
NEWS LETTER

MARCH 2009

DISTRICT 9300

GOVERNOR

TREVOR NIENABER



"We are all guys here!" With grandsons Dyllan & Trevor all wiggled out for my birthday party.

FEBRUARY 2009 WAS A WONDERFUL PROUD TO BE A ROTARIAN MONTH.

February was a typical Rotary, extremely busy, month, with 31 "DG-functions" to attend (in addition to club meetings, board meetings, sport meetings, family events and work meetings). That is an average of more than one function per day. Each one was a jewel in its own right and I would not have missed a single one of these wonderful events for anything in the world. I enjoyed every one for its uniqueness and yet loved the familiar warmth of the Rotary family program. These included the birthday of my twin grandsons who turned 2, Youth Exchange, Friendship Exchange, Morningside's Club Assembly and lunch, my own club's social evening at the Barnyard Theatre, my AG's visit to RC's Westonaria and Blackheath, RYLA camp, a combined meeting between RC's Kyalami, Midrand and Sandown, the DGNN Election, Johannesburg New Dawn's Charter Dinner, DGE Beth's AG's Training, my own AG's report back meeting, PDG Ted Pope's farewell lunch, as well as the events which are more fully written up herebelow, including the PR Exposé and my very-greek-very-wild-six-club-61st MAMMA MIA! birthday party. Zurika and I had also been given tickets to *Spirit of the Dance* by our family for Christmas and the bookings were for February. Lastly, on the last day of February 2009, on my birthday, I joined Zurika and the Anns when 83 teenagers and minders were treated to the *High School Musical* at Monte Casino.

The D9300 RYLA (Rotary Youth Leaders Awards) camp took place at the new venue just outside Benoni, on the weekend over the middle of February. This committee is chaired by RC Riverside's PP Manuel Fernandes and the program facilitator is RC Springs' Allan Davies. As far back as I can remember the RYLA camps in this District have always been an enormous success but apparently March 2009

this time it was unprecedented. The camp was also joined by a group of Rotaractors. Zurika and I, as well as DGN Francis and DGNA Janet, paid a visit to the camp on the Sunday morning and stayed for a hearty lunch with the group. We all agreed that the morning's activities constituted one of the most awesome experiences we can remember. Yet we Rotarians, in spite of the extended community services we render, still have a lot to learn. I became responsible for the transport of two of the youth leaders back home after the camp as their lift had not arrived at the rendezvous point. At some point one of them said that I could stop and drop him right there. I asked why I couldn't take him and deliver him safely "to his mother" at his home. His answer: "Here is my mother, I am safe now!" His mother was running one of the roadside stalls where he had asked me to stop.



The newly chartered club of Johannesburg New Dawn has a history closely connected to the Vaal Triangle, where I live and where my home club, RC Vereeniging is situated. The charter president Don Lindsay comes from Meyerton/Henley-on-Klip and he was the moving force behind the chartering of the new club in the Parktown area because he works in that area and could often not get back in time for the M/HOK meeting. Although RC M/HOK was sorry to lose Don they graciously sponsored the lapel pins for the new club - historic memorabilia from the old club to the new one. RC Morningside sponsored the new club and their photographer and editor of their newsletter, Roger Wellsted, has provided a super write up with a number of photographs in their newsletter. If you would like to read more about this new club's induction, please call Roger at 083 255 7770 or write to him at wellsted@iafrica.com. For all you intending visitors to this new club - they meet at the Wits Hotel School and the food is tops!

On the 23rd February 2009 it was Rotary's 104th birthday. I often wonder how founder Paul Harris and his three friends would feel if they could see us now. I am convinced that they would be extremely happy and very proud. Do you think he had a vision at the time that their small four man association would grow into a worldwide organisation of the most excellent reputation, accepted in all walks of life and on the highest levels, in languages which many of us can't even understand, in countries with whom the USA possibly was at war with during his lifetime, with the power to eradicate polio and

stop a war for as long as the inoculations take place? Would he have ever imagined the variety of projects that all the clubs have the imagination to take on and complete successfully? He could have wished, but he could not have known, that Rotarians would be welcomed without question all over the globe, that even all along the Trans Siberian Railroad in Russia there would be clubs in all the cities and major towns, that Rotary Exchange Students from the most northern town in Alaska would visit the most Southern towns in South Africa. Could he, in his wildest dreams, have imagined that by the time Rotary celebrates its 100th birthday, it would have 1 200 000 members? Best of all - would he have ever thought that people would be folding up cheques for huge amounts and depositing them into pink piggy banks as a contribution to a US\$ 2.000.000 challenge from a world business leader in pursuance of a dream to eradicate polio finally from this world? Would he have thought that the logo for this project would be beamed onto the most famous buildings all over the world on this day? He couldn't have! So, don't forget - be proud to be a Rotarian!

Getting to the last few months of one's year of office is an emotionally two edged sword. Great to see the number of Assistant Governors who will be serving their clubs under the leadership of one's successor and it certainly is a compliment of the highest calibre that the AG's who served in your team have consented to serve again in the the new team. But it would be less than human to deny that it is a little sad to realise that you, in your slightly tired and overworked state, are on the way out and that in a few months you need to "*move over darling*", becoming a little superfluous and making way for the energetic and brightly shining new star on the firmament.

Mamma Mia



On the 26th February 2009 six Rotary clubs gathered at Stonehaven on Vaal to celebrate my 61st birthday in the form of a Very-Greek MAMMA MIA! theme party. What a night! A huge blue welcome drink of unknown content and an unprintable name was enjoyed at a shabby beach pub, on the banks of the Vaal River in the beautiful River Terrace four new members were inducted, the ambience and decoration were all Greek, toasts drunk with ouzo, teams of very funny Rotarians entertained the guests with famous ABBA song impersonations, donated small gifts graced the tables, a dinner of Greek food was served and a box full of plates were broken in Very-Greek tradition.

DG Trevor.

March 2009



DG'S ARDOUS DISASTROUS ARGUS

DG Trevor, an avid cyclist, has already ridden the ARGUS Cycle Tour on 10 occasions with varying degrees of fitness, this year he entered the event with very limited fitness in his legs due to his volume of Rotary work, last having been on his cycle for The Fast One Cycle Race in the latter portion of January. But one must understand that the Argus only comes up once a year and one does not lose the opportunity to ride as there is generally more than enough time to complete the event and all you really want is to be recorded as a finisher and earn your finisher's medal. Well, that's the theory behind the practice. Driving to the Cape with fellow cyclists AG Arthur Doyle and friend Lloyd Gregory the first hints of abnormal weather hit them when they stopped in Worcester: the outside air temp. was 39 degrees C. That evening's temp in Cape Town was slightly cooler but windy. Saturday morning was still very hot and windy but acceptable. Sunday morning, preparing for the start, the howling wind seemed to be the same as that of Saturday which wasn't "lekker" and caused not too much concern. Arriving at the start area and waiting your turn to enter your start pen the raging wind was really presented in its total glory, blowing like you cannot describe. Bunting, flags, advertising boards, wire fences and even portable toilets were being blown about with abandon. Group start times were being extended to assist the riders in clearing the start area as one would ride directly into this howling wind. Cyclists were falling over in the start pens and within 300m of the start groups cyclists were being blown over which caused delay as many got off and walked through this calamity. Going up the first rise onto the motorway there was no place to hide behind fellow riders as the wind was everywhere. At this stage several riders abandoned the ride and left the route. Now it was you and the best of your ability and the wind. Riding through Kalk Baai was like riding through a sand storm with the sea sand and the wind causing much pain and suffering. This is where the DG group was stopped for the first time, marshals hoping that conditions would improve so as to move forward safely, but to no avail. Once Smitswinkel was reached conditions improved slightly with the wind occasionally assisting the riders. This is where the brave but mostly foolish tried to make up lost time as speeds became very high and the groups large:

Now helping to cause several accidents as well as many falls. Up over Chapmans Peak the event was again stopped as the wind caused many dangerous conditions, picking up both cycle and rider and depositing them elsewhere on the road, into each other, into the mountain side. Suikerbossie is the final obstacale waiting for the unsuspecting, again the event was stopped, causing the same havoc as at Chapmans Peak. Large groups of riders got off and walked a considerable way down the road until they felt it to be manageable to ride once again. A truly difficult ride and occasional walk around the beautiful Cape is not what we expected but what we got. Of the 41000 that entered the event, approx 6400 failed to start and a further 6200 abandoned or crashed out of the event. Truly shocking detail, but DG Trevor pressed on regardless with all that was thrown at him. This again is a true reflection of Trevor's character. Well done my friend. AG Arthur and Lloyd Gregory also persevered and finished the event all buckled and bent.

AG Arthur Doyle (RC Vereeniging)

Literacy Award

2008-09 Literacy Resource Group

The resource group provides information and support to Rotary clubs and districts to encourage participation in programs and projects that promote universal literacy and educational opportunities for all.

A literate world can help cure most of life's problems of poverty, hunger and health and can even bring peace.

Our Goals

The 2008-09 Literacy Resource Group aims to raise awareness of literacy issues by encouraging every Rotary club to:

- Celebrate International Literacy Day on 8 September
- Celebrate Literacy Month in March
- Conduct a dictionary project or other book project
- Devote one club meeting to the role of literacy in reducing child mortality and consider service projects related to this issue

The 2008-09 Literacy Resource Group will encourage every district to:

- Conduct a district literacy workshop or area literacy workshop
- Incorporate a literacy component into all district training functions and the district conference.

Learn more about the Literacy Resource Group online:

www.rotary.org/en/AboutUs/RotaryLeadership/RI/president/Pages/Literacy.aspx

Suggested Activities for Literacy Awards

- Concentrated Language Encounter (CLE) – www.cleliteracy.org
- Computer-Assisted Literacy Solution (CALs) – www.autoskill.com/rotarians
- Four-Way Test projects or other character literacy projects
- Reading readiness projects, such as Imagination Library, SOUNDS, Books for Babies, and Sandparents

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- School partnership projects, such as reading mentors, financial support, and gifts in kind
- Local book projects
- International book and mini-library projects
- Local literacy leader recognition projects
- A Rotary theme of the month project creating awareness of the literacy aspects of the theme of the month, e.g. in December, Rotary's Family

Literacy Certification Form

To qualify for a District Literacy Award your club must accomplish five literacy activities, including a Literacy Month project in March 2009 and a book project. To qualify for the Zone Literacy Award your club must accomplish ten literacy activities, including a book project and a project to reduce child mortality.

Deadline 15 April 2009

(Shortened version)

UNDERSTANDING THE ILLITERACY PROBLEM LAYS GROUNDWORK FOR EFFECTIVE PROJECTS.

If illiteracy were such a simple problem, Rotarians would have solved it by now. It is inextricably tied to poverty, it is a massive development issue - and it requires a massive solution.

The reasons that so many people cannot read or write are myriad. It goes far beyond the inability to decipher words on a page. In an increasingly complex world, poor reading comprehension condemns adults to the lowest rungs of society. It is estimated that in places in developing countries two-thirds of adult populations cannot read. In the developed world, people who can only recognise words on paper cannot compete in an environment that requires high-level comprehension skills to get even basic jobs. Unless you have the ability to read complex sentences, you cannot function in society. The goal shouldn't be to have basic literacy; it should be to be proficient with reading.

For a child, knowing how to read can be the difference between healthy self-esteem and none at all. For a teenager it can mean staying in school or dropping out. For an adult it often means a steady income, versus a lifetime of struggling to feed a family. Most literacy projects target developing countries, but the developed world isn't immune to problems related to reading and writing. Older children often need specialized instruction to advance their reading and writing abilities, financial literacy is necessary for thriving in a market-driven economy.

And yet there is reason for hope. Rotary clubs world wide have been pursuing thousands of literacy projects for decades. Needs vary from one part of the world to another: some parts of the world need schools, training

for teachers, books for lower income parents to read to their children, computers and computer assisted training, one-on-one tutoring or book donation.

How does a club with no experience in literacy put together an effective project?

First, identify literacy problems in the community or the larger world and which literacy efforts would be most effective in the project. Second, contact area and zone literacy coordinators listed in the Official Directory and log on to www.reading.org.

Send your stories to global.outlook@rotary.org.
(Shortened version)

PRESIDENTIAL CITATION

Deadline to submit: 31 March 2009

The 2008-09 Presidential Citation program supports President D.K. Lee's theme Make Dreams Real. The 2008-09 Presidential Citation brochure, available on the Web, highlights different activities that a club can participate in to qualify for this award. To qualify for a citation, clubs must initiate a service project that will reduce child mortality, achieve a net increase of at least one member between 1 July 2008 and 31 March 2009, and complete one activity from each of the five categories listed in the brochure. Club Presidents must fill out and sign their club's Presidential Citation Certification Form and send it to the district governor by 31 March 2009.

Magaliesberg Express Train Trip

Some things are difficult to explain, but one morning when DG Trevor's Ella Brown opened her computer, the available seats for this trip were all taken up and Rotarians were still queuing up for bookings. Extra seats were obtained to accommodate the later requests but now the bookings are really full.

No seats whatsoever are available on the train at all, for direct or indirect bookings.

Please help us by doing the following:

1. If you are certain that you will be attending, please pay in advance into the bank account below.
2. If you think you may not be coming along, please cancel your reservation with Ella at 016 422 4491 or registration@lantic.net to enable us to help those on the waiting list.

Bank account details:

Rotary Club of Vereeniging: Events Committee 2008/9
Bank: Standard Bank
Branch: Vereeniging
Account no: 022882502
Branch Code: 014637

MARCH IS LITERACY MONTH

BURY ME IN BOOKS!
By PDG Shirley Downie

In February 2008, then DG and PRRG Zone 10A Africa coordinator, Shirley Downie, approached the government owned South African Broadcasting Corporation and successfully negotiated the flighting of the Humanity in Motion advertisements on their radio and TV channels. In return, Shirley offered the SABC Foundation the opportunity to select books from the D9300 Rotary Humanitarian Centre for schools that they supported.

South Africa celebrates Literacy month in September. Acting Chairperson for the SABC Foundation, Gail Pedra, agreed to partner the Literacy month campaign with Rotary International and Postnet, who produced the 'Bury me in Books' TV advertisement. Marketing Manager of Postnet SA, Rtn Wendy Sweetman agreed to partner the campaign and use the 'Bury me in Books' website Postnet designed in late 2007. PostNet SA, has a network of over 218 franchised stores situated in retail locations and business nodes in SA serving 32,000 walk-in customers daily. Since September 23rd, the response has been staggering and the advertisements are still being flighted.

The advertisement value to Postnet and Rotary International - US\$ 80m.

- 8412 phone calls received from South Africans
- Over 2100 emails sent to the 'Bury me in Books' website – requesting books
- Over 1200 sms' sent to callers in response to messages received

Between May 2007 and mid January 2009

- 541 676 books to schools representing 51.86% of the books collected
- 1 044 403 books – valued at R 125,328,360m
- Average no. of 52 220 books per month

The campaign produced overwhelming results with thousands of book requests– the oldest caller being a 74 years old bedridden lady whose nearest bookstall is 75 kms from her Old Age home. The need is huge! The cry for knowledge is evident. Grannies were calling for their grandchildren and themselves. Schools expressed the need to start a library and others wanted to replace old library books. Volunteers of community projects wanted

books to teach the under privileged to read and learning centres said that they would take anything we offered. It all started seven years ago when the then DGEs Ted Pope (D9300) and Charlie Clemmons(D 5890) agreed to launch the 'Bury Me in Books' campaign. Rotary clubs in Texas together with schools and private individuals collected and shipped close to 9 million books since then. In Texas, individuals and companies donated US\$ 120,000s towards the purchase of the containers and payment of the shipping cost to Durban, SA. Weekends are spent sorting, packing and loading books under the expert guidance of PDG Charlie Clemmons, PP Barb Clemmons, Rtn Angie Jiminez and his staff. Now, over 4.4 million people have benefited from receiving these books. The RC of Bedfordview (D9300) started the project with books sent from the UK and Australia in the mid '90s. In April 2007, the Rotary Humanitarian Centre was moved from the Nedbank sponsored premises to Bedfordview and it became a District project.

D9300's Retired Rotarians and Rotary Anns volunteer their excellent services unpacking the containers and guide the visitors. The Youth Exchange students and other Rotarians have sometimes helped over weekends. The centre is managed by PDG Ted Pope and Matching Grant Chairperson Robin Bath – both very dedicated and loyal to the project.

In order to sustain this demand, we need more books. Due to the success of the campaign, Gail Pedra has requested Rotary to do 'Back to School' Literacy campaign in the September advertisement so that we can have a good supply for January 2010. Postnet agreed to partner Rotary once again! Please help extend the 'Bury me in Books' project.

300,000 sets needed

- Pencils
- Erasers
- Pens
- Rulers
- Small lined exercise books

You could also please consider sending

- Door-to-door shipping of containers
- PCs, blankets, medical equipment, toys
- Educational books and novels

The containers are offered to the Rotary clubs who raise funds to convert the containers into either HIV/AIDS day clinics, nursery schools, sewing projects and libraries. Thousands of underprivileged South Africans will benefit from your generosity. Your support will help reduce the illiteracy rate; you will give people a variety of books to read and they will gain an education - thus the opportunity to earn a living. Perhaps the clubs can embark on a literacy 'Bring a Book to School' project and then collect the books from the school and deliver them to the centre. Your club can present them with a certificate. Many children have books at home that they no longer read or want. Every donation helps.



Forest Hill Primary School

South Africa's population is 49 million with 12.3-million learners, some 386 600 teachers and 26 292 schools, including 1 098 registered independent or private schools that tutor 340 000 students - 2.8%

of the total schooling. Of all schools, roughly 6 000 are high schools (ages 14-19) and the rest primary (ages 7-13). Illiteracy rates are high at around 24% of adults over 15 years old (6 to 8 million adults are not functionally literate), teachers in township schools are poorly trained, and the final school year pass rate remains low.

The country's most poverty-stricken areas make up 40% of all schools in 2007. In total, 5 001 874 learners from 13 856 schools were listed as beneficiaries of the free-fee policy in 2007. Government provides minimum learning resources. The lack of books followed by the lack of money, were cited as the leading barriers to education among 7 to 18 year-olds in 2006.

Rotary International thanks the SABC Foundation and Postnet for this excellent opportunity and for their support and contribution. May the working relationship continue for many years.

We appreciate the support of funds, books, medical equipment, PCs, donations and dedication from:

- The Rotary clubs, Rotarians and schools in Texas
- PDGs Ted Pope, Charlie Clemmons, PP Barb Clemmons, Shirley Downie, Chuck Kurtzman and Rtn Ken Kay
- McLean Shipping, Houston: Rtn Angie Jiminez and staff
- Herb and Lenore Miller
- Pro-Tem, Inc.
- The SABC Foundation: Gail Pedra & Jacqui Mgudlwa
- Postnet SA: Rotarian Wendy Sweetman
- Rotarians, Rotary Anns, Friends of Rotary and the Youth Exchange Students
- Rotarian Jeremy Webb (Bedfordview)
- Verbolt (Pty) Ltd and the Nienaber Family Trust (D9300)

Visit - www.burymeinbooks.co.za

PolioPlus Pig

All clubs are aware of the tremendous challenge set to Rotary by the Bill and Melinda Gates foundation. They have donated US\$355 million to PolioPlus and challenged Rotary to collect US\$200 million for the final eradication of Polio world wide. Rotarians are doing their utmost to meet this huge challenge in a world suffering from a serious economic depression.

All kinds of interesting projects for fundraisers have come to light, one of which is the pink pigs called Mildred, handed out to clubs for collections at their functions and meetings. It was originally thought that the pigs would be a handy collection receptacle for small change but the pig has eaten much better than small change.

The following photograph and report is an extract from the newsletter of President Di Kershaw's RC Sandton, but please let us know how your pig's digestion is progressing. We would love to publish the progress on a monthly basis.



DG TREVOR's PIGGY "MILDRED"

This Famous Piggy takes the pride of place alongside the gong and the **THE FAMOUS ROTARIAN** every week. Because Mildred has picked up so much weight, she has just had her second operation but she doesn't know how to stop filling herself especially with food of the folding kind rather than the heavy round variety. President Di hopes that DG Trevor's family trust has enough to pay for these operations that to date have cost over R13 350.40 Unfortunately, since recovering from the last operation, Mildred has let herself go somewhat and it is expected that she'll need another bit of surgery shortly.



Be a part of history and celebrate the 100th Rotary convention, which will take place in Birmingham, the heart of England!

DGE BETH THOMAS IMPORTANT DATES FOR 2009

4 April 2009 – PETS
23 May 2009 – Assembly
27 June 2009 – D.G. Induction Dinner



Young HOTSOU share with Rotary for their dictionary project.

Disc Jockeys Kgosi Nkaiseng and Mike Lysco, who operate as HOTSOU, were recently awarded for their service to the community through the Rotary Club Vanderbijlpark. HOTSOU made a surprise donation to the club to support their community service. The donation is sufficient and will be used for purchasing dictionaries through a special Rotary International project presently distributing dictionaries to schools for learners who are in need of them. Here (from left to right) Are PP Sonja Gilliland of RC Vanderbijlpark with Kgosi and Mike and PP Mark Venter of RC Vanderbijlpark. HOTSOU are also handing over a huge box of waterbottles for the club's kid's party.

Mike can be contacted at 076 534 2822 and Kgosi at 076 410 2886.

3 March 2009

Virtual organizations and the fundamentals of change



A couple of weeks ago I was given an opportunity to sit in on a Rotary PRO Meeting. The discussion was around 'the way forward and the future of Rotary'. Quietly listening to all the talk around the table I realized that perhaps I had the answer to many of the questions simply because of my experience running a virtual organization at a huge corporate.

A couple of years ago with a 16 persons strong team we decided that the company we worked for was not doing enough for charity, thus the cradle project was born October 1999. This organization does the work of a mini Rotary.

The latest stats on cradle project are as follows: Every member is a working professional (one club = 128 members with people from all spectrums). Over a period of five years 750 projects completed, 42 projects at any given time all done in a weekly one hour meeting. Sounds super human doesn't it!!!! Ask yourself 'Why the rapid growth, success and excitement?' Well the answer is simple. Technology with a flat structure approach opposed to the old Pyramid style of management is part of the correct answer.

Cradle Project

Cradle project has all the same dynamics as Rotary international: works on technology being Cell phones, emails, conference calls, etc, we still have our weekly one hour meeting, we have a treasurer, a secretary, a chairperson, and have a loose form of leadership and control. We shun the pyramid style of leadership and prefer a flat open structure; **everyone must participate to be a member**. Meetings are used for feedback, new projects and ultimately to deploy teams of people to assist charities. Otherwise everything gets done as we do in Rotary at no cost and much less effort. We still have fellowship but everyone comes together for a common goal and that is to elevate poverty and make Africa a better place for all.

On a weekly basis after every meeting minutes are produced and disseminated with the result we can produce info for matching grants and the likes at a blink of an eye. At any given moment we can tell you what each project costs, when it took effect, what the organisation does, what can be done, who is responsible and when work on each project should be completed. We are running approx. 30-40 short term projects at any given time because its incumbent on each member to bring something to the table, may it be a project, his/her expertise or assistance to project leaders. Our weekly meetings are divided into 4 areas - disaster relief, aged, children and animals and each area is given time for discussion, debates and opinions. We rarely hand out money and physically visit every organisation we help. Besides receiving a wish list from each organisation we assist, we also keep a list of black listed organisations that have not performed to our satisfaction.

There's so much to discuss on how we do things on cradle it would be a couple of pages of writing and hours of discussion. But having given a brief overview you will find that there will always be a need to have human contact in service organisations. The hands on work will always be done by the individual or networks. Because technology has forced us to go this route, it doesn't mean that everything else must fall by the wayside. You know the concept of NOW - No Opportunity Wasted; technology will rope in the younger generation, who will in turn help the older generation to cope with the changes by assisting with computer set ups etc. Also this brings us to the question of mentorship's but this is another discussion on its own, something we have dealt with quiet successful at cradle.

Paradigm shifts can be very difficult to achieve and ultimately if there's no member "buy in" it will be almost impossible to shift an organization like Rotary. The

proposal of change is really years of hard work by members but with a little commitment "it can be done very successfully". My feeling is that rotary has huge potential but unfortunately we are not tapping into it as best we can. Whilst starting up the cradle project I never understood the potential of what could happen, would happen and how far the cradle project would run until I did my MBA and did an intense study of change management, paradigm shifts, flat structures and the likes. Today 10 years later when I look back I can see the success and all that has happened in the project. My advice to Rotary clubs is start from the beginning get a focus group together with group dynamics that constitute a strong and reliable team and go from there. I'm very excited about the potential of change management in Rotary and believe that by creating a "think tank" with a few rotary members and see how best to effect change, is the best way forward. The look and feel of the new Rotary is an interesting topic for discussion and should be embraced.

Celeste Raynard
Cell: 083 676 0097

World Rotaract Week

Every year, World Rotaract Week honors the chartering of the first club in North Carolina, USA, on 13 March 1968. To commemorate Rotaract's anniversary, partner with your sponsor Rotary club and attend each other's meetings, complete a service project together, and encourage a nearby Rotary club to sponsor a new Rotaract club in its area. Participating clubs can receive special recognition from Rotary International if activity summaries are submitted to RI staff by 15 April. Download the [World Rotaract Week Celebration Recognition Form \(PDF\)](#).

DISTRICT GOVERNOR NOMINEE NOMINEE

I wish to inform you that the period of fourteen days for the lodging of a challenge regarding the nomination of the DGNN for the new District 9400, 2011/2012 lapsed on 9th March 2009 without a challenge being lodged. The name of PP Anton Meerkotter of the Rotary Club of Middelburg selected by the combined Nominating Committee of D9250 and D9300, will now be forwarded to Rotary International for the official ratification of his nomination as the DGNN for D9400, 2011/2012.

PDG Peter Margolius
Tel & Fax: 011-475-8446
Cell: 082-736-7476
Email: margolius@telkomsa.net

ATTENDANCE REPORT

According to D9300 Attendance Officer Ken Kay the position on clubs which have reported for February 2009 is as follows:

The highest percentage attendance at club meetings for February 2009 is President **Bob Rundle's RC Kempton Park-Jan Smuts**, scoring **94.44%**. This club is continually amongst the highest scorers for attendance.

President **Cinthia Lin's RC Johannesburg Main Reef** comes in second at **93.33%**. It is also not the first time that they are noticed amongst the winners.

7 clubs score in the 80's:

President Garth Niemand 's Johannesburg East: 89.28%
President Ted Whyte's RC Johannesburg South 101: 88.64%

President Beryl Fraser's RC Vanderbijlpark: 85.64%
President Mark Templemore-Walters' RC Germiston: 84.09%

President Vincent Du Chenne's RC Krugersdorp: 82.52%

President Graham Wallet's RC Knights Pendragon: 81.67%

President Fred Eksteen's RC Westonaria: 80.36%.

The lowest attendance figure is 46.36%.

Would the high scorers please write in to dq20082009@lantic.net and share their secrets for excellent attendance with us?

Just to let you know (for those who are not up to speed with the doings of the Pope family) that Jill and Ted will be moving to Jeffrey's Bay on 17th March 2009.

Our physical address will be: 27 Strydom Street, Paradise Beach, Jeffreys Bay. At this stage we do not have a postal address as there were no boxes available when we enquired earlier this year and there is no street delivery. However are P O Box 2798, Edenvale 1610 will still work as the family will be using it and they will get any post to us somehow.

Our email addresses stay the same ie jillpope@mweb.co.za for Jill and thepopes@iafrica.com for Ted.

Our telephone number is 042 292 0097 and cell numbers are: Jill 082 448 4297 and Ted 083 650 1594. Our fax number is 086 632 5035 for SA and International +27 42 292 0097.

We have a big house and will welcome anyone who wants to relax for a few days by the sea. Hope to see you some there some time.
Jill & Ted Pope

2ND PR EXPOSÉ 7TH FEBRUARY 2009

120 Rotarians, Anns and friends attended the PR Exposé and were treated to a hugely informative, entertaining and fun day. Kariba Ranch opened their conference centre for the event and the family coffee shop provided superb gourmet catering for the attendees. Even so, the facility usually caters for 50% less at any one time. No sweat for the Nienaber Family – Zurika hired two marquees, tables and chairs and everything required for the day. Between their family and staff and the D9300 PR committee the setup was put in tip-top condition by the time the first delegates arrived. Zurika was still sweeping somewhere and Trevor was still wielding the leaf blower, but within five minutes they were all present and correct with their formal clothes *cum chains of office*... Eldest son Rtn Gerald was manning the IT station with Trevor's PA Ella, his lovely young wife Esté had prepared the venue the day before. Younger son Rtn Darryl had given dad a hand with the some 2 dozen banners, flags and the cash bar and helped Trevor's Special Aide to wrap the cutlery in the serviettes, while exchanging rugby memories. 38 clubs were represented including two from outside D9300.

WELCOME:

D9300 PR CHAIR LYNNE WARD (RC BLACKHEATH)

Lynne reminds us that although PR is regarded as a modern term early moves to communicate go back to antiquity. The first PR practitioner was appointed at the South African Railways in 1943 and modern PR has come a long way.

OPENING ADDRESS

DG TREVOR NIENABER: (RC VEREENIGING)

DG Trevor welcomed everybody at his home and stressed the fact that Rotary has not done enough PR in the past. It is necessary to advertise our organization to improve membership numbers. Successful PR will require teamwork: vision and action to reach our goals.

THE THREE FOUNDATIONS OF ANY COMMUNICATION STRATEGY

JUSTUS VAN DER MERWE: (RC VANDERBIJLPARK)

Media, as we have grown to know it, used to consist of newspapers, radio and television. Obama used these and also the modern social media: online definition for interactive talks on sites where everybody can chat together at the same time. Blogs are useful tools for PR, as are Facebook to share their news. You decide whether you wish to keep your info private or make it public. In the PR sense it is important to know that there are millions of visits on photo sites and video sites and the capacity to influence is immense with visual translation of your product – Rotary. Social networking sites such as Facebook make things happen whether hunting for a partner, a home or a job. Rotary can get key interaction internationally. These new tools are in addition to what we have always done. Rotaracters use Facebook to great success.

THE ART OF TAKING GOOD PHOTOGRAPHIC PICTURES:

SJOERD DOUWENGA.

Photography is art using light as paint. It relies on eye/brain combination and makes a visual impact. Events are recorded and a message conveyed. Photography is a lot about emotion. Simply using the flash everywhere is not recommended, unless you need to add light to the setup. The camera can only see light and this it reflects. Years ago a hand held light meter was used, now it is built into the camera. Cameras are now computers with lenses fitted onto them. Software does a lot of work before the image is even recorded on the memory card. New technology for photo manipulation is brilliant, but you need to start out with a good picture. Computer work, such as creating collages and touching up photos, is similar to getting a

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boob job without paying the earth. Dark rooms did not make this kind of work possible. For Rotary photographs a digital camera does not need to be huge or of the type used by professionals. Start on the automatic setting and experiment from there on as your knowledge and experience grows.

WHAT NEWSPAPERS NEED FROM YOU WHEN YOU SUBMIT A STORY

ANJA KOTZE

Newspapers work in a certain way and they assume that you know how they work. Previously a reporter was sent out to cover the event and write the story, now they don't need to go out because you submit the material directly.

Many press releases and articles are received daily from everywhere, so for your material to be placed it has to be good. Material sometimes vanishes in the recesses of the newspaper's organisation, so save and keep it on your side as well. All newspapers have opposition and each one likes to think it is unique. So don't copy all the newspapers on the same e-mail, then you land in the dustbin.

Fillers are always required. It is important to have a contact person at the newspaper for you to work with to ensure publication. Speak to your contact in advance; invite them to your functions.

What is needed in respect of upcoming events: submit it point wise (no need to write a story) as soon as possible.

Afterwards submit the speech with a photograph: a good journalist can always compile an article on it. Don't supply too much, keep it short. Often the Rotary aspect does not come into focus because the journalist prefers to focus on the speaker: that is unfortunately a question of using the angle which the journalist feels will interest the reader.

Photographs: in jpeg up to 3mgs. They must be sharp and in focus. People pics need composition with faces as closely together as possible. Seat taller ones with smaller ones behind, not the other way round. Avoid sending photographs of the same person continually.

MEDIA RELATIONSHIPS IN PR

NANZALA MWAURA (RC MIDRAND)

Time management for obtaining news has changed from *prime time* to *my time*: a listener or reader now no longer has to be in a specific spot at a given time to be able to get the news. PVR's and other facilities make it possible for you to read, log on and listen when it suits you. Also, there are thousands of newspapers and many television stations. Reports are no longer from professional journalists only and people report from their own perspective. Even many photographs are by accidental photographers taken on their cell phones.

All this brings about a huge growth in PR outlets.

Information put out in communications must grab your attention otherwise it is lost in the mass of information available.

Choices of information are wide compared to what was available in ancient times. Because the attention span is low the measure of effectiveness of your PR goes hand in hand with the measure of your reputation. PR is still the avenue to communicate this to the public. Assess your reputation and decide where you want to go in improving your performance. Bad news follows you around for years and needs to be measured.

The method is: Survey>Media Index>Training.

PR FROM AN ANN'S PERSPECTIVE

DGA ZURIKA NIENABER (ROTARY ANNS CLUB VEREENIGING)

Many Anns do invaluable PR work for Rotary but do not have access to or dislike modern technological machines such as computers. They go *back to basics*: starting with their hairdressers, chatting at the supermarket and

advertising by word of mouth – it still works well! They have the product and the knowledge of where it is needed. Speaking with body language shows passion and personality, which writing often misses. There is no better listener than the person who asks “so, what is new in Rotary-land?”

A LEGAL PERSPECTIVE ON PR

JACK COOPER (RC Parktown Excalibur)

The constitutional right of freedom of speech includes the protection of media disclosures. Protecting your good reputation against defamation is also a constitutional right, but you can say what you wish about the government. Defamation is the publication of defamatory matter which reduces the estimation or good opinion of that person in the eyes of the community. This goes equally for blogs and electronic disclosures on sites. Defences against such a claim for damages are: truth, public interest, fair comment, consent and privileged instance. Damages in the RSA are very limited compared to those awarded in America. The media has a strict liability and the test is reasonability. Cartoons of public figures may impair their dignity, but their right of legal recourse is limited because of their being public figures.

WHAT MOTIVATES SERVICE ORGANISATIONS AND VOLUNTARY WORKERS

DR WERNER NELL

Rotary believes in helping others: why?

There are usually many interesting motivations, rarely only one; different people join Rotary for different reasons. Human behaviour never happens in a vacuum and comes from different directions. Abraham Maslow has a famous theory for understanding certain kinds of characters. He teaches a pyramid of which the bottom level constitutes the physical needs necessary for survival, such as food, shelter and caring which babies need and cannot survive without. The second level is the level on which security becomes an imperative need. The third level is the one on which status and esteem is paramount. The fourth level is reached when the human being experiences the need for self actualization. The last level is the level reached when one finds the need to contribute. The needs for physical security, emotional security, love and belonging, education and raising ones own self worth are motivated by deficiency. When these needs fill up the altruistic purpose comes to the fore and we do it gladly and naturally. If you are still on the bottom two levels no PR relevant to the upper levels will work for you. PR in Rotary should therefore be targeted at the top levels. Volunteer work and Rotary: only in the upper levels Rotary starts to feature.

THE POWERFUL CONNECTION OF RELATIONSHIPS

SHURNELL ANDERSON

We are relationship creatures – we are in the people business. Yet, a lot of time is spent in *not connecting* with the person next to us.

What are your expectations? Say what you want – don't leave room for interpretational differences.

Agreement and compromise automatically alleviates tension. Discuss and communicate about your differences. In this way you build a healthy relationship.

Give affirmation and support, *thank you* and appreciation. Recognize brilliance. Appreciation makes a person rise to a higher level. There is an automatic return in reciprocation. In communicating be willing to learn and change the way we relate.

Each one of us has been born with the ability to be great and we can allow others to be great too.

FEEDBACK ON RADIO AND TV EXPOSURE OF BURY ME IN BOOKS PROJECT

PDG SHIRLEY DOWNIE (RC MIDRAND)

We need PR people to do PR. The Humanity In Motion DVD was flighted on radio and television late in 2008. Rotary International sponsored this and it was flighted on the Hallmark and other television channels.

For Rotary and Postnet's literacy drive Bury Me In Books, SABC allowed Rotary to screen a Public Service Announcement from 23rd September 2008 and it is still running six months later. The Government has also become involved. 17.5 million adult viewers regularly see the 6 adverts on SABC 2 and 3. Shirley received more than 8000 telephone calls. Ken Kay deals with incalculable e-mails per day. Disc Jockey Kevin Fine of Radio 5 FM did a stirring job, not only in giving the project air time, but in also co-ordinating incoming queries. Well over 1.1 million books have been handed over. This project has been said to be the best literacy advert and project in the world and the biggest PR awareness campaign in history.

BUDDING JOURNALISTS PRACTICAL EXERCISE

UNDER TUTORSHIP OF LYNNE WARD (PR COMMITTEE CHAIR)

The audience was divided into teams, given the rules for writing a press article and then mandated to write a press release in 8 minutes flat. Rotarians are not business and professional leaders for nothing and here they showed their metal. Of course they all went *comedy* and their efforts were then read out aloud: the entertainment of the day. They even drew pictures in the place of photographs! Little jewels – each of them.

CLOSING REMARKS

DG TREVOR NIENABER

Today we have seen the power of PR. It was truly an incredible day and a new breath has been blown into D9300. Thank you to PDG Shirley Downie for starting this very special event last year.

Elsa Venter, DGSA

Rotaract District Fundraiser Draw – 11 March 2009

The Rotaract Clubs of D9300 held a Bonanza-Style fundraiser where tickets were sold at R100 each in order to raise funds for our District Project.

The main prize up-for-grabs was R10 000. All profits raised would be utilized at a project where all clubs within the district are invited to participate in order to build teamwork and better friendship relations within the District

A total amount of R16800 was raised – R10 000 of which would be allocated to the 1st Prize. DG Trevor and DGA Zurika Nienaber were our special guests at our March Procom (a monthly meeting where all clubs get together to discuss their upcoming projects and events) where DG Trevor drew the winning ticket. .

Rotarian Alan Dutton from **The Rotary Club of Springs** was the lucky winner. After a brief phone call to congratulate him Alan and his wife Mary promptly donated the prize back to Rotaract so that we can make an even bigger impact with our project.

Thank You to everyone who supported the Rotaractors with their fundraiser – we can't wait to share the project outcome with you.

DEAR ROTARY ANNS & MEMBERS OF THE INNER WHEEL

SO THIS IS HOW WE SPENT YOUR PICASSO MONEY AND DONATIONS FROM ROTARY ANNS CLUBS: HIGH SCHOOL MUSICAL FOR 83 D9300 TEENAGERS AND MINDERS ON 28TH FEBRUARY 2009.

It was a wonderful privilege to have the funds to purchase 83 tickets to the Monte Casino Teatro show HIGH SCHOOL MUSICAL. At R150 a piece this was no small undertaking the wonderful contributions received from the Rotary Anns Clubs and the purchases made of our Picasso paintings at Discon made this dream real. Thank you very much! In addition to the theatre tickets the funds were sufficient to buy each guest a hamburger-and-chips meal with a soft serve ice cream and can-of-coke, all enjoyed in the beautiful food court. Minders paid for themselves, so not a cent of the fund money was spent on anything else but the purpose you donated it for: a teenage treat. But thank you so much - without your kindness this would not have been possible.

It was a magic afternoon and there was a really magic ticket too, which made us all very emotional. Early in the afternoon a little boy was very tearful because he was "extra" and did not have a ticket. A minder standing close by offered her ticket immediately but three teenagers had not arrived and so the extra young fellow could be accommodated with ease. The minder could then keep her ticket, which was just as well, because it would still play a vital role during that afternoon.

A young father with two tiny daughters approached the minder. He said "I see you are wearing a Rotary-T-shirt and I hope you can help me." He explained that although his three ticket numbers were next to each other, the big box for sound and light control was situated in the middle of the three tickets - he could not possibly split up his little family. This Rotary-T-shirted-lady opened her hand and there - can you believe it - was the one ticket number that this young father needed to keep him and his two tiny daughters together. Now this minder sat in the back row behind two 16 year old boys - guests of ours. At one point it was noted that one of these boys was sobbing his heart out. Asked what the problem was, he replied: "Ma'm, never in my whole life did I think I would see something like this!"

What more can you want from an afternoon like this?

Just one thing: a thank you letter from a teenage guest: repeated here literally.

"Dear Ma'm

I would really like to take this opportunity to thank you Ma'm for a fantastick time I had Saturday February the 28th. The show was very wonderful specially with one of

your exstudent in the cast. They are no word to describe how the day was so I am just going to write them down:

- fantastick
- Marvellous
- Special

So that how I felt. I couldn't stop talking about it at home and at school. I still have the ticket for the show. Overall I would like to thank you very much!!

THANK YOU !!!!!

Your sincerely."



Everybody knows that a good mother gives her children a feeling of trust and stability. She is their earth.

She is the one they can count on for the things that matter most of all.

She is their food and their bed and the extra blanket when it grows cold in the night; She is their warmth and their health and their shelter, she is the one they want to be near when they cry.

She is the only person in the whole world or in a whole lifetime who can be these things to her children. There is no substitute for her.

Somehow even her clothes feel different to her children's hands from anybody else's clothes. Only to touch her skirt or her sleeve makes a troubled child feel better.

By Katherine Butler Hathaway