

Rotary District 9800 Group Study Exchange
To Louisiana/Mississippi USA District 6840
March/April 2015



Peter Frueh
Team Leader

Age: 62 at departure
Birth Date: 19th February 1953
Hometown: Melbourne, Victoria
Current City: Melbourne, Victoria
Vocation: Change Management Consulting

Assistant Governor – Beachside Cluster
Past President - Balwyn
Rotary District 9800

Hi, my name is Peter Frueh (pronounced Frew) and I am honored to be leading the Group Study Exchange team from D9800 to D6840 in 2015.

I have lived most of my life in Melbourne, but did live for three years as a child in Switzerland and two years working in Saudi Arabia. My work and vacations have taken me to over 40 countries and I have had many visits to the United States.

During 30 years in the telecommunications and information industries, I moved from engineering to marketing and then executive roles, with Telstra (Australia's largest telco) and Hewlett Packard. I left Telstra to establish my consulting business, called AchieveChange (www.achievechange.com) in 2002. After leaving full time employment in 2006, I joined the Rotary Club of Balwyn, which organises the Camberwell Sunday Market. This generates over \$1M pa for the many projects of Balwyn RC in Australia and internationally.

My consultancy business is part-time with my significant Rotary involvement. It has focused on coaching managers during their challenging work roles, by viewing the job as an assignment, with a defined start, middle and end. This requires different approaches at each stage.

After joining Rotary, an organization that changes Presidents every year, I saw a natural mentoring role as an Assistant Governor and now as GSE Team Leader. In 2011, my wife Anne and I attended the Rotary International Convention in New Orleans. We drove through six states and enjoyed the Southern hospitality, especially while in Texas, Louisiana and Mississippi.

My wife Anne and I have also undertaken a number of property developments, including an historic hotel. We have three adult children (40, 33 and 28) and one grandson (4).

We have a holiday home on Melbourne's Mornington Peninsula, which is only an hour from Melbourne and this area was selected in the National Geographic's Top 20 places to visit for 2015. There we swim, kayak, fish, dive, sail and generally chill out. I play golf and am a PADI certified diver with over 600 dives experience.

Vocational Wishlist

- Visit to small urban redevelopment projects such as hotels
- Companies and individuals who consult in the field of change management and executive coaching
- Rotary development leaders on programs such as Rotary Leadership Institute, Club Vision, Presidential training and mentoring

Personal Wishlist

- National WWII Museum
- Help out with several local Rotary hands on projects
- Sci-Port Discovery Centre
- Plantation visit
- Visit to areas recovering from Katrina
- Attend NBA New Orleans Pistons game on 27th or 29th Mar
- Bourbon St, Jazz clubs
- French Quarter
- Round of golf
- Eco-tour or kayak
- Snorkelling or simple scuba dive
- Fit in with rest of team in general visits

Jacqui Dickenson
Team Member

Age: 25
Birth Date: 4th August 1989
Hometown: Melbourne, Victoria
Current City: Melbourne, Victoria
Vocation: Event Manager and Cellar Door Operations
Sponsored By:
Rotary Club of Melbourne



Hi, my name is Jacqui and I am thrilled at the opportunity to visit Mississippi and New Orleans, to meet and share this experience with you all.

I am born and raised in the inner suburbs of Melbourne and have lived in the same house for most of my life. I have recently moved a little further out to be closer to work. Now I am living near parklands with wild kangaroos and beautiful bushland areas.

As an entry into my vocation, I began studying Events at a technical school in the city. Within 6 months I had begun to work within an Events Centre, gaining valuable understanding on the job which complemented my studies. This gave me the skills and knowledge to grow within the company. I quickly moved into the wedding planning sector within the next year and across to external catering and Major Events a year after that.

For the past 5 years, I have been working within the Event Management Industry, more recently with a focus on catering and Major Events (such as the F1 Grand Prix). I recently decided on a change of scenery, moving to work in a French family run winery located in the touristic and scenic Yarra Valley, just over an hour from the center of Melbourne. Here I find myself planning seasonal events such as French style markets, private, group bookings and corporate events. I also assist with Cellar Door operations, wine tours and tastings as well as the odd media coverage.

While visiting, I look forward to visiting a range of different event centers and styles of events, with a focus on food and wine knowledge, innovation, current event trends, risk management, festival planning and general practices. I am sure there will be many opportunities to experience, learn, share and enjoy these in a variety of situations.

In my spare time, I enjoy playing baseball for Melbourne Baseball Club in the Summer and North Balwyn Baseball Club in the Winter. I alternate between pitcher and 3rd base and would love to have the opportunity to watch a Braves game while I am over there!

I also have a keen interest in Jazz, Blues and Soul. I began playing Saxophone at the age of 10 and have always steered towards the Stage Band side of the music scale. As a result, Bourbon St and the general vibe in New Orleans has always been high ranking on my bucket list!

Before reading my wish lists, I would like to point out that the line between my vocational and personal is very blurred as my personal interests are the reason for my vocation! With a background in hospitality, food and wine, it is both a passion and an interest that drives me to learn and experience innovation and excellence in each of these areas every day.

Vocational Wishlist

- Local wineries and vineyards
- Bourbon St
- Festival offices that plan events in and around New Orleans
- Jazz clubs and function spaces around New Orleans
- Council offices for public events planning
- Mardi Gras World – production of floats for Mardi Gras
- Mercedes-Benz Superdome
- New Orleans Morial Convention Centre
- Longue Vue House
- Food truck fare – are there food truck events like the current trends in Australia?
- Meet with the Event teams of New Orleans Jazz and Heritage Festival (sadly the weekend after we leave??) and the Mardi Gras teams similar to “a day in the life of” situation
- Popular wedding spots – there seem to be so many!
 - Historical Plantation houses, gardens, mansions, barns, venues
 - Rosalie Mansion

Personal Wishlist

- Anywhere where the locals are and the masses of tourists aren't
- Put the map down for a day and explore laneways and side streets
- Baseball game – I think the Braves play at Trustmark Park on April 11?
 - Maybe even have a game of catch there?
- Anywhere that plays jazz/blue/soul
- New Orleans French Quarter
- St Louis Cathedral
- New Orleans City Park
- Trip on a river boat down the Mississippi
- Swamp and Bayou Tour
- Local foodie spots and hidden hospitality gems, including a beignet!!
- Gulf Islands National Seashore
- Stanton Hall
- Port Gibson
- Birthplace of Elvis
- Stage play at the Riley Centre / BOH tour with the inner workings of the production team
- The Magnolias, Aberdeen
- According to CNN – I should browse a supermarket – featuring many interesting foods and produce - probably very fitting with my own personal cooking and foodie interests....

Latasha Slocombe
Team Member

AGE: 30
BIRTHDATE: 5th July 1984
HOMETOWN: Bungal, Victoria
CURRENT TOWN: Bungal, Victoria
VOCATION: Teacher
SPONSORED BY: Rotary Club of Altona, District 9800



Hi All
My name is Latasha Slocombe and I can't wait for the opportunity to travel to New Orleans and meet everyone there.

I grew up on a sheep farm in a small country town called Bungal. Bungal is in the middle of nowhere with wide open spaces. I have two dogs and one cat, plus a couple of pet sheep. I love being surrounded by open spaces and looking after animals.

At University I completed a Bachelor of Science with Honors at Deakin University before completing a Graduate Diploma in Secondary Education at Australian Catholic University. Education has always been something I have been passionate about. I currently work at Emmanuel College in Point Cook, where I teach junior Science and senior Biology. I am also the Domain Leader of Science for our school, which consist of two campuses, with over 1800 students, which keeps me very busy.

In my spare time I like going to the movies, reading books, listening to music, spending time with friends and family, travelling and being outdoors. I have been lucky enough to see most of Australia, as growing up I went on a lot of camping trips. I have also travelled to a number of Asian countries.

This opportunity will give me the chance to see how education works in a different country, especially with science. It will enable me to see how other leaders work in education. Over the past two years my College has taken on Project Based Learning and we have developed some connections with the New Tech Network schools in America. This will be a great opportunity to see some New Tech Network schools, and in particular their Science programs, in action in the Louisiana area.

Vocational Wish List:

- Secondary/High School
- New Tech Network School
 - Patrick F Taylor Science and Technology Academy
 - New Tech Ruston
 - Bunkie High School
 - Satellite Center
- Charter Schools

Personal Wish List:

- Swamp Tour
- Riverboat Casinos
- Plantations
- French Quarter
- Audubon Zoo
- Audubon Aquarium of the Americas
- St. Louis Cemetery
- Ghost Tours
- Bayou
- The National WWII Museum
- Jean Lafitte National Historical Park and Preserve
- Jazz Bars
- Sci-Port Discovery Center
- Mississippi River

Tom Mitchell
TEAM Member

AGE: 26
BIRTH DATE: October 24, 1988
HOMETOWN: Mornington Peninsula, Melbourne
CURRENT CITY: Mornington Peninsula, Melbourne
VOCATION: Building Estimator
SPONSORED BY: Rotary Club of Melton Valley,
District 9800



G'day fellow friends from USA!

I'm very much looking forward to meeting every single one of you in the New Year when we begin this magnificent journey we are all about to begin.

I am a 26 year old currently working as a Building Estimator where I work out all the quantities for building materials and labor to construct buildings such as shopping centers, hospitals, office building etc.

I finished school at Dromana Secondary College where I specialized and competed for Victoria in Carpentry in a competition called WorldSkills. I managed to come first in Victoria and fifth in Australia, which set off my building career.

I used to run my own small Carpentry business for a few years and my passion for construction never dies. I've always wanted to travel to world to see different architecture and how different countries build and manage their structures. Also simple things like what kind of tools they use, where they get there materials from, what types of products do they use etc. New Orleans will be extra special since the rebuild begun.

Having the opportunity to visit New Orleans and the Rotary district 6840 will most certainly enhance my career and my knowledge for the world of construction.

I've been lucky enough to grow up on the Mornington Peninsula south of Melbourne, which is surrounded by beautiful beaches and cafés. There is nothing I love more than a good coffee!

I love my sport! Living in Melbourne we have sport everywhere and nothing is bigger here than our very own AFL (Australian Football League). I'm also a big Basketball fan and have always wanted to go to America to watch the NBA.

I also love things like: Hiking, snorkeling, huge animal fan, restaurants/cafes, trying different beers, just simply love exploring and anything that I have never seen before. I'm very easily pleased!

Vocational Wish list:

- Visit the whole re-build of New Orleans, from how the city was devastated to rebuilding all the homes and towns
- Visit local material suppliers and timber yards

- Visit construction offices and construction sites. I wish to see if possible the entire process of building a local house in America and possibly a large-scale building. From how the process works in the office to how it is built on site.

Personal Wish list:

- Watch some local sport! Basketball, Football, Baseball etc. Professional, College, Local I do not mind I would just love to see the American sporting culture.
- Visit sporting stadiums
- National World War II Museum
- Go to some local Jazz clubs and drink some local beer with the locals
- New Orleans Jazz national historical park
- Southern food and beverage museum
- Aquarium of the Americas
- Audubon Zoo
- Read the local newspaper
- Drink local coffee and beer
- Do whatever the locals do on any given day!

Joni Pirovich**Team Member****Age:** 26**DOB:** 5 March 1988**Hometown:** Mareeba, Far North Queensland**Current city:** Melbourne, Victoria**Vocation:** Corporate tax senior consultant & Youth homelessness project leader**Sponsored by:** Rotary Club of Melbourne & Rotary Club of Carlton

Hi, my name is Joni Pirovich (pronounced Joanie) and I feel privileged to be selected as part of the Group Study Exchange team from D9800 to D6840 in 2015.

I grew up on a mango farm in sunny far north Queensland, which is about 1 hour north of Cairns – a very popular holiday destination for visitors wanting to experience amazing beaches and the Great Barrier Reef!

I studied Commerce (Accounting) at James Cook University in Cairns before moving to Melbourne to study the Juris Doctor, a post-graduate law degree, at The University of Melbourne. I dearly miss my family and friends up north, and try to visit regularly, but pursuing my passions (in what has become a dual vocation of sorts) seems to be taking me further and further from home. Including this GSE trip!

I aspire to think like a lawyer, but to always act with empathy. One passage that I have always remembered is The Serenity Prayer by Reinhold Niebuhr which reads:

“Lord, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.”

Tax law is the one law uniquely capable of touching every person’s circumstances. Imagine if the tax system could operate as a catalyst for cultural change in the way that people engage with tax. For example, if paying tax became a more positive experience because individuals could choose what socio-economic issue their hard-earned income tax could be directed to. Or if tax credits could be earned based on the time individuals gave back to their communities.

Imagine the behaviors that could be fostered by tweaking a law that has such broad and practical reach.

And so, initially I planned to become the best taxation lawyer (amongst other things) I could be, to understand the ins and outs of the complex minefield that is our tax system. Upon obtaining such mastery, I thought I would be ready to position myself in society to change the things I can.

In nearly 3 years of practicing in tax law, I have learned that in addition to the tax system being very difficult to change, that legislative change does not necessarily have to start with a change in legal words.

It may not necessarily be just the tax system that holds such catalytic potential. Market driven forces can be powerful in creating cultural norms too. Recently, I have turned my attention towards the potential of tapping into consumer behavior driving our markets.

This change of focus came about from being involved in project managing and participating in a Youth Homelessness forum day, at which we had approximately 60 people from government, not-for-profits, corporates and

academia brought together to design a solution to end youth homelessness in Victoria.

On the day, we learned that of the 800 young people that leave the care of the State each year, that 200-300 WILL become homeless. The solution would be a complex one, involving (amongst other things) the alignment of much fragmented services, encouraging cross-sector partnerships, creating an evidence base to support more targeted social infrastructure funding, and most of all, coming up with an innovative approach to do all of these things and more. My idea is an app/digital interface for youth at risk of homelessness to essentially engage in a "game" that teaches autonomy and life skills.

If it works in Victoria, if it works, we have the potential to introduce it across Australia and even overseas.

I would very much value the opportunity to participate in the Group Study Exchange to continue learning what I am passionate about and to turn those learnings into things that help our communities. For now, all of that energy is directed towards making the app.

The opportunity to learn more about how youth homelessness is being tackled in Louisiana in the context of local, State and Federal institutions, educational facilities, and community and not for profit organizations would be an incredible learning experience.

Vocational Wishlist

- "a day in the life of" a corporate professional + visiting a PwC office
- "a day in the life of" a youth homelessness case worker
- Government and non-profit organisations such as US Department of Health & Human Services, Office of Planning, Research & Evaluation
- Meeting with workers and researchers in youth homelessness
- Visiting schools to understand policies on identifying assisting youth at risk

Personal Wishlist

- Mercedes-Benz Superdome (happy to watch professional and local sport!)
- Trip on a river boat down the Mississippi
- Bayou Teche kayaking experience
- Frogmore Plantation to pick cotton
- What the locals do (local parks, ocean walks, local hiking and bike riding tracks etc)