this approach."

Mack says she relied on the club's library of membership materials and Rotary.org for the content about Rotary. The new members' mentors also receive a synopsis of what new members are supposed to be learning and doing so they can follow up.

Mack says she has talked to a club in the Cayman Islands about replicating the approach and is happy to share her material with any club that contacts her at [jackie@jackiemack.com](mailto:jackie@jackiemack.com).

[Download Introducing New Members to Rotary: An Orientation Guide](#)

## "ASK AND ANSWERED"

*From Rotary Leader March 2017 edition, Vol 7, Issue 5*

We've compiled a few of the questions most frequently asked of Rotary International's help staff, and provided the answers, here is one:



**Q:** I've heard about corporate memberships and other flexible membership types. How do they work?

**A:** Your club is free to offer any kind of alternative membership, as long as new members are counted as individuals. With corporate memberships, this means that the individuals are counted, not the corporations that sponsor them. Every member who pays RI dues will be included in your club's official membership count and will receive all the benefits that other active dues-paying members enjoy.

Your club can adopt flexible policies for these members for other financial obligations, such as club or district fees or meal costs. You can also set different attendance requirements or service expectations, as long as your club bylaws reflect these policies.

## "BANISH THE 'R' WORD!"

**Two 'Membership Minute' by PDG Brent Rosenthal, Rotary Coordinator Zone 30, D6690**



Suppose a salesman comes to your door and asks you to buy the latest widget he is selling. So you ask him, "Why should I buy this? How will it benefit me? Why should I spend money on this instead of something else?" His response, "Well I don't know how it will benefit you or if you would even need it. But it would sure help me make more money." Your response? **SLAM!**

Welcome to the wonderful world of Rotary recruiting! Because whether we realize it or not, 99% of Rotary clubs approach membership growth just like the self-centred (and probably starving) salesman. We talk about "recruiting" members so we can grow. Our first (and often only) thought is club-centred.

We don't think of the customer – the member! And the primary thing she is thinking of is "what would I gain from joining Rotary?" The result? If we are successful in recruiting members, they seldom last long in Rotary. You have seen this and the numbers bear it out. Every year in North America 44,000 new Rotarians join. That's a lot of people - enough to result in significant growth! But also every year 55,000 Rotarians quit! Why? Because these busy people feel the clubs aren't giving them enough value to justify the time and money membership in Rotary requires.

Sadly, we give hardly a thought to how we can **attract** people to Rotary by showing them the tremendous value that Rotary holds for them! Equally sadly, we too often don't evaluate our clubs by asking the most important question: *are we providing activities and services the current and future members want?* Or do we cling to unpopular, tired programs and activities because "we've always done it that way"?

A "recruiting" mindset focuses only on how the club will grow in numbers, and **always** produces only temporary results, with longer term attrition resulting in a smaller and weaker club. However, a focus on **attracting** members through a diverse menu of service, social, and professional development activities and programs results in the club gaining productive long term members who will gain from Rotary and in turn build a stronger club.

When we ask someone to join Rotary, we are asking them to invest their time and money in Rotary instead of somewhere else. So they naturally ask (as you asked the widget salesman), "what's in it for me? How will I benefit? And will I benefit more than if I invested that time and money elsewhere?" My friend PDG John Adams (D6740) has a great way to express membership growth as a formula: "Membership is gained and retained when the **value** of membership to the Rotarian is equal to or greater than the cost of membership."

Let's lose the recruiting mindset and focus instead on making our clubs attractive to "seasoned" members, newer members and potential members. You will be amazed not only at how your club grows, but how the energy and enthusiasm do as well. And that will in turn attract even more members!

## "Attendance"

*No Rotarian should be removed from a club for not being able to attend meetings!* To me, poor meeting attendance says more about a club that is not doing enough to interest and engage members than it does about the Rotarian. Club leaders should monitor attendance records monthly, not for removing members but for learning who is in danger of falling away. Then they must intervene with those members, find out what the members' passions are (everyone has them) and make sure the club can provide to the members they are seeking from Rotary.

*Treating members like customers you want to keep is the key to retaining valued members and ensuring they in turn attract new members to the club!*

## "RI STATISTICS 31 MARCH 2017"

**Statistics from RI Resource Extra, April 2017 VOL 12 No 10**

	As at 1 July 2016	As at 31 Mar 2017	Variance	% Variance	As at 31 Mar 2017	
	Rotarians	Rotarians	From 1.7.16		Districts	Clubs
<b>Worldwide</b>	<b>1,207,906</b>	<b>1,233,172</b>	<b>25,266</b>	<b>2.09%</b>	<b>540</b>	<b>35,533</b>
Australia	29,194	29,232	38	0.13%	21	1,108
New Zealand & Pacific Islands	8,457	8,462	5	0.06%	6	266
Philippines	23,109	25,580	2,471	10.69%	10	890
<b>Total (SPPO)</b>	<b>60,760</b>	<b>63,274</b>	<b>2,514</b>	<b>4.14%</b>	<b>37</b>	<b>2,264</b>

## "PCYC BRAKING THE CYCLE"

### CAIRNS WEST ROTARY SUPPORTS YOUNG LEARNER DRIVERS

*From **D9550** DG Ida Portella's Newsletter, March 2017 edition*



[Cairns West Rotary Club](#) has assisted the Cairns PCYC (Police Citizens Youth Club) with its "Braking the Cycle" Project by providing them with a car. The project is aimed at providing under-privileged young people with the means to obtain the 100 hours' driving requirement to gain a driver's licence.

The project was officially launched on 14 February 2017 at the PCYC, with most of the Cairns West members present. A great effort by the Club. Sgt Peter Fitzpatrick was presented with the keys by President Peter Cornelius. Other Clubs may wish to encourage members to volunteer as mentors to assist the young drivers. The PCYC provides training for mentors. Obtaining a licence gives the young person a better opportunity to obtain employment.

The Cairns media gave this story great coverage: check out the [WIN News video](#) the Club's [Albums](#)

## "HOW DOES CLUB ATTRACTS YOUTHFUL MEMBERS?"

***Beyond Borders/the Newsletter of Zones 24 & 32/March 2017/page 6***

[Wenatchee North Rotary](#) in District [5060](#) is being transformed by a wave of talented young leaders who are bringing fresh ideas and energy into the club.

The secret of the club's success? Club members have intentionally sought out young professionals, invited them to visit, and then found ways to let them give back to the community. As a result, the club is on a growth curve to double its membership by the end of the year from the 30-some member size of just a few years ago.



Although the idea sounds sophisticated, it's really quite simple. It all started a few years ago. Wenatchee's local business journal publishes a list of up-and-comer young business professionals. The club's membership chair, Rob Tidd, took that list and wrote personalized letters to each of the people named, inviting them to visit and have lunch "on the club." It didn't take changes in meeting time, dues, approach, location, or anything else: Just a personal invitation to come to a meeting.

Those who came and liked the vibe were asked to join. And in some cases, the new members have brought their own friends to the club. As a result, Wenatchee North now has about 14 members under 35 years of age. And it's contagious: The energy of the younger members has rubbed off on the rest of the members, giving them new inspiration.

### SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.



# "BOOZE FREE 4 ROTARY"

Article by Marcus Hill, President of the **Rotary Club of Cairns**

The Rotary Club of Cairns is proud to launch a new fundraising portal called BoozeFree4Rotary which has its own Facebook [Page](#) and Team App. Please feel free to join one or both.

Download-Install 'Team App' from App Store or Google Play, open the app and search for 'Booze Free 4 Rotary'. The idea is that a Rotarian or friend decides on some booze free days and then donates funds to one of the 6 avenues of Rotary. I have kicked off the Humanitarian side of things with the launch to support the RAWCS appeal for the **recent Cyclone**.








The Facebook page 'BoozeFree4Rotary' has a Shop Now button that takes you to the specific donation page for this appeal. The App has a Donate Button which also takes you to the appeal. Go booze free and donate.

Can I ask all to promote within your networks and clubs so we can get the needed funds to those affected.

The BoozeFree4Rotary is an initiative of the Rotary Club of Cairns and is designed to Support RI. If you have any further questions please [contact](#) Marcus Hill, who has developed this product.

*From the Rotary Club of Cairns website: Cyclone Debbie Rotary Appeal, can you go a few days without Booze and Donate some dollars. Give it a go, set your own targets and donate. Post your pledge on our Facebook page and share with your friends.*

  
**BOOZE FREE 4 ROTARY**  
  
HOW MANY DAYS CAN YOU DO?  
**Cyclone Debbie Rotary Appeal**



Step 1 - Sign up - Install TeamApp visit App Store or Google Play  
Search Booze Free 4 Rotary or visit Facebook Page  
BoozeFree4Rotary

Step 2 - Go Booze Free

Step 3 - Donate

Funds will be distributed by the Rotary Australia World Community Service Ltd.

BoozeFree4Rotary is a Rotary Club of Cairns Initiative to raise funds for Community Service and/or Humanitarian projects or appeals.

## ROTARY COORDINATORS TEAM

2016 - 17

Zone 8 and 7B

**Zone 8:** Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

**Zone 7B:** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

### RI DIRECTOR ZONE 7 AND 8

**NOEL TREVASKIS**

Email: [n.trevaskis@bigpond.com](mailto:n.trevaskis@bigpond.com)

### ROTARY COORDINATOR PDG JOHN PRENDERGAST

Districts: 9970, 9980

Email: [john@ctos.org.nz](mailto:john@ctos.org.nz)

### ROTARY COORDINATOR PDG MALCOLM LINDQUIST

Email: [malantlindquist@bigpond.com](mailto:malantlindquist@bigpond.com)

Assistant Rotary Coordinators  
supporting PDG John Prendergast

#### PDG Charlie Speirs

District: 9790, 9800, 9810

Email: [speirschcharlie@gmail.com](mailto:speirschcharlie@gmail.com)

#### PDG Phil Armstrong, Part of Zone 8

Districts: 9700, 9710

Email: [philaarmstrong@gmail.com](mailto:philaarmstrong@gmail.com)

#### PDG Tim Moore, Part of Zone 8

Districts: 9780, 9820, 9830

Email: [tim@cinet.com.au](mailto:tim@cinet.com.au)

#### PDG Deb Gimblett, Zone 7B

Districts: 9930, 9940

Email: [deb.gimblett@gmail.com](mailto:deb.gimblett@gmail.com)

#### PDG Jennie Herring, Zone 7B

Districts: 9910, 9920

Email: [herringjennie@gmail.com](mailto:herringjennie@gmail.com)

Assistant Rotary Coordinators  
supporting PDG Malcolm Lindquist

#### PDG Ed King

Districts: 9500, 9520

Email: [edward.king3@bigpond.com](mailto:edward.king3@bigpond.com)

#### PDG Adrian Roach

Districts: 9650, 9675, 9685, 9670

Email: [adrian@valleyfresh.net](mailto:adrian@valleyfresh.net)

#### PDG Jodie Sparks

Districts: 9455, 9465

Email: [jodiesparks@inet.net.au](mailto:jodiesparks@inet.net.au)

#### PDG Wendy Scarlett

Districts: 9600, 9630, 9640

Email: [wendy.scarlett@hotmail.com](mailto:wendy.scarlett@hotmail.com)

#### PDG Craig Edmonston

Districts: 9550, 9570

Email: [surveyor@bigpond.net.au](mailto:surveyor@bigpond.net.au)

#### Newsletter Editor

Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)