



ROTARY INTERNATIONAL DISTRICT 9320

Governor's Newsletter

JULY 2010

SPECIAL POINTS OF INTEREST:

- DG Frank highlights the challenge for the Rotary year
- In Honour of Paul Harris
- Health matters
- RI President Ray Klinginsmith's monthly message July 2010
- End Polio now
- DG's Club visits

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DG Frank highlights the challenge for the Rotary year

The Installation Ceremony of District Governor Frank took place in Maseru, Lesotho on Saturday, June 5, 2010. The event was witnessed by District Governor Anne Botha, several PDGs, other District Leaders, some prominent individuals, Rotarians, friends and family members of Frank and Emelia. King Letsie III, who is also the Patron of the Rotary Club of Maloti graced the occasion.

In his acceptance address, Frank focused on the Challenge for the coming year. He said:

"Your Majesty, Fellow Rotarians and Honoured Guests! I am humbled by the responsibility that District 9320, through Immediate Past District Governor Anne Botha and her team, have passed on to me and my team few moments ago.

The task is daunting and the responsibility is heavy. I am, however, encouraged and emboldened by the fact that I shall be standing on the shoulders of Anne, who has successfully worked hard to bring our District to the level of performance that we are all proud of.

Anne, your achievements constitute a solid foundation for us to build on. Well done! Remember though that the District still needs you in many ways. Specifically, I shall fall back on the knowledge and experience that you have accumulated during your year in office. Unfortunately your valuable support will be demanded free of charge.

At this year's International Assembly in San Diego, California, President-elect Ray Klinginsmith put a challenge to his team of Governors-elect. He challenged us to bring, together with him, a fresh new image to Rotary. He wants a greater focus

on the implementation of best practices to make Rotary Bigger, Better and Bolder. We are to think outside the box and not revel in our comfort zones.

RI President Ray's advice is for Rotarians to seek out best practices to build upon what works. According to Ray, we are "to create a culture of innovation where we can take a fresh look at everything we do, to see whether or not it's a best practice or just a traditional practice. If we are already doing it in the best way, I don't want to disturb it. But if we can find a better way to do it, then we have to start some new traditions."



Where do we start in response to Ray's clarion call? Obviously at the Club level where membership is recruited, mentored, trained and retained. The basic Rotary fact is that effective Rotary Clubs depict the characteristics of Rotary's success and effectiveness in communities.

Effective Rotary Clubs are fused with sound administration and forward planning, good fellowship, self-development of members, membership diversity (in terms of age, gender, ethnicity, occupation, etc), active and hands-on involvement of members in service projects, and firm committed support to The Rotary Foundation.



At the helm of District 9320

leadership team we have accepted the challenge of RI President Ray. We are committed to be the source of information, inspiration and support to all Rotarians and their Clubs in their efforts to Build Communities and Bridge Continents.

My dear Immediate Past District Governor Anne, we here and now promise to carry on the good work you and your leadership team have done. We will endeavor to accentuate the positive and address challenges you have left us.

We shall critically examine and improve existing organizational structures and processes in pursuance of the District goals we have collectively approved.

As District

Governor, my humble expectation is that all District leaders, including Past District Governors, Club Presidents and their leadership, and indeed Rotarians, will allow me to serve so as to realize the desired new and re-energised Rotary Clubs in District 9320 through the Club Leadership Plan (CLP).

So, the clarion call has sounded: Let us build Bigger, Better and Bolder Rotary Clubs starting from this moment!"

RI President Ray Klingensmith's monthly message July 2010

Winds of Change

What an amazing world! Advances in technology are happening so quickly that they cause constant changes in our businesses and professions. Yet about one-third of the world's population is still living at a subsistence level with little change in their lives. It is a stark contrast and a cause for concern.

Rotary has both a distinguished heritage and a bright future. My primary task as president is to enhance the vitality and viability of Rotary clubs and to enable them to succeed in the midst of societal changes. This is an important task because it is the

clubs that address and alleviate the root problems of society and thereby make the world a better place.

Wind of change was a new and significant phrase when I was a Rotary Scholar in South Africa in the early 1960's. It is serendipitous that the phrase that was first publicized in the host city of Cape Town is now applicable to Rotary as we contemplate the changes in society that dictate some corresponding changes in our organization. The phrase is now better known as winds of change.

We are currently enjoying a culture of innovation at Rotary International. We have the ability to look at all of our pro-

grams and practices to see if they can be improved, even as we steadfastly maintain our core values. I hope many Rotarians will take advantage of this opportunity to identify and implement improvements in their clubs and districts as well.

Rotary lives and breathes in our 33,000 clubs, and it is the clubs that improve lives by *Building Communities – Bridging Continents*. If we succeed in helping clubs to become Bigger, Better, and Bolder in the next year, then it will be clear that the best days of Rotary are still ahead. We are fortunate to be Rotarians! Together, we can make the world a better place!



“In 2006, The Rotary Foundation named the one-millionth Paul Harris Fellow.”



In Honour of Paul Harris

A Paul Harris Fellow is a person who is been recognized through the gift of \$1,000 or more to The Rotary Foundation. The Paul Harris Fellow recognition program was started in 1957 to express the Foundation's appreciation for substantial contributions to what was then the Foundation's only program: international scholarships. The \$1,000 level remains the same a half-century later.

The first Paul Harris Fellow was Allison G. Brush, past Rotary International Director from Laurel, Mississippi, USA. Rufus F. Chapin, past Rotary International Treasurer and an original 1095 member of Rotary Club of Chicago, was the second Paul Harris Fellow. A total of 12 Paul Harris Fellows were recognized that first year.



TOP PRIORITY

New members help lead fight against polio.

Carrying out a service project can be a way for new members to learn about Rotary. Putting new Rotarians to work can also improve member retention rates and generate community support for Rotary's top priority.

Why I Am A Rotarian

Joining a Rotary Club has added a whole new dimension to my life. We are all extremely busy with our families and businesses and have no time for helping others and meeting new friends. Rotary has changed all that for me. By spending a few hours in service to my club I have enhanced my circle of friends locally, regionally and internationally. Rotary has also raised my self-worth by allowing me to contribute to others in need locally and internationally and I truly feel that my presence on this earth can make a small difference in the happiness of others. My husband and I are both Rotarians in different clubs and we feel that no matter where we travel there will be a hand of friendship extended to us by our fellow Rotarians anywhere in the world. Join a Rotary Club so you can enjoy the pleasure of enriching your world.

Emma Sue Smallwood
Club President
Rotary Club of Hinsdale
Hinsdale, Illinois USA



Left Picture: At the high table: His Majesty King Letsie III in the center flanked from left by DG Anne, PDG Ann Melanie, DGE Ann Emelia, PDG Fred and Mrs. Lebona.

Right Picture: Some of the senior and club leaders at the DG's installation.

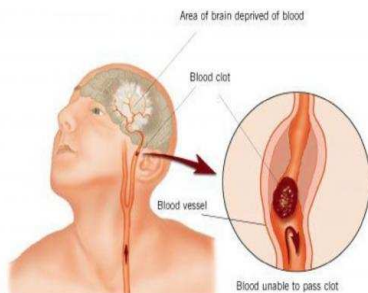
2010 Council on Legislation

Essential Changes Impacting Rotary Clubs, effective July 1, 2010

- **Rotary Clubs on the Internet:** DGs now have an option to form two "e-clubs" in their district. E-clubs function like a regular Rotary Club with service projects, fund-raising, and fellowship opportunities but they meet primarily through the internet. Members can be located anywhere and participate in local Rotary activities to provide service to others, promote integrity, advance world understanding, goodwill, and peace.
- **Club Name or Locality Change:** Clubs must inform their governor when they wish to change their name or locality at least 10 days before the club votes on the proposed change.
- **Avenues of Service:** New Generations Service was added to the **Avenues of Service**, recognizing the positive change implemented by youth and young adults through leadership development activities, service projects, and exchange programmes. This avenue includes Interat, Rotaract, RYLA, Youth Exchange, and other club-level youth initiatives.



Health Matters: Know The Enemy



STROKE: Remember the 1st Three Letters....S.T.R.

My nurse friend sent this and encouraged me to post it and spread the word. I agree. If everyone can remember something this simple, we could save some folks. Seriously..

STROKE IDENTIFICATION:

During a BBQ, a friend stumbled and took a little fall - she assured everyone that she was fine (they offered to call paramedics) .she said she had just tripped over a brick because of her new shoes.

They got her cleaned up and got her a new plate of food. While she appeared a bit shaken up, Ingrid went about enjoying herself the rest of the evening

Ingrid's husband called later telling everyone that his wife had been taken to the hospital - (at 6:00 pm Ingrid passed away.) She had suffered a stroke at the BBQ. Had they known how to identify the signs of a stroke, perhaps Ingrid would be with us today. Some don't die. they end up in a helpless, hopeless condition instead.

It only takes a minute to read this...

A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke...totally. He said the trick was getting a stroke recognized, diagnosed, and then getting the patient medically cared for within 3 hours, which is tough.

RECOGNIZING A STROKE

Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke.

Now doctors say a bystander can recognize a stroke by asking three simple questions:

- S *Ask the individual to SMILE.
- T *Ask the person to TALK and SPEAK A SIMPLE SENTENCE (Coherently) (i.e. It is sunny out today)
- R *Ask him or her to RAISE BOTH ARMS.

If he or she has trouble with ANY ONE of these tasks, call emergency number immediately and describe the symptoms to the dispatcher.

NOTE: Another 'sign' of a stroke is this: Ask the person to 'stick' out his tongue.. If the tongue is 'crooked', if it goes to one side or the other, that is also an indication of a stroke. A cardiologist says if everyone who gets this message sends it to 10 people; you can bet that at least one life will be saved.

I have done my part. Have you?

DG'S CLUB VISITS

For the month of July

| DATE | CLUB |
|------------|----------------------|
| 19/07/2010 | Uitenhage South |
| 20/07/2010 | Uitenhage |
| 21/07/2010 | Kenton-on-Sea |
| 22/07/2010 | Port Elizabeth West |
| 23/07/2010 | Port Elizabeth South |

For the month of August

| DATE | CLUB |
|------------|------------------------|
| 02/08/2010 | Jeffrey's Bay |
| 03/08/2010 | Algoa Bay |
| 04/08/2010 | Port Elizabeth East |
| 05/08/2010 | Port Elizabeth |
| 06/08/2010 | Port Elizabeth Sunrise |
| 10/08/2010 | Maseru |
| 11/08/2010 | Maloti |
| 12/08/2010 | Ladybrand |
| 16/08/2010 | Aliwal North |
| 17/08/2010 | Lukhanji Sunset |
| 18/08/2010 | Queenstown |
| 19/08/2010 | Cradock |
| 26/08/2010 | Harrismith |

Short Snippets

- The whole purpose of the Revised Rotary International Strategic Plan is to stop Rotary doing things as we have always done because that way we always get what we've always got!

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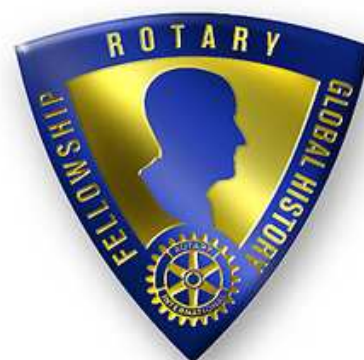
- George Bernard Shaw: You see things and you say "WHY", but I dream things that never have been and I say "WHY NOT"?

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- Rotary Global History Fellowship (RGHF)

The Rotary Global History Fellowship is an Internet Project which enables Rotarians to access rich information about Rotary's past. You will be fascinated and, indeed, energized by the history and lives of our Forerunners in the Rotary Movement.

Become an RGHF Subscribing Member and expand your Rotary knowledge through the Newsletter.



- Change of email address

Please note the correct email address for PDG Alan Barrable: barrab@mweb.co.za, Cell No.: 083 325 1808

ROTARY INTERNATIONAL

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DISTRICT 9320

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DG ANN'S CORNER

Dear Rotary Anns and Inner Wheelers!

I am your new lady on the Block! My exposure to Rotary and its activities has been through my spouse and it began very, very recently. I recognize the need to hit the ground running.

I am learning fast. For example, I have learnt that the Rotary Council on Legislation voted in 1989 to admit women into Rotary. This was indeed a watershed moment in the history of Rotary.

I have read that Frank J. Devlyn, who became RI President in 2000 - 2001, said of the decision:

"My fellow delegates, I would like to remind you that the world of 1989 is very different to the world of 1905. I sincerely believe that Rotary has to adapt itself to a changing world."

The response to the decision has been overwhelming ever since. By 1990, the number of

female Rotarians had skyrocketed to over 20,000. Twenty years after the Council on Legislation's vote, the number of female Rotarians rose to nearly 188,000.

Women have served in leadership positions as high as the RI Board of Directors and The Rotary Foundation Board of Trustees. Our own District has had two female District Governors – PDG Ethne Papenfus and Immediate District Governor Anne Botha.



Where do all these changes leave those of us ladies who are not Rotarians? Are we a dying specie? As more female become Rotarians, are we losing our caring roles in the Rotary movement! The answer must be a categorical big NO!

Yes. We are becoming fewer and fewer in numbers as Anns and Inner Wheelers, but the critical and support role we play side by side with our dear husbands has not changed. As mothers, we also rejoice in caring for those less fortunate in our communities through various collective efforts.

When my husband and I met RI President Ray Klingensmith and his spouse Judie in Evanston recently, it became clear to me, once again, that we Rotary Anns are partners with our husbands in Doing Good in the World. There is indeed a joy in doing well in our communities in whatever form we choose.

The task is to support our Clubs and especially husbands to Build Communities and Bridge Continents. I am proud to be a Rotary Ann and believe in everything we do both locally and internationally. It is a privilege to be part of such an amazing and productive organization.

Membership Retention is a Challenge

Retention is one of the most significant membership issues and concerns for our association. Rotary International Presidents have attempted to keep the association's clubs focused and active on retention. They have spoken about the issue of retention, emphasized and supported programs to impact and improve retention. International Assembly training has emphasized the importance of retention to the District Governors and I believe the association's leadership recognizes the importance of and supports the emphases on retention to its clubs and their members.

Members are the basic building blocks and base of our clubs. Without a sustaining and continuing membership base, clubs would only be a group of people meeting on a periodic basis, rather than a group of people supporting a specific mission with a long-term perspective and purpose. A sustaining and continuing membership base allows clubs to develop a core, to develop long-term action oriented projects, to become vibrant and active organizations initiating change within a community. A sustaining and continuing membership base allows strong friendships and fellowships to develop within a club. With a strong base, the Rotary clubs throughout the world can successfully accomplish the numerous community and international projects and activities they undertake, thus contributing even more to world peace and understanding.

Sustained and stale membership is crucial to the continuing support of Rotary's Foundation

through which so much of our service exists. The Rotary Foundation is our Foundation, funded primarily by Rotarians, and its programs are implemented by Rotarians. Increased membership improves our Foundation programs.

What were the expectations of members when joining? What causes members to become disenchanting with their club? What causes members to terminate membership? What has caused members to terminate membership with your



club? These are questions we need to ask and work toward addressing in each of our clubs.

Would an individual terminate membership with a club where they had strong friendships and bonds? Would an individual terminate membership with a club that continually conducted relevant and successful projects and programs? Would an individual terminate membership with a club where they had an involved role in its operations? Would an individual terminate membership with a club that held an esteemed role within a commu-

nity? Membership Development and Retention is an ongoing process. It can be a time-consuming and costly process, when not a continuing process. Rotary has developed good and measureable processes for recruitment of new members and extension of Rotary to new communities. We now need to develop equally effective methods to improve retention, and at the same time continue our recruitment and extension efforts.

It is more productive to spend the time, energy and resources to make sure members are connected, involved and happy within a club. Much of our challenge is to establish effective communications with members prior to their considering termination, rather than attempting to determine why they left, after they left.

The association is working very hard at providing clubs with the resources and tools to assist them in their retention efforts, and invites your input with success stories in your club.

On his own initiative, Past President Frank Devlyn has taken the time to present this book to you which is solely focused on retention. I applaud Past President Frank for his efforts. I hope it will provide you with some thoughtful points and suggestions as to how your club can improve its retention efforts.

**Glenn E. Estess, Sr. (PRI President 2004-2005)
Forward to Frank J. Derlyn (PRI President 2000-2002)
Frank Talk II 2004**