

**Blackwood Rotary Club**  
**Notes of meeting held on 18<sup>th</sup> October 2005**

**Opening and invocation:** By Peter Larritt, PP of Coromandel Valley Rotary Club to the joint “Pride of Workmanship” meeting between Blackwood, Brownhill Creek, Coromandel Valley and Mitcham Rotary Clubs. The meeting started at 7.05 as we were waiting for the guest speaker to arrive (perhaps he was having car troubles).

**Welcome:** Bob Gecke PP of Brownhill Creek deputizing for the president who was absent

**Disclaimer:** The bulletin editor apologises in advance for not getting names accurately, but Laz Mazaros was making too much noise for me to hear accurately.

**Pride of Workmanship;** Howard Smith of Mitcham Rotary explained that the Pride of Workmanship awards had originated in Pennant Hills NSW in 1975. The aim was to encourage pride in doing the job well (“Do it once. Do it well. Help Australia”)

The objectives were to:

- Promote pride of workmanship
- Promote vocational service
- Provide opportunities for employers to award employees

This is the fourth year that the four clubs have jointly held the award ceremony.

**Musical interlude:** Rob Wight played the Londonderry Air (Danny Boy) on the piano and was then joined by tenor Bernard Hull who sang Jerusalem.

**Presentations:**

1. Blackwood – by Elizabeth Caldicott, to
  - Fran from the Russell clinic
  - Esther Edwards from National Pharmacies
2. Brownhill Creek – by Bob Gecke to:
  - Chris Gibbs from Bedford Industries
  - John Dunkerly from the Salvation Army
3. Coromandel Valley – by Graham Rodda to:
  - Aaron Bodanovich of Infotech Communications
  - Heather Cameron of the James Brown Memorial Trust (Kalyra)
4. Mitcham – by Howard Smith to:
  - Peter Seeward of Woolworths at Mitcham
  - Karen Tudor of Café Zenia



**Musical interlude:** Rob Wight on the piano and tenor Bernard Hull who sang La Donna Mobile from Rigoletta and He is only a boy from Les Miserables.

**Guest speaker;**

Alan Eldridge introduced Tom Phillips who is about to retire as CEO of Mitsubishi. The title of his address was “**Brand Revival**”.

Tom Phillips thought it was highly appropriate to have his final public engagement as CEO to be at a function for Pride of Workmanship when he considered his involvement at Mitsubishi.

Lots of people did not believe the “380”e built.

2004 was a terrible year for Mitsubishi motor Corporation (MMC).

- Daimler Chrysler had gone into “meltdown” in the USA
- The closure of Lonsdale
- Speculation about the viability of MMC
- Surveys showed over 80% of people in the Eastern States thought MMC would close

Journalists wrote that he was flogging a dead horse and he gave us some amusing quotes about how to deal with dead horses.

In November 2004 they began a campaign to rebuild confidence in MMC and they focused on positive stories, eg.

- Better built better backed 5/10 warranty
- \$600 m. investment on Tonsley plant
- New car (380) “Slowest striptease in history”

They conducted a \$10m TV campaign (The most extensive ever undertaken by MMC)

They targeted the motoring media with the release of at least one positive story every two weeks for 7 months and a press conference every month

The results were “Seriously good” which was important because he had been “Seriously worried”

Market sales rose from 5% to 16%

Tom then answered questions about:

- The financial viability of MMC- Assured with the backing of one of the biggest conglomerates on earth
- Media – He finally likes some of them “But that could change quickly”

Elizabeth Caldicott thanked tom and presented him with a certificate of appreciation. Meeting closed at 9.25

### Reminders:

1. Blackwood wine bottling on November 6<sup>th</sup>.  
Please place orders
2. Quiz night on October 29
3. Musicfest date; May 6<sup>th</sup>
4. Fair November 19

Terry Tierney Bulletin Editor



Meeting No.	1803	1804	1805	1806
<b>Date</b>	<b>25 Oct 05</b>	<b>1 Nov 05</b>	<b>8 Nov 05</b>	<b>15 Nov 05</b>
<b>Fellowship</b>	R Green	P Pargeter	M Congram	K Oliver
<b>Reg. Assistant</b>	R Hanson	C Lloyd	L Meszaros	G Morris
<b>Furniture</b>	H Henbest B Hughes	J Hunter M McClaren	G Lough B Matthews	N Newton J Pearce
<b>Chairman</b>	E Caldicott	B Arnold	B Lehmann	E Caldicott
<b>Speaker</b>	DG Arthur Manser	Brad Taylor	Richard Dix	E Cotton
<b>Topic</b>	DG's theme	Cystic Fibrosis My two lives	That Labeling Machine	Fair Briefing
<b>Bulletin editor</b>	David Rusk	David Rusk	Sue Sedivy	Sue Sedivy

Coming events	Birthdays	Anniversaries
Oct 25 <sup>th</sup> - DG's visit	Oct 26 Shirley Symons	Nov 4 Bob and Dianne Richter
Oct 29 <sup>th</sup> - Quiz Night	Oct 30 Jane Meszaros	Nov 10 Doug and Shirley Symons
Nov 6 <sup>th</sup> – Wine Bottling at Howard Moss's	Nov 4 Carlotta Green	Nov 19 Arthur and Marcia Finch
Dec 2 <sup>nd</sup> – Blackwood Xmas Pageant	Nov 5 Elizabeth Morris	Dec 6 Bob and Diane Richter
May 4 <sup>th</sup> - 2006 Music Fest	Nov 6 Stan Tolley	Dec 30 Richard and Diane Dix

