



District Governor 9700  
GEOFF TANCRED  
Orange Calare NSW  
Australia

ABN: 72 322 824 525

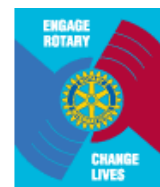
ROTARY CLUB of

# WAGGA WAGGA KOORINGAL

Chartered - 23rd July, 1969

*Initiated First World Peace Community*

President – PHILLIP TOME 2013-2014



RI President  
RON D. BURTON  
Norman OK USA

PO Box 8019, Koorringal NSW 2650

waggakoorringalrotary@gmail.com

## MARCH

## LITERACY MONTH

'For most of us, reading and writing are as essential as breathing but **over 800 million adults worldwide lack the literacy skills needed** to complete a job application, understand a child's report card or read a prescription.

Rotary International and the International Reading Association know that **literacy is an essential ingredient for reducing poverty, improving health, encouraging community and economic development and promoting peace**. Since 2001, RI and the International Reading Association have combined their resources and skills to advance literacy in communities worldwide.'

Ref – Literacy Project Guide

## MEETING 44 - 36

12 March, 2014

**Attendance** Members - 24 Apologies - 8 Leave - 0 Absent - 0 Make ups - 0

**Guests** Ted Wolfe, Greg Conkey, Lauren Slater, President of Murrumbidgee RC

**International Toast** **Rotary Club of Honolulu, Oahu, Hawaii** was chartered in 1915 and has 207 members. **On this day** - 12th March 1959, Congressional approval was given to admit Hawaii as the 50th state in the United States of America.

The Rotary Club of Honolulu was granted its charter July 1, 1915 with 29 members. The first Rotary Club in Hawaii, it is the 170th club admitted into Rotary. Since that time membership has grown to average more than 200 and 48 other Rotary clubs have been chartered in Hawaii. The club has sponsored 10 clubs including the first Clubs on Kaua'i, Maui and Hawai'i as well as an international sponsorship of the Rotary Club of Esso, Russia.

## PROGRAM

## MONTHLY BOARD REPORT – MARCH

Following discussion of some pressing matters in January and February's Board report not presented due to changes to the dinner program last month, a combined report for (Feb + March) was to be presented tonight but has been held over until next week.

## PROGRAM

## MARKETING & PUBLIC RELATIONS

**Guest Speaker – Greg Conkey, Chair District 9700 Public Relations Committee**

In opening, Greg joked that by mentioning *marketing, public relations, membership, and social media* to Rotarians their eyes glaze over. However, he was going to address each of these issues.

Realistically, five prospective members will not walk through the door but need to be sourced from the community by current members. One way this can be achieved is to promote Koorungal Rotary Club through traditional media but take advantage of social media opportunities.

To do this, the club needs to set a budget for promotion and publicity, planning its execution without being haphazard. Koorungal Rotary Club will benefit from having a signature event which is easily recognised by the people of Wagga as being associated with the club. Wollundry has the Food and Wine Festival and Wagga the Annual Book Fair.

By relating a marketing anecdote using the mystery shopper who had recently been through several towns in the Riverina, Greg emphasised that making clear cut decisions about issues away from the 'customer' is important. In retail, it is important to acknowledge your customers and provide them with service. Similarly, Rotary clubs need to know their community needs and try to fulfil any gaps.

Print publications are experiencing declining circulation as people access the news on-line. Saturday's edition of *The Daily Advertiser* has markedly dropped its circulation numbers and anyone purchasing a copy any day of the week would be aware that its number of pages has decreased lately. With pay TV and freeview, television now offers more channels and more choice.

Social media – facebook, instagram, pinterest, twitter, youtube and others – are the current forms of communication. Facebook is mainly used by women over fifty. Smart phones and iPads are the newest forms of communication, easily transportable.

The Red Bull Company markets its energy drink using the slogan 'Red Bull gives you wings' and is marketed through advertising events using pictures of extreme sports. As a result, the Red Bull facebook page receives about 36 million hits a day. What an audience of consumers!

Using facebook is a challenge for some of us but a must to hard sell the club and direct traffic of facebook users to the club's website. **These days a website is essential.** I congratulate the club for this initiative and the students from Koorungal High for 'a job well done. Twitter is increasing in popularity as users are able to make comment in short sharp messages of 140 characters received instantly. These days if you need to know how to do something, everyone refers to Youtube for step by step instructions.



*Service Director Sid Clarke (R) presenting Greg Conkey a certificate to acknowledge the donation made to Australian Rotary Health in recognition of his presentation.*

Rotary is being impacted by social media. Greg stressed the need to make sure that the club's name features in any press release.

In closing, Greg recounted the story of Remus Rodham. Here is that recount from the internet.

An amateur genealogical researcher discovered a distant relative of Hilary Rodham Clinton, former First Lady. Remus Rodham was hanged for horse stealing and train robbery in Montana 1889. The only known picture of Remus shows him standing on the gallows with this inscription on the back - *'Remus Rodham, horse thief, sent to Montana Territorial Prison 1885, escaped 1887, robbed the Montana Flyer six times. Caught by Pinkerton detectives, convicted and hanged in 1889.'*

Hilary's staff of professional image consultants, cropped Remus's picture, scanned it in as an enlarged image and edited with image processing software so that all that's seen is a head shot.

The accompanying biographical sketch read as - *Remus Rodham, was a famous cowboy in the Montana Territory. His business empire grew to include acquisition of valuable equestrian assets and intimate dealings with the Montana railroad. Beginning in 1883, he devoted several years of his life to the service at a government facility, finally taking leave to resume his dealings with the railroad. In 1887, he was a key player in a vital investigation run by the renowned Pinkerton Detective Agency. In 1889, Remus passed away during an important civic function held in his honour when the platform upon which he was standing collapsed.*

A different perspective and a change of words really can alter a story.

## REPORTS

### International: Dennis Bishop

- A fundraiser for Little Paths Tanzania, one of this club's RAWCS projects is being held at The Capital on **this Friday**, 14 March. Tickets are \$90.

### Youth: Gavin Davies

- Youth Exchange – President Phillip was pleased to meet a former exchange student of ours
- RYLA – This club will be supporting one of Sunrise Rotary's proposed applicants.
- Murray Darling School of Freshwater Research – have a candidate from Mt Austin High School – highly motivated and looking forward to attending.
- Science & Engineering Challenge, Trevor Webb reported that it was a great day enjoyed by students attending. It received good media coverage from the DA (see *Wed. p3*) and the Prime. Koorringal Rotary Club was represented by R. Francis, D. Foster, B Shaw, H. Nixon and T. Webb as co-ordinator.
- RYDA – Harry Nixon reminded members that KRC is rostered to assist on Tuesday 18 March at 8:30am – Brown, Haggard, Tome and Garthorn.



*Digby and Margaret Foster with Mari who was hosted by them on behalf of the club in 1980. Mari visited her host parents for the weekend 34 years later when visiting Australia from Japan.*

### Service: Sid Clarke

- advised service hours this year have passed **2 000 hours**
- Wilks Park – Richard advised that the working bee was carried out last Saturday and that the shelter had been removed. Thank you to all who worked and to Bill Shaw who supplied morning tea.
- Bunnings BBQ - this Sat 15 March Coordinator - Haggard / morning - Francis, Roberts, Clarke, Post, afternoon - Keith, Guttler, Miegel and Brown.

### Membership: Richard Pottie

- Insisted members bring prospective members back to a meeting to increase the membership and better share the load.

### Club Administration: Greg Guttler

- reminded all that registration was due for district conference and had been extended to this Friday.



- also reminded members *that the club's priority plan for this year hoped to achieve 2 first timers and 1/3 to 1/2 the club (11-16) members at conference.* Currently, 1 first timer and 10 others will attend. We are looking for a few more starters please.

**Treasurer:** Wayne Hooper

- advised that any members purchasing items on behalf of the club require receipts or cash register dockets to be reimbursed following the next board meeting
- advised that a finance committee needs to be created to better manage budget requirements and expectations of the auditor. Each director should be working with a predetermined budget.

**President:** Phillip Tome

- thanked all the members who attended the various service projects over the past week and contributed to the increased total.
- asked that all service hours are recorded and handed to Sid.
- advised members that Koorungal High School Students who built the club's website were presented with their certificates of appreciation this afternoon at the school. The DA attended but unfortunately Prime was unavailable. Thanks to those members who joined me – Doug Masterson, Henry Gardiner, 'Pop' Power, Peter Keith and Greg Guttler.



Koorungal Students who built the website were Nicholas Bamford, Christopher Barron, Alex Birchall, Bradley Campbell, Matthew Cole, Nathan Farr, Alex Findlay, Raymond Firman, Zachary Hawke, Pratik Kawadkar, Kaleb Nicholas, Brayden O'Brien and Teacher Mr Peter McCartan.

**SERVICE WORK**

**WILKS PARK, NORTH WAGGA**

Members of the club were asked by council to demolish the covered area built by Wagga Jaycees on the river flats and carried out the work last weekend.

*Greg Guttler 'supervising' Michael Haggar and Harry Nixon preparing the electrical wiring from shed to be (Centre) isolated safely before the support posts were cut by Richard using the oxy-acetylene torch with John Roberson's assistance.*







*Down it came – in a controlled collapse, the demise of a bygone club's service project*

*Supervising the collapse - Richard Pottie, Greg Guttler, Harry Nixon, John Roberson*

*Removing the roofing - Richard Pottie, Harry Nixon, Greg Guttler and Michael Haggar*

*Cutting up the frame - Richard Pottie and Phillip Tome*

*Removing the debris - John Roberson and  
Cleaning up the slab- Michael Haggar*



## DID YOU KNOW?

### Improving Community Health leads to improved literacy levels.

The Rotary Club of Saida, Lebanon provided **20 local public schools with water filters**. Before the project, students brought their own water to school. After the filters were installed, the children began bringing empty bottles to take clean water home to their families. As of 30 June, 2011, 33 public schools had received new filtration systems, benefitting 19,800 students and 5,200 teachers and staff. The company that installed the new systems will replace the filters every three months and provide free maintenance for 10 years. Lebanon's former Minister for Education, Bahia Hariri, has asked all of the country's Rotary clubs to undertake similar projects to help the 1,450 public schools in the nation.

**FOR YOUR CALENDAR****IMPORTANT DATES to CELEBRATE****Congratulations !!**

15 Mar Margaret Keith  
 17 Mar Brian Roberts - 14 years  
 19 Mar Lesley Hooper

**14 Mar Registration for District Conference**  
 14 Mar RAWCS Fundraiser – Little Paths in Tanzania - \$90 at The Capital  
 15 Mar Service - Bunnings BBQ  
 17 Mar RYDA begins and ends 21 March  
 18 Mar RYDA - Koorringal Rotary rostered for supervision  
 19 Mar Meeting - Board Reports & Update on Club Projects  
 21 Mar District 9700 Conference in Orange begins. Ends 23 March  
 26 Mar Meeting – Lockout – Changes to Hotel Trading  
 31 Mar RYLA at Camp Kurrajong

02 Apr Meeting - Ladies' Night at Borambola Winery

**FOR YOUR INFORMATION**

COMING UP	19 March	26 March	02 April
Program Topic	Club Project Update	Lockout	Ladies' Night Borambola Winery
Guest Speaker		Greg Williams	
Set Up	Michael Haggard	Michael Haggard	
Toast to Australia	Bill Shaw	Dennis Bishop	Not
Grace	Henry Gardiner	Arthur Garthon	
Fines Session	Malcolm Nixon	Richard Pottie	Required
Introduce Speaker	Dennis Bishop	John Goodwin	
Vote of Thanks	Sid Clarke	Ray Brown	

**2013 – 2014 - Dinner Program Co-ordinator – Doug Masterson / Bulletin – Phillip Tome**

**REMINDERS**

- **For your diary/ calendar - FISHING WEEKEND – 23-25 MAY**
- Service Work - Bunnings BBQ – Sat 15 March
- Youth Service - RYDA at Equex – Tues 18 March

**MEETING Wednesdays - Wagga Country Club, Plumpton Rd - 6:00pm for 6:30pm**

**Apologies – Ken Post on 0418 693 648 by noon on Tuesday.**

**Absence without an apology will require payment.**

**Rotary Club of Wagga Wagga Koorringal - [waggakoorringalrotary.org](http://waggakoorringalrotary.org)**