

The Rotary Club of TAMWORTH FIRST LIGHT bulletin bulletin bulletin bulletin



www.tamworthfirstlight.org.au

2 September 2009 – Meeting #968



Brett's Banter

Quote of the Week

**“My mother never realised the irony
of calling me a son of a bitch”**

Jack Nicholson

Interesting talk from Kathryn Cramer on the College of Counselling this week. Even more interesting is Kathryn's background in banking and forced to change career paths with the aid of a Counsellor and finding out that she was suited to that role. She is working in many roles as a personal and career coach, at the Community College in the business area/time management and for the Anglican Counselling Service.

I was saddened to hear the news that PDG Ken Hall's father passed away in Nowra last week.

Thanks to past Sergeant David Baddams filling in for JT this week. Hasn't lost his touch at all, unfortunately.

Congratulations to Max Cathcart on his wedding last Saturday. He looked truly radiant.

Greg Birtles is much relieved to have completed his study to qualify with a law degree. Well deserved for loads of hard work.

Walcha Road was great as usual and Brian had the whole event well organised and Dools had the old music rocking the bus along on the way home. Recorded onto CD from old albums, the music even had the stuck needle for the nostalgic touch.

We have Russell Hooper next meeting who is our representative at NYSF.

Look after yourselves - Brett

AND FOR THE NEWS

PEDAL THE PEEL – every member needs to be involved on Sunday, 20 September with a **7:00 am start** – Roster sent round for the first time this morning. Also need to include a team from First Light – if able, please speak with Terry Robinson – depending on experience of cyclists – possibly only do the short course....

Norm Dezius is quite unwell with severe pain from a back / neck injury – **Members, please find time to call in and / or make a phone call – Norm’s number is 6760 8106** – it will make him feel so much better to think we, as Rotarians, care....

Child Protection Forms – if anyone has not completed this form, please see Terry Robinson – this possibly only applies to newer members but if in doubt, please see Terry.

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.....*

GREAT LIFE LESSONS – GIVING WHEN IT COUNTS

Many years ago when I worked as a volunteer at a hospital, I got to know a little girl named Liz who was suffering from a rare and serious disease. Her only chance of recovery appeared to be a blood transfusion from her brother who had miraculously survived the same disease and had developed antibodies needed to combat the illness.

The doctor explained the situation to her little brother and asked the little boy if he would be willing to give his blood to his sister. I saw him hesitate for only a moment before taking a deep breath and saying “Yes, I’ll do it if it will save her.”

As the transfusion progressed, he lay in bed next to his sister and smiled, as we all did, seeing the colour returning to her cheeks. Then his face grew pale and his smile faded. He looked up at the doctor and asked with a trembling voice “Will I start to die right away?”

Being young, the little boy had misunderstood the doctor and thought he was going to have to give all his blood in order to save her.

You see – after all – understanding and attitude are everything

CALENDAR 2009/2010 Events

20 September	Pedal the Peel Charity Bike Ride
23 – 25 October	Nelsons Bay – Golfing Weekend
24 October	RI Club of Tamworth Sunrise Charter Dinner – Please diarise now
19 November	Inter-Club Great Debate – Tamworth Tennis Club, Treloar Park
28 November	Christmas Party – Rugby Club – diarise now
26 January	Combined Rotary Clubs involved all day Bicentennial Park
22 – 28 February	Australia-wide Campaign for PolioPlus
12 – 14 March	District 9650 Conference, Port Macquarie – Book accommodation early
April / May 2010	1,000 th Meeting / 20 years – <i>watch this space</i>
19 June 2010	Tamworth First Light Changeover – note in diaries now
29 June 2010	Tamworth Club's Changeover

VOCATIONAL SERVICE

Laurence Hearne has been involved with finance for some 26 years – he joined Colonial originally. There have been significant changes within the industry over time, possibly more so in the last five to ten years covering such areas as chargeable fees, commission etc and covers everything from insurance through to real estate. I still enjoy going to work and made the decision some time ago to stay with General and Life Insurance with Financial Planning. For those with Superannuation who were thinking of retiring in the near future – accept that your Super Funds will come back but you may have to work a few more years than originally planned.

PROGRAMS OF ROTARY – AUSTRALIA, NEW ZEALAND AND THE PACIFIC NATIONS – (New Section)

ROTARY YOUTH IN AGRICULTURE – (RYAG) BEEF

Begun in Coonabarabran (D9650) in 1993 an aimed at encouraging young people in the area's major industry – cattle raising. This program has gained momentum in other associated agricultural interests specifically in D9650.

RYAG Beef is a four day camp for Years 10 and 11 students aimed at providing participants with a broad knowledge of the cattle industry. Students are accommodated under supervision within the local showground complex. They are allocated a beast between two students over the four days to prepare for stringent show ring presentation. This entails the normal breaking in, clipping, grooming, watering and feeding along with informative lectures on hear management, artificial insemination, marketing, feeding, nutrition, transport and public speaking. The camp is concluded with a grand parade and judging to professional standards.

Similar RYAG programs have been developed for students including”

RYAG Aquaculture – Great Lakes Rotary Club

RYAG Cotton – Moree Clubs

RYAG Dairy – Wingham Rotary Club

RYAG Equine – Tamworth First Light Rotary Club

RYMarine – Coffs Harbour Daybreak

RYAG Sheep – New England Clubs

RYStars – Coonabarabran Rotary Club

Rotary Aviation Careers Expo (RACE) – Tamworth West Rotary Club.

ARTIST'S CORNER – PART 1

*Firstly apologies to **Ross Lobsey** - this article should have been in last week's Bulletin – it was typed and somehow disappeared into the ether – luckily still had the written version so “Take II”....*

Throughout the story of popular music there have been a handful of key events – Elvis's recording debut - the arrival of the Beatles in America - Dylan going electric that are recognised as seminal moments, both cultural markers and catalysts in Rock's tumultuous developments and this has never been more the case than with the **WOODSTOCK FESTIVAL – forty years ago....**

It is acknowledged as the defining moment of the Rock driven counter culture of the late 1960's – when half a million fans descended on a small farm in upstate New York for what was promised to be “**Three days of peace and music**”.

I had the pleasure of going to the village of Woodstock just months after the Festival. How good would it have been to see bands like “Doorway 41”; “The Rising Sons” and “The Worried Mothers Daughter” played there?

In your dreams ROSCO!! Peace Man..

ARTIST'S CORNER – PART II

THE CASE FOR ALTERNATE POWER SOURCES.

On a scale of 100 to zero with 100 being most damaging to our environment and 0 least damaging, alternative power sources are rated as follows:

- 100 - Brown Coal (Used in Victoria)
- 70 - Black Coal (NSW)
- 50 - Gas
- 10 - Wind, Solar and Nuclear
- 2 - Hydro

30% of the world is energised by nuclear power, which is used within 31 countries. Australia is a major exporter of uranium for the production of nuclear power in these countries.

The deposit of the nuclear waste is in the form of rods which are kept in concrete cylinders for 50 years and then deposited in an area which is geologically stable, away from running water and away from population centres. **That is 95% of Australia.**

A very thought provoking article **courtesy of Phil Penman** – thank you

*Next week - a gentle reminder to **Meg Larkin** - will it be silver craft, art, being a Librarian or.... We will have to wait and see....*



*Max Cathcart
looking extremely proud and
happy with his new bride*

Married Saturday, 22 August 2009

*We - your fellow members and
partners - wish you both a very
long and happy life together....*

Our very own
Simon Chamberlain
looking very official as
The Photographer
at Ag Quip –
August 2009



**WHAT CAN ONE SAY – WALCHA ROAD –
A GREAT SUCCESS AGAIN**

GUEST SPEAKER – Kathryn Cramer – College of Counselling

Kathryn Cramer noted that she had four employers and volunteered for three other organisations - she was born in the Blue Mountains so prefers winter to summer, has a child and a very understanding husband and has learnt to juggle very well. Lachlan is now five years old and she has learnt to be patient, flexible and to enjoy the moment....

She started her working life with the National Australia Bank and rose to the position of Area Manager over a twenty year period. She was responsible for 18 branches from Tenterfield to Coonabarabran and down to Willow Tree which is now closed.

Area Managers were trained as coaches which has certainly helped in relation to being a Counsellor and to be aware that everyone has ups and downs..... Some four years ago the Bank decided to make some changes and she was offered the opportunity of transferring to Sydney or Canberra or be made redundant. She decided to take the cheque and stay in Tamworth. However as a result of her last position she knew she wanted to help others.

Her four employers are:

1. Has own business
2. Community College – Time Management
3. Anglican Counselling both as a client and a counsellor
4. College of Counselling – as their Vocational Education and Training Manager - today's topic.

Now assisting the latter to become a fully fledged training organisation – some 500 students have been trained and cover all areas such as Pastoral Care; Youth Work; Aged Care; Hospitals - many are from the land. The course can be either a two year Diploma in Counselling or four years part-time. Range of techniques available to help the rural area – whether it is family or individual and finally they must have 150 hours of practical work which is far higher than anywhere else. We are the only local provider of counselling studies at Diploma level.

As many of the women have not had to study for twenty plus years, we offer short courses

1. Self-Awareness fist
2. A Basic Counselling Course – how to become good listeners
3. Conflict Resolutions and Negotiation skills
4. Cultural Awareness.

However as from July 2008 we have not been registered as it was felt our tutors were not highly enough trained. The Anglican Counselling Board appreciates that this is the way we must go, particularly as the drought is still with us and good seasons are few and very far between and, of course, the economic downturn. Today provided the opportunity to tell you about us and make you aware that we are here to stay as there is a definite need for these services. Thank you.

Q Do you find people are not prepared to obtain a Diploma or Degree – too hard?

A Yes, but we suggest completing the less complicated courses first and this works very well as it builds their self esteem and confidence.

Q What percentage is there of males versus females?

A Mainly female – have first male counsellor in the Tamworth office at present – he is an ex-farmer so is really helping in the rural sector

Q Does this organization have anything to do with Life Line?

A Not as such but many of their volunteers come to us for training and gaining a better understanding of the different techniques available

Q How do you “step back” from what you have seen or heard during a day?

A Again your training assists but most counsellors usually only work a few days each week and usually with only 4 / 5 clients at any one time.

Q Do you feel counselling is becoming more important?

A Very definitely as we have experienced such unusual climatic conditions over the past years so affecting the rural and rural related businesses quite markedly.

Q Is there a website? A Yes www.lrcs.org.au

Introduced by Carmen Campbell - Thanked by John Glynn

Summary of Life – Courtesy of Simon Chamberlain

GREAT TRUTHS THAT LITTLE CHILDREN HAVE LEARNED

- 1) No matter how hard you try, you can't baptize cats.
- 2) When your Mum is mad at your Dad, don't let her brush your hair.
- 3) If your sister hits you, don't hit her back. They always catch the second person.
- 4) Never ask your 3-year old brother to hold a tomato.
- 5) You can't trust dogs to watch your food.
- 6) Don't sneeze when someone is cutting your hair.
- 7) Never hold a Dust-Buster and a cat at the same time.
- 8) You can't hide a piece of broccoli in a glass of milk.
- 9) Don't wear polka-dot underwear under white shorts.
- 10) The best place to be when you're sad is Grandpa's lap.

GREAT TRUTHS THAT ADULTS HAVE LEARNED

- 1) Raising teenagers is like nailing jelly to a tree.
- 2) Wrinkles don't hurt.
- 3) Families are like fudge...mostly sweet, with a few nuts
- 4) Today's mighty oak is just yesterday's nut that held its ground.
- 5) Laughing is good exercise. It's like jogging on the inside.
- 6) Middle age is when you choose your cereal for the fibre, not the toy.

GREAT TRUTHS ABOUT GROWING OLD

- 1) Growing old is mandatory; growing up is optional.
- 2) Forget the health food. I need all the preservatives I can get.
- 3) When you fall down, you wonder what else you can do while you're down there.
- 4) You're getting old when you get the same sensation from a rocking chair that you once got from a roller coaster.
- 5) It's frustrating when you know all the answers but nobody bothers to ask you the questions.
- 6) Time may be a great healer, but it's a lousy beautician
- 7) Wisdom comes with age, but sometimes age comes alone.

THE FOUR STAGES OF LIFE:

- 1) You believe in Santa Claus.
- 2) You don't believe in Santa Claus.
- 3) You are Santa Claus.
- 4) You look like Santa Claus.

SUCCESS:

At age 4 success is . . . not piddling in your pants.

At age 12 success is . . . having friends.

At age 17 success is . . . having a driver's license.

At age 35 success is . . . having money.

At age 50 success is . . . having money.

At age 70 success is . . . having a drivers license.

At age 75 success is . . . having friends.

At age 80 success is . . . not piddling in your pants.

“Sell the Sizzle” Growth in District 9450 in 2008-2009

According to the latest issue of “Membership on the Move,” D9550 achieved the highest number of new members 101 and District 9450 achieved the highest percentage growth of 9.2%..

Phil Dempster wrote about the enormous impact that attendance of his members at the Presidential Seminar in Canberra in July had on District Presidents and membership growth. I, too, was determined that we needed to get as many Presidents as possible and other members to attend. I knew that it would be an inspiration and that that was what we needed in our District....six attended..

The reason that I knew was that when we went to the Rotary International Assembly in San Diego in January 2007 for training as Governors, I was totally engaged with and inspired by our World President DK Lee’s presidential address to us. I realized as I listened that he is a person who fully understands the concept of “sell the sizzle”....he didn’t lecture us on what had not been done, he didn’t exhort us “to get out there and get going“, he didn’t shame us into being more active or working harder.

He told us an inspirational story, a story about the 30,000 children of the world under the age of five who died daily from preventable causes. He talked about the emphases that we had focused on for more than a decade of water, health, hunger, literacy, peace and polio as being the core of what we need to do in the world. He asked us to lead our Presidents and to ask them to lead their members to do everything in our power to initiate one new program to bring down that terrible child mortality rate and to Make Dreams Real for those little children. He asked us to address each of the pillars of the Club Leadership Plan and he asked us to increase our membership by 10% or at least one new member in each Club. I got goose bumps.

He asked us to ask our presidents to ask their members to achieve a Presidential Citation. I got goose bumps. I knew that he had given us the key....when I looked carefully at the Presidential Citation requirements, I realized that achievement of the Presidential Citation would mean that the club would be balanced, progressive, growing and the “asks“ would be delivered.

At PETS I quoted President DK and asked the Presidents if they would pledge to achieve that Presidential Citation. On my visits to each Club I asked the Boards if they were supportive of their president in the pledge. When I spoke to the clubs I asked them too if they supported the pledge to achieve the Presidential Citation. I asked our District Board if they would engage with it and I asked the AG’s if they too would engage. I asked members. All said “yes”. At every stage I got goose bumps.

AG Liz Westoby agreed to lead the process to achieve Presidential Citations by meeting individually with each president, by speaking with clubs and by supporting them in identifying the opportunities for achievement of each criterion and for assisting with filling in the form when necessary!

The additional nine AG’s and the District Board members each had a portfolio which addressed our District developmental gaps.

In a true team effort we achieved 9.2% percentage growth in membership, three clubs doubled their membership RC Port Hedland went from 7 to 14 members, RC Kununurra went from 16 to 42 members and RC Joondalup has increased from 13 to 26+ with more in the pipeline. We formed one new club with three more in the pipeline, one new Rotaract Club and one new Interact Club. We had two clubs to merge and one to fold.

We signed a dozen strategic alliances with relevant community organizations to build our community service capacity and we formed an Aboriginal Reference Group to coach us in our development of a Rotary District 9450 Reconciliation Action Plan with First Peoples of Australia. And so many more capacity building initiatives. The bottom line, however, is that 28 of our 32 clubs achieved the Presidential Citation. All three of our Rotaract Clubs achieved the Presidential Citation. That was the key that President DK gave us to Make Dreams Real.

The inspirational picture that he built for us of those little children having a dream carried me for the whole year

PDG Sue Rowell – Membership on the Move Newsletter – August 2009

EFFECTIVE ADVERTISING

Advertising is the most widespread method of bringing a message to the attention of our public.

Types of advertising mediums include:

- Brochures or flyers
- Direct mail
- E-mail messages
- Magazines and publications
- Newsletters
- Newspapers (major/national and local)
- Online discussion groups and chat groups
- Posters, signs, displays and bulletin boards
- Radio announcements
- Telemarketing
- Television ads
- Web pages
- Yellow Pages and community directories



Ensuring your ads are effective

1. For advertising to be effective, it must have enough repetition to establish retention in the mind of the public. Better to reach 10% of the people and persuade them 100% of the way, than reaching 100% of the people and persuade them only 10% percent of the way. The cost is the same, but the results are very different.
2. We've all seen advertising that claims a lot, but fails to provide the evidence. Prove what you say in every ad, and give your audience new information and a new perspective.
3. Non-intrusive media, such as Yellow Pages and community directories, tend to reach only those who are actively looking for information about Rotary. They are poor at reaching prospective new members and our other audiences. The patient, consistent use of intrusive media, such as radio, TV, billboards, signs etc will strike a chord with the passive potential member long before they are actively looking to join.
4. A single ad can never tell the entire story. The most effective, persuasive and memorable ads are those that make a single point, powerfully.
5. An ad doesn't have to look and sound like an ad - think about the message you really want to get across.
6. For event-driven advertising, remember that if 1% of the people who hear/see your ad for a special event choose to come, you will be inundated, but your real investment will be in the 99% who didn't come! What did your ad say to them?
7. Ads that are too creative (slick, clever, funny) without being persuasive are poor substitutes for informative, believable, memorable and persuasive ads.
8. The goal of our advertising should be to create a clear awareness of Rotary and its unique benefits in joining. Clever and sometimes overly creative ads might generate comments, but may not the get results we want in new membership, etc. It's important not to confuse response with results in creating attention-getting ads that say absolutely nothing.

Source: "Debug Your Ad Campaign," by Roy H. Williams,

Club Website

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

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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 05.09 – David Baddams

Partners Birthdays 08.09 – Jenny Clifton

08.09 – Sue Thompson

Nil

Anniversaries



Inductions 07.09 – John Toulmin (4 years)



Vocational Profile Barry Murphy

Attendance
Make Ups

80%
Dick Davison – Tamworth West
Graham Nuttall – Canberra City
Brian Thompson, Chris Sheppeard, Neil Lyon and
Vicki Cooper – Tamworth Sunrise

Visitors Rotarians

Nil

Visitors

Quynh Lam

Heads & Tails

Steve Mitchell

Raffle

Skinner

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**
- **Leave of Absence** - If members are going to be away for an extended period (holidays etc) please remember that a notification (letter) be sent to the Club Secretary noting date of departure and date of return and requesting "Leave of Absence" from the Club.
- **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

	2 September 2009	9 September 2009
Guest Speaker	Russell Hooper – NYSF	
Meeter & Greeter	Campbell McIntosh	Peter Hinchcliffe
Door Team	Jim Raymond & Brian Thompson	Meg Larkin & Peter Hyde
Welcome	Paul Stevenson	Narelle Langfield
President Assist	Bruce Hemmett	Ross Lobsey
Visitor Assist	David Baddams	Steve Massey
Corporal Assist	Barry Biffen	Stephen Mitchell
Introduction	Dennis Johnson	Brodie Shields
Vote of Thanks	Dick Davison	Brian Yeo

CORPORALS FOR COMING MONTHS

- September** John Glynn and Peter Hyde
October Annette Arthur and Graham Dooley
November Laurence Hearne and Barry Biffin
December Bill Moss and David Baddams

When Insults Had Class

*“He has the attention span
of a lightning bolt.”*

Robert Redford