

The Rotary Club of TAMWORTH FIRST LIGHT bulletin bulletin bulletin bulletin



www.tamworthfirstlight.org.au

22 July 2009 – Meeting #962



Brett's Banter

Quote of the Week

“When I die, I want to go peacefully like my Grandfather did, in his sleep... not screaming , like the passengers in his car”.

This meeting we enjoyed a visit and presentation from our District Governor, Neville Parsons who was accompanied by his partner Patti, who is also a Rotarian.

Neville spoke to us about historical and current relevance of Rotary to members and the community. He amplified the need for members to ‘want to’ rather than ‘have to’ in all facets of Rotary. He discussed the focus this year on Water, Hunger, Health and Literacy and the background of the 4 way test.

The Operation Cleft program has been adopted by Patti and is worthy of our involvement. I know we are concerned about resolving the underlying causes of this genetic deformity, which appears to relate to high levels of naturally occurring arsenic in the water supply. The simple placement of nails (iron attracts arsenic) can help prevent the high levels.

It is always a pleasure to have PDG Ken Hall and AG Phil Crossing attend our meeting. Ken also brought along our new exchange student Felix Frankenberg from Sweden. Felix is staying with Ken and Di Hall for the first 3 months and then will be staying with Peter and Val Godden until January. Felix will be our responsibility for six months and we will be looking for two host families. Felix presented himself very well under pressure from members and appears he will fit into our culture and laid back country lifestyle easily.

We had two fellowettes visit us. Hayley Albertson visiting her old Club as a member of Redlands Bayside in Qld and Esther Roadnight from Hannans Kalgoorlie in WA. Good to see Hayley again and I am sure she is an asset to her current club.

We have our first Club Assembly for the Rotary year next week and would ask that you make yourselves familiar with the committees you are now attached and sit at the appropriate tables or close by if full. I will be asking for short verbal report from each committee director and any other items for discussion should be advised before the assembly to the secretary.

Brett

AND FOR THE NEWS

RUGBY & CYCLING WEEKEND – 8 / 9 August – after discussion the Club will support both – Rugby on the Saturday afternoon and the Cycling on both days. Please put names down on rosters going round the tables at next meeting. Both good fund raisers for the Club.

WALCHA ROAD PUB – Saturday, 22 August- train up and coach back. Cost \$70 per person – monies to be collected from next meeting – first in – looking for 50 participants.

Please confirm and pay to Door Team within next fortnight.

(Very successful event last year so book in early)

YOUTH EXCHANGE PROGRAM – LONG TERM

We are seeking **TWO FAMILIES FROM TAMWORTH FIRST LIGHT** to volunteer to host Swedish Exchange student Felix Frankenberg as of January 2010. Felix will be initially hosted by Ken & Di Hall and then Peter & Val Godden from Tamworth Rotary for the first half of his Exchange period. Please contact Annette Arthur to confirm interest – mobile 0418 243 835 or email arthura@ramsayhealth.com.au

If any First Light member would like to have Felix join them for a weekend during this period please feel free to contact Ken on hallkr@tpg.com.au or 6765 7021.

MEMBERSHIP SEMINAR “CLUB SUCCESS STORIES” with specific focus on what is working in growing Rotary Club Membership, the Vision Facilitation Program, your ideas and question time.

Tamworth Saturday 1 August 10.00am for 10:30am to 12:30pm

Venue to be advised (depending on numbers). Lunch and fellowship at the Service Club Tamworth follows as required.

An ideal opportunity to meet with the District Management Team and District Membership Committee.

One of the Guest Speakers will be our own IPP Chris Sheppard. The seminar is open to any Rotarian interested in membership.

Kindly advise your attendance, RSVP by Friday 24th July to lenmoss@tsn.cc

Len Moss - District 9650 Membership Chair 2009/2010 - PO Box 122, Macksville, NSW 2447

1,000TH MEETING on 28 APRIL AND 20 YEARS SINCE CHARTER – OUR BIRTHDAY IN MAY 2010)– Brett White feels these are great excuses for **“CELEBRATIONS”** - We have time so let the suggestions / ideas flow forth – leave your ideas with the door team as you pay each week – *surely there will be a prize for the most original suggestion.....*

CALENDAR 2009/2010 Events

29 July	Club Assembly
1 August	District Membership Meeting
2 – 7 August	Gold Coast Golf Trip
8 – 9 August	Rugby on Saturday afternoon / Cycling for weekend
20 September	Pedal the Peel Charity Bike Ride
23 – 25 October	Nelsons Bay – Golfing Weekend
22 August	Walcha Road Pub – train up / coach back
28 November	Christmas Party – Rugby Club – diarise now
22 – 28 February	Australia-wide Campaign for PolioPlus
12 – 14 March	District 9650 Conference, Port Macquarie – Book accommodation early
End April	1,000 th Meeting – <i>watch this space</i>
19 June 2010	Tamworth First Light Changeover – note in your diaries now

ANNUAL SUBS 2009 – 2010

Remain the same at \$270.00 – Pay direct to Northern Inland Credit Union
BSB 802-298

Member no: 64148

Please note name and amount paid to Bank

Invoices handed out – Please pay as soon as possible

Our Treasurer not good with money so recommends “Direct Deposits”

GROUP STUDY EXCHANGE [GSE] PROGRAM FOR 2010 promises to be an exciting opportunity for both Rotarians and non Rotarians alike.

Our District has arranged a pairing with District 5440 in the USA which includes Northern Colorado, all of Wyoming, a slice of Western Nebraska and a whisker of Idaho. This is a District packed full of stunning geographical features; for example Rocky Mountains and Grand Teton National Park [4000 metre high mountains], Yellowstone National Park, Devils Tower National Park, lots of “wild west” towns like Cody, Laramie, Cheyenne to name a few. In addition there will be wonderful opportunities for vocational visits to cattle ranches, tourism places like Jackson Holes and Yellowstone, schools, legal & accounting practices and who knows what else. It is after all the USA.

The exchange will take place from 3 May through to 7 June 2010. Your District is looking for a Rotarian to lead the team and we need to select four non Rotarian team members aged between 25 and 40 years. **Team Leader applications close 31 July whilst the team members applications close 28 August 2009.**

Action: *If you are a Rotarian, why not put yourself forward for selection. This is a once in a life time opportunity to lead a team of talented individuals overseas.*

- *We are looking for talented team members to travel and represent both Australia and our District*
- *Applications can be down loaded from our District web site www.rotary9650.org.au [click on Rotary Foundation in left hand column, then GSE in left hand column and follow the prompts]*
- *For further information please contact GSE Chair Alan St Clair 6775 0165 or alanstclair1@bigpond.com*

GUEST SPEAKER – DG NEVILLE PARSONS

Neville feels he has been involved with Rotary for a very, very long time. His father joined Rotary some 40 years ago as man landed on the moon so he has witnessed many changes over the years.

The theme for 2009 – 2010 – “The Future of Rotary is in Your Hands” is excellent as it is in **OUR** hands and one of the major factors in being a Rotarian is the fellowship and spirit of Rotary which includes our families. This year we are extremely fortunate to have the International President at Institute in Newcastle. He feels that protocol is important but results are far more important than paperwork. John Kenny stresses that “Rotary is What Rotary Does” and we must tell our story through photographs attached to stories and seek more assistance from the media. John Kenny feels strongly that Rotary is in **OUR** hands – not Everston.

Forty years ago all levels of government supplied everything, however now we, the Service Clubs and volunteers do most of what government once did. Strongly recommends that Clubs go back through their old records (Bulletins good place to start) and note down all the achievements over the life of the Club – maybe put a costing against the projects in relation to today’s terms – Clubs will be amazed at what they have achieved.

When Rotary started in 1905 the aim was fellowship with different vocations and was the commencement of fellowship as we know it. People come back to Rotary because they are made to feel welcome, the meetings are run well and we all learn about the vocations of members.

Neville commented on the Four-Way Test and its importance to both business and Rotary – just 24 words – yet is the benchmark to our decision making, how we treat our staff, customers and the public.

The eradication of Polio still remains the number one project of the Foundation. The \$250M injection by Bill Gates has provided us with the incentive to finish the job – basically it is felt if we cannot complete within 18 months we will be unable to eradicate polio. We have till 2012 to match Bill Gates generous donation.

We have a number of ideas that will be forthcoming over the next few months with the major fund raising being the week of Paul Harris’ birthday (23) February and all Districts in Australia will be involved in various ways of educating the public about the dangers of Polio with events and promotions.

An interesting aside – State of Origin – **Army Reserve** has been one of the major sponsors over the past two years – attracting the XYZ generations with **What’s in it for ME?** – Rotary needs to do something similar to attract the younger generations – maybe it is as simple as an Expression of Interest being floated in the media.

A challenge from the RI President – replace and bring in new members otherwise there will be no Rotary in twenty years time. Like any business, Rotary needs to take stock of how we can better communicate with our “customers” and at the District Conference in Port Macquarie in March 2010 there will be a special Leadership Development program on the Friday morning.

Patti’s project this year is “**Operation Cleft**” for Bangladesh which has the highest incidence of cleft palates in the world - \$250 will cover the cost of an operation on a child and will totally change the Future of that child. Patti would be happy to be a guest speaker and the details about Operation Cleft will be on the bottom of the front page of the District Newsletter.

Introduced by Peter Hinchcliffe - Thanked by PP Brodie Shields

Following from Neville's speech today – the following seems appropriate for each of us to consider how we can utilise the following information for the benefit of both First Light and Sunrise – **let us as Rotarians "Lead the Way"**

The Importance Of Branding

Rotary's (and your Club's) brand is the way the outside world perceives what Rotary does, so it is imperative to create the right impression. After all, promoting yourself in the right light will lead to a positive image, create interest, entice new members, generate goodwill, and even bring financial support.

7 Rules of Effective Brand Management

1. **Always be noticed** – because if you aren't, who will know you exist?
2. **Excite your audience (potential members and supporters) and engage them...** they deserve to be enthused and motivated by your messages.
3. **Challenge the status quo.** All Clubs, no matter how accomplished, should think like 'challengers' who are looking to achieve their next major goal, and constantly seeking to do things better.
4. **Watch your brand's progress** like a hawk. A brand is never still – its position in the public's consciousness changes constantly.
5. **Be aware that the influences on a brand are sometimes beyond your control.** You need to revise your brand strategy and tactics constantly, or risk losing sight of your intended direction.
6. **The whole Club must be aligned to both its own marketing messages as well as those of Rotary International.** The passion for alignment starts at the very top of the Club, with the Club President.
7. **Great brand management has a major influence on how the world views you – it can even influence change in the world.** It increases (and retains) membership, grows financial support, provides channels for action within the community and provides the resources to make a real difference on issues locally and internationally. You and your Club members should aim for nothing less!



Source: Adapted from '7 Rules of Effective Advertising & Brand Management' by Steve Yolland, the well-known Melbourne-based strategic thinker, writer, ad man and public speaker.

STOP PRESS –

CALL FOR YOUNG ROTARIANS TO PARTICIPATE IN A FOCUS GROUP

The following request was received this morning (July 3rd) from Donna McDonald (Manager of Membership Development Division of RI in Evanston). Donna is asking for the contact details of young Rotarians (35 or younger, and less than 2 years in Rotary) to conduct some web-based focus groups on what young people want from Rotary. The useful information we can gain from this should be immensely valuable.

Those of you who read "Membership on the Move" will be aware that RI has been conducting focus groups of non-Rotarians in various parts of the world. We have just completed groups in Chicago, Atlanta and Los Angeles. As with the international groups that took place, these were targeted to younger professionals and women.

To complement these studies RI will be conducting some web-based focus groups for young Rotarians. It is hoped to have several conducted prior to the RI Membership Development and Retention committee meeting in September.

If you are (or you know) a Rotarian aged 35 years or younger who has been a Rotarian for less than 2 years, who would be prepared to participate in a web-based focus group discussion please contact me as soon as possible. Please email me at robwy43@bigpond.net.au advising your name, age, name of club, time in Rotary, and email address.

This is an opportunity for young Australian Rotarians to have their views on Rotary made known directly to those responsible for Membership Development at the very top level in Rotary InternationalRob.

Sorry the second half of the page is a little hard to read – the original was too pale....

ARTIST'S CORNER

A special thank you to Maureen Thornton - "WHAT TALENT!" - just a gentle reminder to Paul Stevenson for next week....



Kiln packed - Fired 1280 ° C



Pit Firing



Raku Firing - Fired to near 1000°C



Mindethana Pottery Gallery

Maureen states that she regards life as a book with pages and chapters. Some chapters, although over, can be looked back on with pride in achievement and love of work. Pottery was my love above family.

Over a period of ten years I threw over 1½ tonnes of clay per year and fired over 35 times a year. Also did lots of pit firing and Raku. I attended different schools, TAFE courses with lots of weekend seminars - all part of a fabulous life along with wonderful people and friends for life.

I sold and exhibited pottery from Moree to Coonabarabran, Scone to Tamworth and in between I had more than my fair share of wins. My Gallery at Gunnedah was my pride and joy. What a lucky person to have such a wonderful chapter in my book of life.

Maureen Thornton

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WHY I AM A ROTARIAN

Rotary has enhanced our family's life. One of my daughters was a Summer Exchange Student in Germany. A young lady student from Germany first came to our home and my daughter returned to Germany with her. We are still in contact with the family. We also hosted a young Rotary Exchange student from Belgium in our home and have stayed in contact with her. One of our daughters's visited her in her home in Brussels.

I am a Past President of my Club and Chairman of Rotarians for Hearing Regeneration. Most of my family members are Paul Harris Fellows and hopefully all will be one day.

The friends made and kept, the opportunity of service and personal fulfilment being a Rotarian are reasons to stay and continue as a member of this great organisation.

Gene Pankey – Rotary Club of Clover Park Lakewood,
Washington - District 5020.

Club Website

President – **Brett White**
 Secretary – **Terry Robinson**
 Treasurer – **Michael Smith**
 Bulletin Editor – **Jane Bradford**
Board of Directors

www.tamworthfirstlight.org.au

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BOARD OF DIRECTORS 2009 - 2010

Club Service – Louise Matthews
Community Service – Brian Logan
International Service – Vicki Cooper
Vocational Service – John Worldon
Youth Centre – Annette Arthur

Birthdays, Anniversaries & Inductions



Birthdays

29.07 Jim Raymond
 31.07 Alan Coates
 01.08 Brian Yeo



Partners Birthdays

30.07 Janet Treloar (John Treloar)
 02.08 Laurie Andrews (Annette Arthurs)

Anniversaries

Nil



Inductions

03.08 Phil Lyons (4 years)



Vocational Profile

“You cannot strengthen the weak by weakening the strong.

You cannot help the poor by destroying the rich.

You cannot help men permanently by doing for them what they could, and should, do for themselves.”

Abraham Lincoln

Meeting Statistics

Attendance	75%
Make Ups	Nil
Visitors Rotarians	DG Neville Parsons & Patti, PDG Ken Hall – Tamworth Club, AG Phil Crossing – Tamworth-on-Peel, Hayley Albertson – Redlands Bayside Qld, Esther Roadnight – Hannans Kalgoorlie WA
Visitors	Felix Frankenberg – Sweden – YEP
Heads & Tails	Ron Allen
Raffle	Stephen Mitchell

CHARITY DONATION

- **Large commercial style Canon IR3300 multi function unit.**
- **Suitable for small office or team and can be networked.**
- **Has scanning, copying and faxing.**
- **Multiple drawers and electronic document storage etc**
- **Will give away free to a charity**
- **If you know of any charity that may have a need for this unit put a good story together and speak to Brett White**

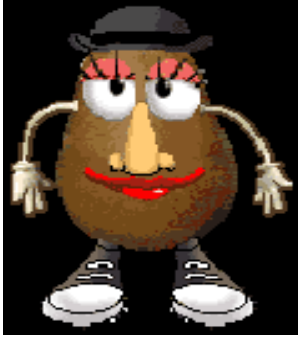
GREAT LIFE LESSONS

During my second month of college our professor gave us a pop quiz. I was a conscientious student and had breezed through the questions until I read the last one:

“What is the first name of the woman who cleans the school?” Surely this was some kind of joke. I had seen the cleaning lady several times. She was tall, dark-haired and in her 50’s, but how would I know her name?

I handed in my paper, leaving the last question blank. Just before class ended, one student asked if the last question would count toward our quiz grade? “Absolutely” said the professor. “In your careers you will meet many people, all are significant. They deserve your attention and care, even if all you do is smile and say “hello”.

**I have never forgotten that lesson.
I also learned that her name was Dorothy.**



TATER PEOPLE

Some people never seem motivated to participate, but are just content to watch while others do the work - they are called '**Spec Taters**'.

Some people never do anything to help, but are gifted at finding fault with the way others do the work - they are called '**Comment Taters**'.

Some people are very bossy and like to tell others what to do, but don't want to soil their own hands - they are called '**Dick Taters**'.

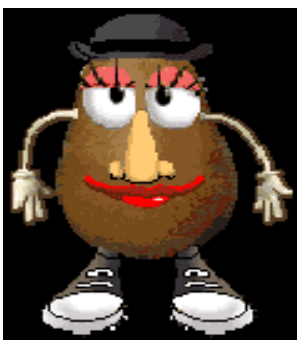
Some people are always looking to cause problems by asking others to agree with them. It is too hot or too cold, too sour or too sweet – they are called '**Agie Taters**'.

There are those who say they will help, but somehow just never get around to actually doing the promised help – they are called '**Hezzie Taters**'.

Some people can put up a front and pretend to be someone they are not – they are called '**Emma Taters**'.

Then there are those who love others and do what they say they will. They are always prepared to stop whatever they are doing and lend a helping hand. They bring real sunshine into the lives of others - they are called '**Sweet Taters**'.

Courtesy - Coonabarabran Bulletin



Specially for "Murph"

PRESIDENT ASSIST

To ensure members who are rostered for the duties of, Meeter and Greeter, Door, Visitor Assist, Welcome to our Members & Guests, Introduction of the Guest Speaker(s) and Vote of Thanks are present and if they are not to find a replacement and ensure those people's names are updated on the President's Running Sheet. Select the Table Order (after the head table).

Need to be in attendance by 6.30 am

DOOR TEAM

To record the attendance of our members and guests, collect meeting dues, and if possible balance the cash float i.e. monies paid = money received.

Need to be in attendance at 6.30 am

MEETER & GREETER

To meet & greet our members & welcome guests to our Club at the top of the stairs and to hand name badges to members. Also ensure any guests of members or visiting Rotarians are introduced to the Visitor Assist to ensure they are made feel welcome.

Need to be in attendance at 6.30 am

VISITOR ASSIST

To ensure any visitors to the Club are felt welcome by introducing yourself to them and other members and guests of our Club. To also include them in fellowship before and if necessary make sure they are included with several members for breakfast and are not left on their own.

Need to be in attendance from 6.30 am

WELCOME

To publicly welcome our Members & Guests (following the introduction) to our meeting when called upon by the President or his/her substitute.

Need to be in attendance by 6.50 am (or earlier)

INTRODUCTION

To make yourself known to our Guest Speaker/s, assist them to the head table and sit with them. During breakfast find out some information about the guest speaker which will assist you in your introduction.

VOTE OF THANKS

To move a vote of thanks to our guest speaker, and present a little thank you gift (ensure you have it before the meeting commences and take notes during their presentation to ensure your thank you is informed).

CORPORALS

To assist the Sergeant by putting out all Club Property and putting away at the conclusion of the meeting. Need to be in attendance by 6:30 am.

CORPORAL ASSIST

To assist the Sergeant, by putting away all Club Property at the conclusion of the meeting if the Corporals are unable to do so.

MEETING ROSTER

- When rostered on and you can't make it – **PLEASE** find another member to fill in for you
- Make sure that you let both the President and President Assist know before the start of the meeting
- If the above not organised the **Sergeant will love you**
- The starting time for the **DOOR team and MEETER & GREETER IS 6:30 AM**
- **If you know you are going to be away for an extended period (holidays etc) – PLEASE** advice **Bruce Hemmett** by email at bruce.013@decorama.com.au
- **Please give at least TWO week's notice so the roster can be amended**
- **PLEASE** advice **Terry Burgess** – Attendance Officer by email at ssegrub@westnet.com.au

	29 July 2009	5 August 2009
Guest Speaker	Club Assembly	
Meeter & Greeter	Peter Hyde	Peter Ryan
Door Team	Brian Yeo & Ross Lobsey	Dennis Maunder & Judy Coates
Welcome	Greg Birtles	Terry Burgess
President Assist	Meg Larkin	Phil Lyon
Visitor Assist	Louise Matthews	Jeanette Mouatt
Corporal Assist	Steve Massey	Graham Nuttall
Introduction	Brett White	N/A
Vote of Thanks	Les Jacob	N/A

CORPORALS FOR COMING MONTHS

- | | |
|------------------|------------------------------------|
| July | Peter Bell and Paul Stevenson |
| August | Maureen Thornton and Mark O'Connor |
| September | John Glynn and Jim Raymond |
| October | Annette Arthur and Graham Dooley |
| November | Laurence Hearne and Barry Biffin |
| December | Bill Moss and David Baddams |

When Insults Had Class

“I have never killed a man, but I have read many obituaries with great pleasure”

Clarence Darrow