



# 'Share the Vision'

2008-9 Presidential Membership Conference  
18-19 July 2008 Auckland New Zealand



*Leadership is the capacity to translate vision into reality*

**Join RI President DK Lee in Auckland for the weekend of July 18 -19 learning how to "Make Dreams Real"**

**Hear expert keynote speakers on issues pertinent to our Rotary Clubs, our businesses our communities**

**Be involved in discussion groups where ideas are shared and contributions valued.**



RI President 2008-09  
*Dong-Kurn Lee*

### **keynote topics:**

#### **1. The importance of visioning**

"A vision without a plan is just a dream.  
A plan without a vision is just drudgery.  
But a vision with a plan can change the world."  
- Proverb

#### **2. Our changing demographics**

Age  
Employment  
Ethnicity  
Technology

#### **3. Valuing the volunteer**

The role of volunteerism in NZ society.

#### **4. Brand Equity, Public Relations and Advertising**

The value of a brand  
Public Perception  
The need to be seen



Guest Speaker  
PRIP *Bill Boyd*



Conference Convenor  
RI Director 2008-9  
*John Lawrence*



Conference Chair  
PDG *Andrew Meek*



**Who should attend?** All Rotarians interested in keeping Rotary vital and growing.

**Small group break-out sessions will follow each keynote address.**

**These will be facilitated sessions where ideas can be shared and contributions invited.**

**All keynote addresses and collated notes from the breakout sessions will be available after the conference.**

email: [sharethevision@xtra.co.nz](mailto:sharethevision@xtra.co.nz) PDG Andrew Meek - Conference Chair (64) 3 471 0698 021 357 322