



ROTARY CLUB of CLAYTON Inc.
Weekly Bulletin – 7th April 2008
Vol 42 No 35



District 9810 Victoria, Australia

P.O. Box 5078, Clayton 3168
Chartered 17th April, 1965

Meets every Monday 6:15 for 6:30pm at Clayton RSL
163 Carinish Road, Clayton (Melways 79D3)
(No meeting on public holidays)

Office Bearers 2007- 08

President: Jim Cochrane
President Elect & Club Service: Michael Ellinger
Vice President: Neil Rickard
Imm. Past President: Glenda Rose
Secretary: Bill Sides
Treasurer: John Goldspink
Asst. Treasurer: Neil Rickard
Community: Warren Fricke
Youth: Bob Millen
International: Tom Portelli
Vocational: Lesley Zuccaro
Program: Jon Breisch
Bulletin Editor: Michael Ellinger
Website & IT Coordinator: Michael Ellinger
Rotary Foundation: Jean Cochrane
Health Awareness & Australian Rotary
Health Research Fund: Richard Simmons
Fellowship, Fundraising: Service Chairs
Golf Days: Warren Fricke
Sergeant at Arms: Ralph Zuccaro
Publicity: All Club Members
Historian: Bill Sides
On-to-Conference: Ed Allchin
Used Stamps: Jon Breisch
Membership: Neil Rickard
Attendance: Michael Ellinger
District Governor 2007-08: Dick Garner
Assistant Governor: Jeff Gouldson

April is Rotary Magazine Month

THIS WEEK'S PROGRAM

Date: 7th April
Speakers: Neil Rickard & Bob Millen
Subject: "Membership Discussion Part 3"
Chairperson: Lesley Zuccaro
Duty Desk: John Barnes
Fellowship: Dianne Day
Bulletin Notes: Jon Breisch

Presidents Thoughts



LAST MEETING – 31st March

Attendance: 82%

Apologies: John Goldspink, Dianne Day & Jon Breisch

Visitors: Gaye Barnes

Make-ups:

Sickness:

Travellers:

Director and Member Announcements: See Notes

Sergeant-at-Arms: Ralph Zuccaro will donate a bottle of wine for the Raffle once a week. Lucky prize winner for this week was Michael Ellinger.

Guest Speakers: Bob Millen & Neil Rickard

Notes

The Sergeant opened the meeting with the Toast of Loyalty and Rotary Grace

President Jim welcomed members and guests and acknowledged the apologies and makeups.

Tonight's meeting was a continuation of our Membership discussion. The meeting again was jointly chaired by both PP Bob Millen & PP Neil Rickard. The aim for the discussion was to highlight the fact that membership is important for the survival of the Rotary Club of Clayton and that we should start to plan now for the future.

So what is the next step the Rotary Club of Clayton needs to do?

We need to look at Phase 2 of the membership drive. This phase concentrates upon the operational factors of the club and suggests vamping or improving where appropriate. It is recommended that the details of this phase will need to be considered to be in good repair prior to any programme of extending invitations to visitors with a view to membership.

The operational tasks of the Club are broken up into elements. Core components of weekly meetings need to be considered and altered where improvement is considered necessary. In discussion it is abundantly clear that our procedures can be improved. A review of the several components of the meetings can only have a positive effect on our attempt to reposition the conduct and attitude of our meetings. The listed elements are considered to be worthy of a critical review and members are requested to offer strategies which will address the current performance and present to the club, suitable responses for the membership to consider.

The different elements of review have been broken up into categories and given to members of the club for follow up. They are as follows:-

1. The meeting.
 - Timing
 - Length of the meeting
 - Meeting continuity. Prior consultation.
2. The role of the Officers of the Club.
 - Chair.
 - Sergeant management.
 - Guest Speaker management
3. The Symbols of Rotary.
 - Rotary symbols and the meeting venue.
 - Ceremony. Induction of new members and the welcoming of all visitors
4. Potential Members.
 - Membership applications
5. Venue and meals.
 - Location, Value and Quality
6. Promotion.
 - Rotary General information
 - New Member packages
 - Follow up strategy for visitors
 - Strategy to maintain the club membership. retention
7. The role of the Rotarian as a Sponsor.
 - Recruiting
 - Membership
 - Induction
 - Continuing education and growth
8. New members
 - Strategy to attract younger members
9. Style and presentation
 - The meeting place
 - Each member

At our next Meeting on the 7th April, club members will present their feedback and ideas from their team discussions on the various elements listed.

So please all try and make this very important meeting.

General

- DGE John Barnes thanked everyone who helped out at the conference on the Friday night to prepare and pack the show bags for the Hobart Conference
- Next years conference will be in Hobart (Tasmania) from the 26th to 29th March 2009. This week DGE John Barnes reminded the club to start planning ahead. At this stage enough rooms have been set aside at the

Hotel Grand Chancellor to cover all club members. Mountainside Wing at \$170 a night & Harbour View at \$220 a night. A \$50 deposit is required in the next two to three weeks. Please see President Jim Cochrane who is the "On to Conference" chairman.

- You do not wish to stay at the Hotel Grand Chancellor, there are other options available. For more information see President Jim Cochrane.
- DGE John Barnes is also looking for six people to help out at the conference for a couple of hours at a time. If you are interested see John Barnes.
- The club is offering this year a special "Conference Account". This is where people can pay small amounts each week towards attending the conference. If you are interested, see PP Neil Rickard.
- The DG's changeover is on the 29th June 2008 and will be held at the Karralyka Centre in Ringwood. This is a Sunday afternoon. More details to follow.
- The Rotary Club of Oakleigh has offered us the opportunity to help them with the Oakleigh Market every Sunday. This will be broken into two shifts (7:00 am to 10:00 am & 10:00 am to 1:00 pm). We have been offered \$10,000 to participate. This will require two people each week to be available. Once more information has been provided to the club, a vote will take place on the final decision.
- The club changeover will be on the 23rd June 2008, at the Mulgrave Country Club. The cost is \$25 pp, which includes a 3 course meal. The time is 7:00 for 7:30 pm. See Michael Ellinger if you wish to attend.
- On 23rd April the Rotary Club of Oakleigh will be celebrating the 50th Anniversary of the granting of its Charter with a dinner at "Merrimu Receptions", Dandenong Road, Murrumbena. The cost of the night is \$70 PP. The club has decided to subsidise \$20 towards the cost for members who request it. See PP Neil Rickard for details.

Please do not forget that our meeting on the 21st April will be moved to the 23rd April so we can help the Rotary Club of Oakleigh celebrate their 50th Anniversary.

Announcements.

Birthdays in April: 29th Kelly Allen, 30th Deb Simmons

Wedding Anniversary's in April: 15th Tom & Angela Portelli, 27th John & Gaye Barnes

**Real Rotarians
Make Dreams Real**

2008-09 Presidential Membership Conference Canberra 11 to 13 July 2008

RI President Wilf Wilkinson has run very successful "Presidential Membership Conferences" in North America this Rotary year. In July, incoming RI Director John Lawrence has convened an Australian "Presidential Membership Conference" to be held in Canberra which will be attended by DK Lee, RI President 2008-09.

Subjects on the Agenda include:

"Australian Society: Where to Now?"; "Rotary: Perception and Profile"; "Volunteering in the 21st Century" - together with specifics about Trends and Shifts in Membership in Australia. Speakers will be a mix of prominent non-Rotarians and Rotarians.

Who should attend?

The conference is open to all Rotarians and it is hoped that representatives from at least 20 Clubs in our District will attend. So put the date 11-13 July 2008 in your diary now. Work out who from your Club is going to attend. A detailed agenda will be forwarded to your Club in the near future.

DGE John Barnes will also be updating your Club's President Elect about the two-day program.

DG Dick Garner

Our Rotary Magazine Rotary Down Under (RDU)

April is magazine month and **our** magazine is the "Rotary Down Under", or RDU. Newer members may not be aware that subscription to an RI approved magazine is a requirement of membership. Why is it compulsory you might ask? One important reason is that it expands our Rotary awareness beyond our own club and District. Through the RDU we can learn what Rotarians are doing elsewhere in Australasia and around the world. It's a great source of project ideas.

In the March issue I read about what our southern neighbors in District 9630 are doing to help illiterate adult aborigines to read and write. Is there a similar need in D9570? - has to be. RDU is also a good way for us to share our success stories with others. RDU exists to provide Rotarians of Australia, New Zealand, the Pacific Islands and Timor Leste with a magazine that is directly relevant to our part of the world.

Did you know that RDU commenced in 1965, and Managing Editor Bob Aitken has held that position since 1984?

RDU is our magazine, not just because it's produced in Australia. Rotarian subscribers of the Australian and

New Zealand districts are the owners of the business, Rotary Down Under Pty Ltd. The RDU Board is made up of Past District Governors and Bob Aitken is also a PDG. Like any business, RDU operates on a budget and over time it has to at least break even on its operations. Any profit stays in the RDU reserves. The Rotarian Life segment was introduced to broaden the magazine's appeal to both advertisers and Rotarians. Advertising revenue is an important part of RDU's revenue stream and helps to keep our subscriptions as low as possible

We may opt to receive the RI publication, "The Rotarian", but you will see very few references to Australia there. Taking that option diminishes the subscriber base for RDU, which directly reduces its income, and at the same time reduces its appeal to advertisers. Neither helps long term viability.

One very important note for incoming office bearers, particularly treasurers and cheque signatories. RDU and RI are **NOT** one and the same organisation, they are totally separate entities. The fact that they both have offices at Parramatta is confusing I admit.

- Do not send your cheque for semi-annual dues to RDU, or a cheque for RDU subscriptions to RI.
- Do not total your invoices for semi-annual dues and RDU subscriptions and send one cheque to either party, then expect them to sort it out
- A notification to RI of a new or terminated member does not flow through to RDU – they have to be notified separately to start and stop subscriptions.

Finally, I ask you to share your RDU's around when you have finished with them. Our local library is happy to accept copies. They can be offered to anyone with a waiting room. Don't forget your Interact Club or Rotaract Club.

Read your RDU every month and learn more about the great work Rotarians are doing. Then, with your improved Rotary knowledge, discuss Rotary's amazing array of service projects with all those people involved in your daily lives – family members, neighbors, work mates, social and sporting friends. Take pride in being a part of this extraordinary organization ...

Bob Aitkin
Managing Editor RDU

RC of Glen Waverley

The 2008 Wine Auction for Interplast

Date: May 5, 2008
Time: 6:30pm for a 7:00pm start
Place: Village Green Hotel
Cnr Ferntree Gully and
Springvale Roads
Price: \$25.00 per person (drinks at bar prices)

All funds raised will go to Interplast to send to teams of Plastic Surgeons in South East Asia and the Pacific Islands.

These surgeons treat those who have conditions untreatable in their own country whilst additionally training local doctors to continue their work when they complete their stay.

Cash donations to Interplast over two dollars are tax deductible. Bookings essential to reserve a table.

Contact: Sue Mills (BH) 8544 3162 or
0407547493

RC of Chirnside Park

RED FACES NIGHT

Date: Friday, May 2, 2008
Venue: Glen Waverley Community Centre,
Waverley Road, Glen Waverley
(near Springvale Road Corner)
Time: 7:00 for 7:30 pm
Cost: \$15 per head
Drinks: At bar prices
Catering: Bring platters to share at your table
Entertainment: Clubs should get together and do an act - use lots of imagination, let's see what talent we have in the District

Organising Club: Rotary Club of Chirnside Park

Enquiries:
Lynn Whelan
Rotary Club of Chirnside Park
Tel Mob 0409 938 694
Email lynnwhelanevents@hotmail.com

RC of BORONIA

INVITATION

We will be celebrating the Club's 40th Anniversary on Saturday April 19th at The Knox Club, cnr Stud & Boronia Roads, Wantirna.

Commencing 7:00 pm, Cost \$40 pp.

For further information contact:

Alan Jenkins 9720 0450

Master Potential Rotary Leaders Seminar 1 (MPRLS1)

“Impromptu Speaking”

- Learn how to think on your feet...
- Express yourself confidently with minimum preparation, planning and notes....
- Improve your oral expression...
- All in a supportive environment

For: All Rotarians, Rotary Family, Rotary Volunteers who have completed the Basic Potential Rotary Leaders Seminar

Date: Sunday 13 April 2008

Time: 8:15 registration for an 8:30am start and ends at 4:30pm

Cost: \$60pp (*Includes morning and afternoon tea and lunch*)

Place: Mulgrave Country Club, 331-345 Jells Road Wheelers Hill. (Melway Ref 80 H1)

Register:

Registration forms have been emailed to all people who have completed a Basic Potential Rotary Leaders Seminar.

Mulgrave Country Club, 331-345 Jells Road Wheelers Hill
(Melway Ref 80 H1)



Rotaract is an international organisation for people aged 18-30, who like to have FUN, and who want to make a difference. While having fun we try and make a difference to the local and global community. Each club is affiliated with a Rotary Club. Rotaract is a non-religious, non-political organisation.

The first Rotaract club was chartered on 13 March 1968, in North Charlotte, North Carolina, U.S.A. As at March 2005 there are 7,869 Rotaract clubs in 146 countries with an estimated 180,000 members.

Rotaractors are involved in a variety of social, professional, international and community based activities, which include:

- * Guest Speakers
- * Sporting challenges
- * Leadership training weekends
- * Organising Student Encouragement Awards
- * Direct assistance within the community (e.g. tree planting, working bees)
- * Raising funds for the community (e.g. DEBBRA Foundation, Salvation Army)
- * Working at the annual Desperate and Dateless Ball as bar staff
- * Weekends Away
- * Restaurant Nights
- * Film Nights
- * Bus Tours
- * Formal Balls



The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy. It was adopted by Rotary in 1943 and has been translated into more than 100 languages.

"Of the things we think, say or do:

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?"

Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

SUMMARY OF COMING EVENTS:

April:

- Sunday 13th – "High Tea" at the home of Jim & Jean Cochrane from 3:30pm. No cost for the day. Bring along a potential member. Dress code for the day is "Smart casual".
- Wednesday 23rd - 50th Anniversary of the granting of its Charter at "Merrimu Receptions", Dandenong Road, Murrumbeena.

May:

- Saturday 3rd & Sunday 4th - MUNA
- Sunday 18th – District Assembly at Deakin University.

June:

- Monday 23rd – Club Changeover at Mulgrave Country Club
- Sunday 29th - District Governors Changeover at the Karralyka Centre in Ringwood.

WHERE OTHER CLUBS MEET

A Rotarian can attend the weekly meeting of any Rotary club around the world. This is a "make-up" and counts as attendance credit when you are not able to attend a meeting of your own club. Meeting details of some local clubs are:

BENTLEIGH MOORABBIN CENTRAL:

Wednesday 7.00 am for 7.10 am (breakfast)
Hemisphere Centre, 488 South Road, Moorabbin

BRAESIDE: Monday 6.00 pm for 6.15 pm at Melbourne Golf Academy, 385 Centre Dandenong Road, Heatherton.

CHELTENHAM: Wednesday 12.30 pm for 1.00 pm
Buckingham Motel, 1130 Nepean Highway, Highett.

DINGLEY VILLAGE: Wednesday 6.30 pm for 6.45 pm
Dingley International Hotel, Boundary Road, Dingley Village.

GLEN WAVERLEY: Monday 6.00 pm for 6.30 pm
Village Green Hotel (Cabaret Room), Cnr Springvale & Ferntree Gully Roads, Mulgrave.

HAMPTON: Tuesday 7.00 pm for 7.30 pm
Classic Residences, 5 Brewer Road, Bentleigh

HUNTINGDALE: Thursday 6.30 pm for 7.00 pm
Huntingdale Golf Club, Windsor Avenue, Huntingdale

MONASH: Wednesday 7.00 am for 7.15 am
Victoria Police Academy, Viewmount Road, Glen Waverley

MOORLEIGH-MOORABBIN: Monday 6.30 pm for 7.00pm –
South Oakleigh Club, 1 Victor Road, East Bentleigh.
Note recent name change.

MORDIALLOC: Tuesday 6:00 p.m. for 6:30 p.m. Mentone
Motor Hub Motor Inn 200 Nepean Highway (cnr Warrigal Road), Mentone

MOUNT WAVERLEY: Wednesday 6.00 pm for 6.30 pm.
Bruce County Motor Inn, 445 Blackburn Road, Mount Waverley

NOBLE PARK: Thursday 6.00 pm for 6.30 pm. Sandown
Regency Motor Inn, 477 Princes Hwy, Noble Park

OAKLEIGH: Thursday 12.30 pm for 1.00 pm. Leighoak
Tabaret, 1555 Dandenong Road, Oakleigh (Cnr Atkinson St)

SPRINGVALE CITY:

Thursdays: 6.15 for 6.30pm at Board Room, Sandown
Greyhounds Tabaret, View Road, Springvale.

WAVERLEY: Tuesday 12.30 pm for 12.45 pm
Riversdale Golf Club, Huntingdale Road, Mount Waverley.

WHEELERS HILL: Tuesday 6.30 pm for 7.00 pm
Mulgrave Country Club, Cnr Wellington & Jells Road,
Wheelers Hill

Details for all District 9810 clubs can be obtained in the district directory or website. Details for clubs around the world are available in the RI Directory (held by the club secretary) and on the RI website (www.rotary.org)

FORTHCOMING ROSTERS

This WEEK

Date: 7th Apr

Speaker: Neil Rickard & Bob Millen

Subject: "Membership Discussion Part 3"

Chairperson: Lesley Zuccaro

Duty Desk: John Barnes

Fellowship: Dianne Day

Bulletin Notes: Jon Breisch

.....AND THE NEXT

Date: 14th Apr

Speaker: TBA

Subject: ""

Chairperson: John Barnes

Duty Desk: Dianne Day

Fellowship: Jon Breisch

Bulletin Notes: Warren Fricke

.....AND THE NEXT

Date: 21st Apr

Speaker: No meeting this week. This has been replaced by RC of Oakleigh 50th Birthday on 23/04.

Subject: ""

Chairperson:

Duty Desk:

Fellowship:

Bulletin Notes:

LOYAL TOAST

Please charge your glasses and assist me in toasting: Rotary International and our country, Australia.

ROTARY GRACE

For good food, for good fellowship, and the opportunity for Service through Rotary, We Thank You O Lord, Amen

REMINDER

Contributions for inclusion into the Bulletin should be passed to michaele@netspace.net.au by Friday evening of each week.

Please ensure that the club is aware if you will be missing a club meeting. Contact Michael Ellinger on 9541-5356 by 4 pm on the day of the meeting if you are not going to be present.

ON THE LIGHTER SIDE

The children at kindergarten were asked to tell what their fathers did for a living. They were telling about firemen, policemen, lawyers and doctors.

Little Johnny was very quiet and the teacher asked him to tell what his father did. He said: "My father is an exotic dancer and takes all his clothes off in bars."

The teacher hurriedly changed the subject and had the children colouring in and drawing. She called Johnny aside and asked him about his home environment.

"Well," he said. "What I said is not true. Dad plays cricket for England, but I was too embarrassed to say."



A rich man was riding in the back of his limousine when he saw two men by the roadside eating grass. He ordered the driver to stop and asked the men why they were eating grass.

"We have to. We are too poor to buy food," one replied.

"In that case you had better come with me to my house," replied the rich man.

One of the poor men said his wife and children were eating grass further down the side of the road.

"That's OK," said the rich man. "They can come too."

As they climbed into the luxury vehicle the poor men thanked the rich man, saying how kind he was.

"Glad to do it," said the rich man. "You will like it at my place. I have been on holidays and the grass is about a foot high."



The Rotary Club of Clayton proudly welcomes and thanks its major Golf Sponsor for 2008

 **Jefferson Ford** 
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