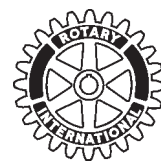




Lend a Hand

# Dream Times



VOLUME SEVEN • JANUARY 2004

JANUARY IS ROTARY AWARENESS MONTH

## “LET’S GET ROTARIZED”

**D**EDICATED  
**R**OTARIANS  
**E**NTHUSIASTIC  
**A**ND  
**M**OTIVATED

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When I commenced my year of Rotary Service as a District Governor, a very wise man told me “don’t be disappointed if the majority of Rotarians don’t have the same enthusiasm and commitment to Rotary as you have.” These words have served as a prop at times when things haven’t gone as well as I might have hoped but they have also served to reinforce my belief that if we are to get the best out of our members we need to “Rotarize” them. We need to educate them about the wonderful programs of the Rotary Foundation and of the good that they achieve.

Once we achieve this, many of our clubs may cease to be milking cows for the many charitable organizations out there that regard Rotary Clubs as an easy touch to raise dollars for their own causes.

If we were all Rotarized the Rotarians who think that their Rotary Club should serve only the Community in which they operate and that they should spend their dollars only there, would know that Rotary Clubs have **Four Avenues of Service** of which community service is but one. A Rotary club addresses all four avenues of service!

If we were all Rotarized we would all be able to speak with authority on what it means to be a Rotarian to any one who might enquire. We would be able to explain to prospective members the miracle that is “Polio Plus” and the principles of Rotary Friendship Exchanges and the myriad of Rotary Fellowships for Rotarians to take advantage of. The terms, Group Study Exchanges, YEP, Ambassadorial

scholars, Peace scholars and FAIM teams should roll off our tongues with ease.

All this information needs to be put out into the community but if we ourselves aren’t fully informed how can we educate the wider community. Once people realize the miracles that Rotary performs, membership will become sought after and prestigious as it ought to be.

Clubs need new members to reinvigorate and inspire. Often all that is needed is just one member to rekindle the spark of enthusiasm in a Club.

Club health checks are also a good idea. If your club’s membership has dropped by 20-30% in the last ten years, your club is not healthy! However sound it may seem to the members, it is time to take a critical look at the structure of the meeting format or venue.

Let’s face it, if your fruit tree lost up to 30% of its branches you’d either try to fix it or you’d rip it out and plant a new one.

There needs to be a pretty good reason for someone to give up a minimum of one night a week to join a service organization, and if the meetings are slow and boring or just downright embarrassing for visitors to be at, regardless of the good the club does, new members will be difficult if not impossible to attract and hold. A club that does not replenish its membership will eventually die-it’s as simple as that.

**DG MAX**

## G.S.E. Team to D 3290 India and Nepal up and running.

What a way to start 2004! Our G.S.E. Team comprising Trevor Hopf (Lismore West) Team Leader and Team Members Les Bulluss (Broadbeach), Deb Tilley (Summerland Sunrise), Elissa Dowling (Kingscliff) and Rob Allen (Boonah) left from Brisbane International Airport on the 1<sup>st</sup> of January – a few minutes before midnight. They had a stopover in Singapore en route to Kolkata (Calcutta).

They had luggage galore plus a Didgeridoo supplied by D.G. Max Wortman for the D.G. of District 3290. They had 180 KGS of checked luggage plus their carry on. In one suitcase there were 180 Red Cross Trauma Teddys, which are to be donated to Udayan the orphanage where Steve Waugh has sponsored the girls wing.

Other highlights will include visits to Mother Theresa's orphanage as well as Program Hunger and afternoon tea with the Governor of West Bengal.

The exchange will take them to many clubs in the Calcutta area, the Andaman and Nicobar Islands in the Indian Ocean as well as Nepal – on their wish list is a flight over Mt. Everest.

They will attend and make a presentation at the District Conference in Kolkata from the 9<sup>th</sup> to the 11<sup>th</sup> January where they are expecting 3000 to 3500 people.

Another highlight will be on the 6<sup>th</sup> January when the Team will attend a Rotary Foundation Dinner, which will be addressed by the Rotary Foundation Chairman, Past Rotary International President Jim Lacey.

The team members will depart from Calcutta on the 10<sup>th</sup> of February. Trevor will continue on to Delhi where he will be joined by Fay for a Rail Tour in the Delhi, Agra and Jaipur area.

## Centennial Bell

Similar to the traveling Olympic torch, five Rotary Centennial bells will be circulated to clubs in every Rotary country, starting at the RI Convention in Brisbane, Australia, in June 2003. The bells' journeys will symbolize the internationality of Rotary as they crisscross the globe.

One bell will travel to the first 100 clubs to join Rotary International, while the others will travel to the first Rotary club formed in each country of four regions, according to RI archives: Asia and the Pacific; Latin American and the Caribbean; Africa; and Europe. Due to differences in shipping systems between countries in Africa, individual bells will be delivered by the district governors to the first clubs chartered in each country.

The bells' journeys will end in Chicago in June 2005 when they ring in the start of the centennial RI Convention.



Bring your Mum to  
**The Conference!!!**



### **THE SIMPLE SAUSAGE-IT'S A WINNER!**

Often I am asked, "what's a good **big** project we can take on to raise substantial charity dollars?" The answer is that the projects don't necessarily have to be big.

The Rotary Club of Ashmore has raised over \$50,000 in the past 12 months by providing a 'sausage sizzle' in the car park of the Domayne Retail Store at Bundall on the Gold Coast. Every member of the club is on a six-week roster and takes their turn to cook and serve at the stand on Sundays. On Saturday's other charities and the

Rotary Club of Nerang man the stall and this has helped with their fundraising as well.

The Club also provides sausages and hamburgers at the Magic Millions Sales during the year and this coming weekend will see most of the club members helping out at the sausage sizzle from Thursday to Tuesday. This is a huge commitment by this hard working club, but one that has paid off handsomely for them, allowing them to donate higher than normal contributions to local charities.

Well done Ashmore!!!

# Generous Donation

At its recent Christmas party Tweed Heads Real Estate Agent Ross Hawkins made a generous donation of \$5000 to the Australian Rotary Health Research Fund.

On hand to accept the donation was 9640 District Governor Max Wortman, Ross who works for Elders Tweed was the agent responsible for the sale of the old Rowing & Aquatic Club in Frazer Drive.

Rotarian Brian Threlfall was the clubs liquidator, he organised the donation through Murwillumbah Central Rotary Club for the Research Fund.



*Pictured: 9640 District Governor Max Wortman, Ross Hawkins & Rotarian Brian Threlfall*

## Interview with 'The Ethicist' Randy Cohen

*"If I find out that a friend's spouse is having an affair, should I tell? How honest does my résumé have to be? If my umbrella is missing, may I take another one from the pile?"*

Each week, Randy Cohen faces up to 150 such ethical dilemmas, luckily, not his own

**How has the role of civic life changed over the past few decades?**

The very idea of civic life is increasingly out of favor, superseded by the values of the marketplace. Rotary clubs notwithstanding, there is in general a lack of civic involvement in contemporary life. Harvard professor Robert D. Putnam [author of *Bowling Alone*] attributes that to those two boxes, the car and the TV set. Our lives are getting more isolated and detached.

**In such a climate, do organizations such as Rotary have an even greater potential for impact?**

To the extent that they promote honest, ethical business practices, they can have a big impact, since it's better for everybody doing business if everybody's honest. **Let's talk about Rotary's Four-Way Test.**

Herbert Taylor set out to do what many philosophers have tried to do: create a concise guide to ethical behavior. There have been many other attempts over the millennia. Some people find the golden rule to be all you need to know. With Thomas

Jefferson, it was transparency: You act as though everybody in the community can see what you are doing. Immanuel Kant had his categorical imperative: You act as though you are legislating for all of humanity. All of them are useful, and if a person of goodwill is guided by The Four-Way Test, it could get him or her a long way. But, like all moral guides, this one has its limitations.

**It's hard to see the limitations of the first question, "Is it the truth?" How could a steadfast adherence to the truth get someone into ethical trouble?**

There are some who will hold that all lying is wrong, that the truth is so important to the functioning of society that you should never undermine that value. But in my view, there are times when lying is not only permitted, but a moral obligation

**In general, then, would you say that The Four-Way Test is useful?**

Yes, very. If a person of goodwill applied The Four-Way Test as a guide to behavior when faced with a difficult decision, I think it would take them a long way. But moral precepts are not meant to be rules so much as tools for thinking. We ask the questions to help us understand all the ethical implications. If you use it that way, I think there's much to be gained by it.

## **POLIO ERADICATION—ROTARY'S GIFT TO THE WORLD**

*Lunch is over, and the Rotary Club of Washington, D.C., is taking coffee when Susan O'Neal starts her slide presentation about the trip she and 65 other Rotarians took to India, where they helped hand out oral polio vaccine to ragtag children in a New Delhi slum.*

*She explains that the vaccine, taken in two drops of fluid, grows in the intestine and is excreted by the body for a few weeks while immunity builds up. She then clicks on a slide of an open sewer.*

*"You can see how it's rather easy for people to get fecal microbes on their hands," O'Neal says. "In fact, even though only 93 percent of children on average get vaccinated in a campaign, the other 7 percent get immunized through the faeces in the environment."*

*A groan briefly mixes with the tinkling of glassware as the Rotarians settle in for the latest dispatch from their organization's 15-year campaign to eradicate polio, the leading cause of childhood paralysis.*

*This scene at the Hotel Washington recently is not one that George F. Babbitt, the title character of Sinclair Lewis's 1922 novel, would easily recognize. A small-minded resident of a fictional American city, Babbitt belonged to a Rotary-like organization called the Boosters Club. Lewis lampooned it as little more than institutionalised selfishness, and his unflattering picture still lingers in the American psyche.*

*That may be the reason so few people know that the heirs of Babbitt's Boosters — not only in Rotary but also in two other large clubs like it — are now major players in the global fight against disease. They are engaged in arduous and thankless campaigns against ailments that have largely disappeared from the places where their members live.*

*Since 1988, Rotary International has contributed \$500 million and sent thousands of volunteers to work on the polio campaign. The club is second only to the U.S. government in the amount of money it has poured into the effort to eradicate a human disease for only the second time in history.*

## **"THE DISTRICT CONFERENCE"**

I remember well the first District Conference I attended. It was during PDG David Lee's year and it was held at Stanthorpe, my old home town.

In company with a few other couples from my Club we took the opportunity to "make a weekend" of the occasion and had a fantastic time. The "conference" provided me with my very first glimpse of Rotary fellowship beyond the club level.

The keynote speaker was Colonel Rambuka from Fiji. Who brought home the Internationality of Rotary. Also there, was Peter Drysdale an expat Australian in Fiji heavily involved in Providing low cost housing to Fijian Nationals. His passion was infectious and his modus operandi spellbinding.

Since attending that "first" conference all those years ago I have been to each subsequent one and I can honestly say that there has not been one where I have not learnt something new.

The "District Conference" is also a venue and opportunity for exchanges of ideas with fellow Rotarians. An opportunity to be informed, to be inspired to be "Rotarized".

This opportunity will present itself again on 7-9<sup>th</sup> May this year when the "Country Meets the Sea" District 9640 Conference will be held at Sharks Football Club at Labrador. We have arranged speakers on Ethics, Literacy, NID's, Childhood Infectious Diseases, Orphanages in Cambodia and many more. We will have speakers on The Rotary Foundation, The Australian Rotary health research Fund membership and other Rotary programs. We have Paul Martell the renowned comedian coming, as well as a couple of bands to keep the rockers going till dawn. Neil Diamond may be there as well and there is a rumour doing the rounds that Elvis has been seen in the Labrador area.

Each district Rotarian has already paid \$13 as part of the annual subscription to cover the costs of this conference so you owe it to yourself not to miss this opportunity to be part of one of, "the events of the year".

**D.G. MAX**

## Benefactors 2003-04 District Goal 165!

David Fairs	Nerang
Pres. Karl Sprogis	Lismore
Ron Lubow	Lismore
A.G.Terry Brown	Casino
John Crooks	Casino
Pres. Frank Karam	Casino
Phil Connolly	Nerang
Geoff Palmer	Nerang
A.G.Judy Aitken	Kingscliff
Ian Aitken	Rotarian Partner
Pres. Darren Bray	Warwick
Pres. Joan McDermott-Haviland	Surfers Central
Kate Kimmorley	Surfers Central
Diana Todd-Banks (M)	Surfers Central
Pres. Ron Munn	Jimboomba
Des Madgwick	Jimboomba
Bill Meiers	Jimboomba
Stan Pickering	Coolangatta Tweed Heads
Pres. Bev Pickering	Coolangatta Tweed Heads
A.G. Harry Pampel	Alstonville
Fay Hopf	Summerland Sunrise
Trevor Hopf	Lismore West

## THE NEWS IN BRIEF

### “The Conference” is coming!

The District Conference is on at Shark’s Aussie Rules Football Club from Friday 7th to Sunday 9th May 2004 - mark this date in your diary now and don’t miss out on this fun event. We are now finalising the guest speakers and a letter will be sent via clubs to every Rotarian by the end of this month with information on how you can obtain a free Wine Cooler (sponsored by Sirromet Wines) just for registering and attending the DG’s Dinner on the Saturday night...we only have a limited number of these souvenir wine coolers, so please book early!!!

### Funds available for matching grants.

Clubs considering matching grant projects are reminded that district has some funds available from DDF to add to the club contribution.

Contact DG Max for further details.

### RI president, UNESCO chief address district governors in joint letter

RI President Jonathan Majiyagbe and United Nations Educational, Scientific, and Cultural Organization (UNESCO) Director-General Koïchiro Matsuura have co-signed a letter encouraging Rotary district governors to work together with the UN agency in promoting world peace and understanding.

“UNESCO and Rotary International share the goal of creating projects and programs in collaboration with other organizations (governmental, nongovernmental, and civic organizations) that help build goodwill and peace throughout the world,” the two leaders say in their two-page joint letter. “Working with UNESCO, Rotary clubs can expand their impact by initiating new projects to promote peace and goodwill in communities worldwide.”

The letter encourages club and district leaders to collaborate with the National Commission for

UNESCO in their countries to develop projects in education, science, culture, and communication. Functioning as a worldwide network, the 190 national commissions for UNESCO coordinate outreach to civil society groups.

In addition to organizing their own activities and helping to implement those of UNESCO, the national commissions serve as a special resource for disseminating information and best practices in program support and evaluation — often through the publication of books and documents in national languages.

*“Rotary International’s relationship with UNESCO dates back to a 1943 London Rotary conference to promote international and educational exchanges,” the letter explains. “Attended by ministers of education and observers from around the world and chaired by a past president of RI, the conference was an impetus to the establishment of UNESCO in 1946. Today, RI maintains operational relations with UNESCO.”*

MONTHLY ATTENDANCE REPORT FOR DECEMBER 2003

Rotary Club of	Attendance				Membership		
	This Month %'age	Rank	Year to Date %'age	Rank	Start of Year	Present	Change
Allora	79.00	16	67.67	30	13	11	-2
Alstonville	77.54	19	79.76	11	24	31	7
Ashmore	0.00	40	14.22	53	36	34	-2
Ballina	73.07	25	74.51	15	33	32	-1
Ballina-on-Richmond	61.00	37	67.73	29	25	24	-1
Beaudesert	0.00	40	71.28	24	31	29	-2
Boonah	96.43	2	73.76	17	40	35	-5
Broadbeach	68.30	30	71.32	23	63	64	1
Broadwater Southport	0.00	40	14.51	52	27	27	-
Burleigh Heads	89.41	4	80.40	9	20	22	2
Byron Bay	0.00	40	40.08	49	11	11	-
Casino	76.00	21	70.71	25	24	24	-
Coolangatta Tweed Heads	0.00	40	53.00	40	31	32	1
Coomera Valley	0.00	40	24.50	51	29	29	-
Glen Innes	70.00	27	75.70	14	33	36	3
Goondiwindi	69.60	29	72.84	18	31	34	3
Goonellabah	0.00	40	57.17	38	25	25	-
Grafton	82.56	11	80.00	10	33	34	1
Grafton Midday	78.84	17	75.97	13	26	28	2
Hope Island	60.36	38	51.99	42	32	37	5
Iluka	81.25	12	61.73	35	16	16	-
Jimboomba	0.00	40	57.98	37	23	23	-
Kingscliff	91.50	3	81.92	8	18	14	-4
Kirra Currumbin	0.00	40	50.63	43	14	15	1
Kyogle	77.80	18	42.13	48	14	14	-
Lismore	84.50	8	93.56	2	24	25	1
Lismore Central	0.00	40	52.83	41	20	21	1
Lismore West	100.00	1	95.99	1	44	42	-2
Macleay	79.72	15	78.60	12	43	41	-2
Mermaid Beach	81.00	13	86.08	3	21	21	-
Mt Warning AM (Murwillumbah)	81.00	13	72.50	19	26	26	-
Mudgeeraba	82.80	10	67.17	31	24	25	1
Mullumbimby	86.30	6	83.99	4	29	29	-
Murwillumbah	66.00	32	72.17	21	34	39	5
Murwillumbah Central	64.53	35	67.93	28	48	43	-5
Nerang	85.51	7	72.33	20	24	23	-1
Palm Beach	77.29	20	74.22	16	26	28	2
Parkwood	63.00	36	63.44	33	30	29	-1
Robina	71.00	26	67.00	32	14	13	-1
Runaway Bay	70.00	27	46.17	45	43	42	-1
South Grafton	58.81	39	45.21	47	11	10	-1
Southport	0.00	40	13.23	54	47	45	-2
Southport North	0.00	40	11.96	55	20	20	-
Stanthorpe	64.92	33	72.10	22	52	46	-6
Summerland Sunrise	74.60	24	83.36	5	25	21	-4
Surfers Paradise	64.80	34	70.52	26	47	45	-2
Surfers Paradise Central	0.00	40	38.17	50	50	53	3
Surfers Paradise West	83.00	9	69.00	27	32	36	4
Surfers Sunrise	75.05	23	46.07	46	37	37	-
Tamborine Mountain	0.00	40	61.76	34	11	11	-
Tenterfield	76.00	21	82.52	7	27	25	-2
Tweed Heads South	87.50	5	83.23	6	18	20	2
Warwick	0.00	40	55.66	39	22	22	-
Warwick Sunrise	66.66	31	60.02	36	21	19	-2
Yamba	0.00	40	49.83	44	27	26	-1
<b>1569</b>	<b>1564</b>	<b>-5</b>					

**ATTENDANCE FIGURES-WHY?**

When I told the Assistant Governors at the start of this year that the job which would give them the most hassles would be the collation of club attendance figures they scoffed at me. How could something so simple cause so much hassles they cried.

Well half way through the Rotary year they realise that I was right. The simplest tasks are often the most difficult to achieve because of the very fact that they are so simple, and as a result no great importance is placed upon them.

So why do we need those monthly attendance figures?

Well, firstly the membership figures give the DG an insight as to how the trend in the District is going. If numbers increase steadily over the course of the year the DG sits back and sips cocktails because all appears to be going well. If numbers are dropping like flies the DG gets out of the deckchair puts on the overalls and rolls up the sleeves to address the problem.

Those numbers are also sent to RDU each month and that is how they arrive at those figures you see in the front of the magazine each month. The figures also provide a double check on the six monthly membership return forms which the club secretaries provide to R.I. twice yearly. You see if the RI figures show 1.2 million Rotarians and the club figures show 1,5 million Rotarians then its time for a lot of people to get out of the deck chairs.

As far as attendance percentages are concerned if a club consistently has figures that show figures below 66% it is time for the DG to put down the Pina-Colada again and hit the club visit trail.

Now that you all know the whys I hope that you all now realize that **"crikey! attendance figures matter"**.

**DG MAX**

**AMENDMENTS TO DISTRICT DIRECTORY**

PDG Bob Baldwin's email address S/read: [baldwin@bigpond.net.au](mailto:baldwin@bigpond.net.au)

PDG Don Graham's email address S/read: [drgraham1@bigpond.com](mailto:drgraham1@bigpond.com)

**Vale**



**JF 'Bill Ebenston' Rotary Club of Boonah**

**Welcome New Members**

Robyn Arnett  
Glen Williams

Lismore  
Broadwater Southport