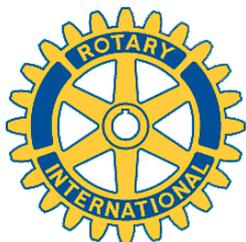


# The Rotary Club of Brisbane Inc.

Founded 29 May 1923 Club 17787

*A global network of community volunteers*

18 February 2013



## The Rotary Club of Brisbane Inc.

GPO Box 2909  
Brisbane Qld 4001

Meets 4<sup>th</sup> Floor  
(Edinburgh Room)  
of the Brisbane Club  
Post Office Square  
241 Adelaide Street  
Brisbane

**MONDAYS**

12.15 pm – 1.45 pm

### OFFICERS

President	Alistair Smith
President Elect	Graeme Whitmore
Imm Past President	Basil Veal
Vice President	Keith Watts
Secretary	Michael Stephens
Treasurer	Dougal Henderson
Sergeant-at-Arms	Cameron Bishop

District 9600  
Club Number 17787  
Founded 29 May 1923

District Governor  
Dai Mason

Rotary International President  
Sakuji Tanaka

### President's Message

Welcome Rotarians and friends

Apologies for the lack of a president's message last week, unfortunately a number of urgent matters at work required my attention. However, I was suitably fined by stand-in Sergeant-At-Arms, Phil Gresham.

We have received confirmation from the Rotary Club of Taipei Tatung that they are hoping to send a delegation to our 90th Anniversary dinner to be held on 5th June, and a copy of their correspondence is attached to the bulletin. We look forward to welcoming them, and will be contacting our other sister clubs to extend a similar invitation shortly.

Following on from my previous message, Colin Dash has confirmed that Brisbane City Probus Club's upcoming AGM, will actually be held on 21st February 2013, not 19th February as previously thought. Unfortunately, I am speaking at a conference on the Gold Coast that day, so if someone could attend in my absence, that would be much appreciated.

I would like to take this opportunity to remind you all of the district conference on 22nd to 24th March, to be held at the Twin Waters resort, and Rotarian Keith Watt's offer of transport if you are only intending to attend on the Saturday.

Finally, just a reminder to all the directors that there will be a board meeting following our meeting on Monday, and it would be good if as many as possible could attend.

Yours in Rotary

President Alistair

### What's On? 18 February:

Phil Gresham  
*From analogue to Digital Where did my Memory Go!!*

### Date Claimer



**Wednesday  
5 June 2013**

Celebration of the  
**90th Anniversary  
of the Charter  
of the Rotary  
Club of Brisbane**

### 4 WAY TEST

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?





**Rotary Meeting  
11 February 2013**

Chairman Clive Shepherd introduced P Alistair who opened our meeting with the sad news of the death over last weekend of our long serving former member Keith Benson. Keith joined our Club in 1972. Keith will be buried with a private funeral. Keith is survived by his wife Val and a son and daughter. Until Keith resigned from our Club about a decade ago he had conducted the wine promotion for the Club for at least 15 years. Keith had forged close connections with the group of Adelaide Rotarians who had supported Peter Lehman when he took significant personal financial risks to buy grapes from independent grape growers when they were dumped by the huge commercial wineries in one of the recurrent financial crises 30 years ago. Peter Lehman was grateful for Rotary support when he was in a financial bind and supplied Rotary Clubs with top quality wines at very favourable rates right up until he was bought out by a large Swiss vineyard in the late 1990's. Peter Lehman Shiraz was rated the best value buy in Australian red wines for decades, and Keith had no trouble in selling large quantities when our membership numbers were high. Through his personal persistent efforts in wine promotions Keith helped our Club's finances on a regular basis over an extended period, and for this we should all be most grateful. Keith was a true Gentleman and will be sadly missed.

P Alistair welcomed a guest Rotarian Viad Robu from the Balmoral RC. He also welcomed our guest speaker James Tilbury from Veritas Consulting. P Alistair reminded members of the 90th Anniversary of our Club on the 5th. of June and of the District Conference on 23rd to the 24th of March. He also reminded Board Members that there was a Board meeting after next week's lunch. In Rotary Spots PP Keith Watts said he was going to the District Conference on the Saturday and kindly offered a lift to anyone who wished to join him.

Patrick Caragata informed members of meetings he and Rick Tamaschke had had with heads of Business Schools at the local Universities and reported that things were progressing well.

Secretary Michael Stephens reminded members of the Golf Day on May the 15th, and also of the Grange Wine Raffle, details to be announced soon. Our Guest Speaker James Tilbury, now an Engineer, had spoken to our Club about 6 years ago on the subject of "Engineers Without Borders" when he was still a student. He now runs a company, Veritas, whose business is to advise other businesses on improving their operating environment by promoting long term sustainability, and by eliminating waste and improving their social environmental impact. He spoke of encouraging businesses to accept their Corporate Social Responsibilities by planning for long term sustainability rather than being fixated on short term profits, that may be environmentally harmful. These ideas are not new as Prince Charles was advocating them at least 20 years ago. He gave the example of the Shell oil drilling rigs that started dumping waste in the ocean. After a huge public outcry at the practice, it was found that barging the waste back to shore was not that much more costly, and paid huge benefits in the public perception of the oil exploration business. He spoke of the corporate competitive advantage of your company being seen to be environmentally sensitive in the current socially aware scene. He spoke of the huge boost to the morale of the staff of companies who gave staff time off in slack periods to plant trees or otherwise engage in other socially beneficial community activities.

Continued next page...

**ROTARY GRACE**

O Lord and giver of all good  
We thank You for our daily food  
May Rotary friends and Rotary ways  
Help us to serve You all our days.

**Calendar**

**25 February 2013:**  
To be advised

**4 March 2013:**  
Fellowship

**11 March 2013:**  
TBA

**22 – 24 March 2013:**  
District Conference

**Roster**

**18 February 2013:**

**President** A Smith  
**Chairman** S Francis  
**Set Up/Away** B Veal  
**Raffle** W Bishop  
**Visitor Register** H Dahles  
**Attendance** J Smerdon  
G Whitmore

**25 February 2013:**

**President** A Smith  
**Chairman** J Worrell  
**Set Up/Away** K Watts  
**Raffle** K Hamburger  
**Visitor Register** G Holtmann  
**Attendance** J Smerdon  
G Whitmore

**4 March 2013:**

**President** A Smith  
**Chairman** D Phillips  
**Set Up/Away** C Shepherd  
**Raffle** P Anderson  
**Visitor Register** P Smith  
**Attendance** J Smerdon  
G Whitmore

**11 March 2013:**

**President** A Smith  
**Chairman** K Hamburger  
**Set Up/Away** M Evans  
**Raffle** P Little  
**Visitor Register** R Tamaschke  
**Attendance** J Smerdon  
G Whitmore

*Please forward any dates or articles of interest that you would like to see included in future Bulletins to the Bulletin Editor at*

*secretary@brisbanerotary.org.au*



## Rotary Meeting 11 February 2013

James' talk was followed by an extensive question time. I thought that the best question came from Gerald Holtmann who posed the question of how do you regard the situation in his Hospital Department whereby he can save \$10,000 per month by using disposable plastic gowns to replace washed linen ones, but at what cost to the sustainable environment?

In the absence of SAA Cam Bishop, Phil Gresham acted in his place. He fined P Alistair for not writing his usual report, and then caught out and fined all members who had not read and noted this omission in this week's Bulletin. He fined everyone \$2 for not telling jokes, and in a short time everyone was out of change. Phil reminded us that he was the guest speaker for next week on the subject of "Not Losing Your Photographic Memory". The raffle was won by Greg Sellars. A total of 21 enjoyed the lunch.

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### Purple crocuses raise money for End Polio Now

By Lynn Mitchell, past governor of District 1120 (England), and Rotary Crocus campaign coordinator



Like all of you, I desperately want to see polio removed from the face of the world. Like many of you I love crocuses and my favorite color is purple. These may seem unrelated, but they're not!

My vision was to create a beautiful fabric crocus buttonhole that could serve to publicize Rotary on Rotary Day, and at the same time, highlight the End Polio Now campaign.

I wanted to build on the success of the Rotary International in Great Britain and Ireland (RIBI) Thanks for Life campaign in 2011 where real crocuses were planted throughout the United Kingdom in the hundreds of thousands. They bloomed around the time of Rotary Day and still do each year. The crocus was chosen as their purple color matched the dye painted on the fingers of children who have been immunized against polio.

Fabric flowers - such as Remembrance Poppies - are well established as a charity fundraising and advocacy tool.

When I was governor of District 1120 in 2011-12, we developed and ordered 25,000 crocus buttonholes to sell in about half the RIBI districts during Rotary Day 2012. The trial proved a great success, raising an estimated US\$40,000. This year we've ordered 150,000 and we're hoping to raise over \$250,000. The crocuses are not only great fundraisers, they're also walking advertisements, triggering countless conversations about Rotary, the work we do locally, and the End Polio Now campaign.

Better still, the crocus campaign is becoming a global phenomenon (as you can see from this map <http://goo.gl/maps/5Knbk>). The crocuses are being ordered and test marketed all over the world, from Canada and Nigeria to the United States and Brazil, with donations averaging between US\$1.5 to US\$5 per crocus.

The aim of the Rotary Crocus campaign is to help to eradicate polio by building awareness and raising funds for the global polio eradication effort. Our target is to be raising \$25 million a year by 2015.

This may sound like a lot. And it is. But it's not difficult to achieve if we all work together. All it takes is for each Rotarian to wear a crocus, make a donation and encourage just a few of their family, friends and colleagues to do the same.

Just imagine how wonderful it would be for Rotary Day each year, everywhere we go, to see people wearing a crocus. And once we eradicate polio, the label that says 'End Polio Now' won't be needed, the crocuses can serve as a reminder of what Rotary has accomplished, and then we can really celebrate Rotary Day!

Together we can, and are making a difference. So, please join us. You can visit our Facebook page, follow us on Twitter @rotarycrocus, and help us spread the word.

Source:  
<http://blog.rotary.org/2013/02/11/purplecrocus/>

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