



ROTARY CLUB OF BLACKWOOD

Chartered 14th September 1970

DISTRICT 9520

Club Bulletin Volume 41, Issue 29

31st January 2012 Meeting No. 2119



International President

Kalyan Banerjee

District Governor

Bruce Richardson

CLUB BOARD

Club President

Peter Geer

Secretary

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Treasurer

Barry Sheridan

Vice President

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Immediate Past President

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Club Directors

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Club Service

Bob Arnold

Membership & Promotions

Barbara Chappell

Community Service

Sue Wymond

Youth & Vocational Service

Tony Hughes

International Service

Bob Sothman

Foundations Director

John Penta

Club Bulletin Editor

Ray Smith

Rotary Club of Blackwood Inc.

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South Australia 5051

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THE FOUR WAY TEST

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned

INVOCATION & TOAST

Sergeant Alan Eldridge opened the evening and introduced Chairperson Barbara who gave us her own take on the 4 Way Test and a unique invocation, then toasted Australia and her people.

PRESIDENTS SPOT

President Peter welcomed our guest speaker Sam Camparelli,

- and visitors from Burnside Club: Wendy Stewart and John Caddy
- Bernie introduced his guest Bob Watkins
- The meeting on 21st February will be a Group 5 hosted by Hallett Cove at the House of Jade Chinese restaurant at 11 Commercial Road, Sheidow Park 5158.
- The Rotary Foundation is holding a film fundraiser at the Piccadilly Cinema on Sunday 26th February.
- The Mildura District Conference is 27 to 29th April.
- The District Assembly is at Murray Bridge on 20th May
- Next Week, Keith Potts on Climate Change
- Thank you to the Roadwatch Team
- Flinders Uni Mentoring Program – contact Mike Massey if you are able to assist
- The Nick Parnell and Simon Tedeschi (fresh from Carnegie Hall) concert is coming closer: 10th March – 7:30 pm at Elder Hall. The price is just \$30 (discounted from the regular \$39 plus booking fee). See Jeff or Bob Lehmann to bag your ticket before they are all gone.

“Nick Parnell is a complete and utter star. A brilliant and beautiful performer.”

Emma Ayres, ABC Radio Classic Breakfast, Australia

“Tedeschi's technique is impressive, and his whole manner shows maturity beyond his years.”

Lawrie Strachan, *The Australian*

Two celebrated virtuosos take to the stage together for the first time. Sparks fly as pianist Tedeschi joins forces with vibist Parnell in a musical celebration of rhythm, colour and vitality. Blurring the lines between classical and jazz, the show features Gershwin's Rhapsody in Blue and the dazzling, Brazilian-inspired Bem-Vindo. Tedeschi was Symphony Australia Young Performer of the Year, and Parnell was awarded the Dame Roma Mitchell Churchill Fellowship in 2011.

If you are unable to attend a meeting or wish to bring a guest, please phone LJ Hookers Blackwood office on 8278 9111 by Tuesday 12:00 noon.

Rotary International: www.rotary.org
District 9520 www.rotarynews.info



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Attendance: 70%

Takings for the night:

Copper Box \$28.70

Fines \$71.95

MAKEUPS

Bob Lehmann attended Maitland Club, where there are no female members. [*Jacquie says she's going to move there to make a few changes...!*]

SPEAKERS FOR THE GOOD OF ROTARY

Tom called into *the Grind* at Hendon to replenish his supplies and was welcomed and given free coffee and nibbles because they have now had 4 Rotary clubs come to visit since ours, and they have been outstanding successes. He can't wait to return!

Bob Arnold reiterated the President's message about the Rotary conference 26-29th April. These are great for new members to learn all aspects of Rotary. You can register online by February.

John Lewis: our Indigenous Scholar who now has an 18 month contract in Cairns sent John a letter of thanks to our Club for the assistance given to him.

Barbara:

- 7th February is a New Visitors meeting. Partners are very welcome. Jeff noted that twelve visitors have been approached so far.
- on 13th February from 6pm to 7pm, Barbara will be speaking with PDG Bob Arnold on Radio 88.7 FM Coast FM about Calperum. Tune in.
- Bob Lehmann:
 1. the Guess Who's Coming to Dinner will be held on 17th March. Please register on the dodger. This is Bob's 17th year of organising it.
 2. The Parnell / Tedeschi concert is just five weeks away, so don't delay in ordering your ticket or you may miss out. See Bob and grab a bargain and save the booking fee.
- Bob Arnold regrets he cannot attend the District Conference...because he will be in Vienna...[*poor lad*]. However, if he wasn't seeing his grandson, he wouldn't miss it, and urges us all to attend – especially the newer members.
- Terry is hoping for a Friday woodchop, and would like some helpers.
- Trevor: the next Book Sale will be on 24th March
- Michael would like us all to realise that he will be absent on 14th Feb (Valentine's Day), but will be replaced by Cherilyn's (slightly used) golf balls.
- Jeff:
 1. next week is Guests Night. If you are bringing an extra person, please advise Jeff.
 2. The next Visitor Night is 1st May when the speaker will be PDG John Jackson talking of the History of Blackwood Rotary Club.
- Barbara:
 1. will be issuing an electronic flyer regarding Guest Nights
 2. Bellevue Heights Retirement Home have a new club room and have invited us to have meetings there
 3. A letter has been sent to Mitcham Council requesting Corporate membership of our Club.
- Ken:
 1. A special discount card has been received from Blackwood Hire for our Club



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- Brother Michael has an annual Xmas Appeal and this year gave out 205 hampers, so we donated our trestles for free hire.

The raffle was won by our guest speaker Sam Camparelli.

Fines: Jacquie carried the box.

Bob A for confessing to still possessing a fifty year old Reefer jacket

Bob Lehmann for being an "old" Rotarian

John Lewis for driving topless in his new BMW Z3

Jeff for being a Port supporter

Tom for having seconds at *the Grind*

generic fines:

- QANTAS Club members
- Glenelg Golf Club members
- Sturt supporters – Terry, Garry
- those with an association with:
 - Urrbrae - Terry, Alan
 - Mercedes - Jeff
 - Unley - John Penta
 - a Chinese restaurant - Neil
 - Belair Country Club - EVERYONE HERE TONIGHT!!

Cross Fines.

John Penta on John Lewis: rumour has it that Jenny has now gone blonde for riding in the Z3

John Lewis on Terry: Ken says Porches eat Z3's so John invited Terry for a spin through the Hills...Terry declined the offer whilst reaching for his ever-present paper bag.

Bernie - police are targeting bikies

John Jackson for not showing us his legs

Alan on Michael who drove from West Lakes via Unley...where did he go?



GUEST SPEAKER

Barbara said our Club failed to reach it's membership target last year, and we should look to the Web to increase membership. Clubs generally find that their websites are not used. We need to consider what we want from our website to make people want to visit it.

Barabara introduced our guest speaker, Sam Camparelli, who is president-elect at Mitcham Rotary, and previously worked at IBM and now is at Oracle in the marketing section:

Q: Why should we use the Web?

A:

- to extend our Club's communication network beyond the traditional demographic.



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- promote Club activities
- communicate with members and the community
- easy access to key information and resources
- member information
- attract new members
- electronic newsletter
- use social media – younger people expect this type of media

Q: What is required?

A:

- time and effort
- technology
- start up capital of \$1,000
- decide on a design for the site
- a roster of people to keep it up to date

Q: What is wrong with our current site?

A:

- We only have one person to maintain it
- the info is sometimes obsolete
- it needs technical knowledge
- there is a lack of input from committees and members
- there is no membership management
- there is inconsistent “branding” of Rotary in our District

Q: How should we do it?

A:

- using the new *free* software, RotaryNews.Info, which was written by two men from District 9680 in Sydney, who have now offered it for all to use.
- the web address is rotarynews.info/d9520
- Each club is allocated a web page on that site

Benefits:



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- easy to use
- consistent look and feel
- accessible by all club members
- the maintenance effort can be shared
- allows membership updates
- Club details are always up to date
- it links to RI and RDU websites
- it displays a calendar of events
- it highlights the latest club news
- can be used to electronically publish the club bulletin
- it is FREE
- Forthcoming events can be logged with expiry dates, so that they drop off once the time has elapsed. Thus, the data is always current
- The RI District website has a drop down boxes to link to individual clubs
- These can be changed by the Club
- there is a search function
- it is certified as a safe site.
- can count the number of hits
- it has an optional membership module
- Working Bee forms are available
- An email to members can be linked to the website to display the bulletin
- it is backed up and is safe

The E-Club of Greater Sydney is an online club. That is, they don't meet formally, but online.

The software is still being developed to offer Paypal for collecting subscriptions and donations; a members only area; toolos to link to Facebook.



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Where do we go from here?

1. nominate a web champion
2. undertake training in RotaryNews.Info. This takes 3-4 hours and requires no technical expertise
3. build a basic site
4. develop a migration plan
5. turn off the old site
6. keep the new site current
7. Barbara will send follow-up info to members.

Chairperson Barbara thanked Sam for his fine presentation, which we will now take on board.

CLOSING WORDS

- President Peter thanked Sam for his in-depth talk which was clearly portrayed and easily understood. We will act upon this and follow it through.
- Thank you to our visitors for coming tonight: Wendy Stewart, John Caddy and Bob Watkins
- The BREC team will be meeting this Thursday morning

He then closed the meeting with these words of wisdom:

Act as if what you do makes a difference.

It does.

Take to heart the words of the RI President Kalyan Banerjee:

Reach Within To Embrace Humanity



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Reach Within to Embrace Humanity

| MEETING ROSTER AND SPEAKERS 2011 | | | | |
|----------------------------------|---------------------------------|-------------------------------|--------------------------------|---|
| Meeting No. | 2116 | 2117 | 2118 | 2119 |
| Date | 7 February 2012 | 14 February 2012 | 21 February 2012 | 28 February 2012 |
| Fellowship | Meredith de Wolffe | Bill Flynn | Tony Hughes | John Jackson |
| Reg. Assistant | Graham Roberts Tom Davenport | David Neil Reg Hanson | Graham Roberts Jeff Hunter | David Neil Bob Lehmann |
| Furniture | Naz Dastoor Richard Dix | Helen Henbest Garry Dolman | Graham Lough John Lewis | Bernie Morgan Don O'Donnell |
| Chairman | Neil White | Peter Geer | Group 5 <i>at Hallett Cove</i> | Neil White |
| Speaker | Keith Potts | Committees | Euan Miller | Roger Rees |
| Topic | <i>Climate Change</i> | | <i>Rotary Foundation</i> | <i>Out of Calamity – trauma survivors</i> |
| Sergeant | Michael McClaren | Michael McClaren | Michael McClaren | Michael McClaren |
| Bulletin Editor | Ray Smith | Ray Smith | Ray Smith | Ray Smith |

| Events and Celebrations 2011 | |
|------------------------------|---|
| Events | <ul style="list-style-type: none"> • 7 February – Visitors Night (Partners encouraged) • 21 February – Group 5 House of Jade restaurant Hallett Cove • 3 March – Roadwatch [Graham Lough, Bob Lehmann, Terry Tierney] • 10 March – Nick Parnell concert 7:30pm Elder Hall \$30 • 17 March – Progressive Dinner \$20 • 24 March – Book Sale |
| Birthdays | <ul style="list-style-type: none"> • 8 February – Bob Lehmann • 13 February – Bernie Morgan • 15 February – Marlene Davenport • 15 February – Reg Wymond • 22 February – Reg Hanson • 27 February – Sue Dolman • 28 February – Bob Arnold |
| Anniversaries | <ul style="list-style-type: none"> • 4 February – Neil and Kathleen White • 7 February – Garry and Sue Dolman |