



The Rotary Club of Brisbane Inc.
Founded 29 May 1923 Club 17787

A global network of community volunteers

29 February 2016



The Rotary Club of
Brisbane Inc.
ABN 75 152 438 499

**GPO Box 2909
Brisbane Qld 4001**

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

MONDAYS
12.15 pm – 1.45 pm

OFFICERS

President	Phil Gresham
President Elect	Tony McKinnon
Imm Past President	Graeme Whitmore
Vice President	Keith Watts
Secretary	Michael Stephens
Treasurer	Warren Walker
Sergeant-at-Arms	Cameron Bishop

Directors, Main Committees

Club Admin	Rick Tamaschke
Membership	Tony McKinnon
Public Relations	Denise Schellbach
Rotary Foundation	Graeme Whitmore
Service Projects	Patrick Caragata

District 9600
Club Number 17787
Founded 29 May 1923

District Governor
John Leddy

**Rotary International
President**
K.R. (Ravi) Ravindran

President's Message

This week we have the final two submissions for a major club project, PP Graeme on Youngcare, dedicated to helping to get young people out of aged care and PE Tony on Housing for Veterans. Hopefully we can then quickly make a decision to the direction the club will take so we can get in to targeted fund raising as well as attracting new members.

Our first social function for the year will be on the Saturday before Easter, I was looking at a Sunday but the options for a place to have lunch after would mean a lot of walking and I want to attract as many members and their family to the event. The time capsule has some very interesting contents and I hope to have James Delahunty there to reveal some of the contents, many are valuable so the contents have not been made public.

I contacted club member Peter Anderson during the week and he is still have mobility problems, he wants to be back at the club as soon as we want him to be. James Delahunty will be back after Easter and on the mend and Denise is back in Brisbane Private after having surgery on her left foot following that on her right foot late last year. I think Denise is most annoyed that she won't be back in high heels for some time, she welcomes visitors at any time.

Yours in Rotary

Phil Gresham
President

WHAT'S ON?

29 February 2016
Project
Presentations

DATE CLAIMER

19 March, 12pm:
1988 RCOB Time
Capsule Re Visited
Botanical Gardens
Edward & Alice Street
Entrance
Followed by lunch
details TBA

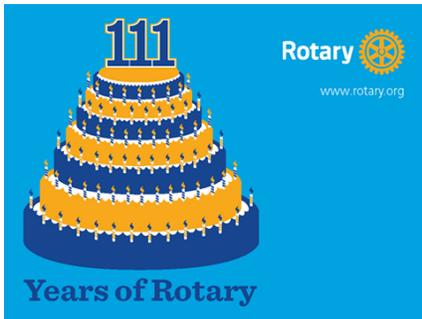
April 29 to May 1, 2016:
District 9600
Conference

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 22 February 2016

Chairperson for the day was VP Keith Watts. After Rotary Grace, and toasts to the Queen of Australia and Rotary International and RCOB, he introduced President Phil Gresham, who welcomed members and visitors to the meeting...he also tabled seven apologies. Phil's message is presented in detail elsewhere in the Bulletin.

In Rotary Spots, Keith Watts reported on information received through sister club RC of Taipei Tatung on progress in repairing the recent earthquake damage in Taiwan, and on responses by the local Rotary Clubs to help. He also reported on a Board decision taken at its 15 February meeting to remain at the Brisbane Club for the foreseeable future.

After a short period of Fellowship, VP Keith introduced the guest speaker Bruce McNaught whose topic was 'Running a New Member Promotion.' Bruce is AG Brisbane North Cluster District 9600 and District Membership Committee Chairman. He is also the District's Rotary Global Rewards Ambassador and Chairman of the Four Way Test Committee, as well as Immediate Past President of RC of Albany Creek.

Bruce's talk was supported by a detailed PowerPoint presentation ...his slides are attached to this Bulletin. The presentation covered major aspects of attracting members, including the importance of: Asking; The Club having a good product to sell; Conducting stimulating and interesting meetings; The Elevator statement; Running a well-designed membership promotion event; Having a sales team and; Follow up... potential members should be invited to attend at least three meetings as guests during the recruitment process.

This was a polished and interesting presentation that provided much 'food for thought' for the Club. Bruce was thanked by acclamation.

This was followed by an 'exchange of banners ceremony' with visiting Rotarian V. Anand, Immediate Past President of RC of Seremban (Malaysia). The Club was chartered in 1929.

Patrick Caragata was Acting SAA and ran an entering session backed by some good jokes. VP Keith won the raffle but the joker is still in the pack and the jackpot remains to be won.

The meeting closed at 2pm.



Calendar

7 March:

Cherryl McNaught, D9600 – Organ and Tissue Donation

14 March:

Project Presentations

April 29 to May 1, 2016:

District 9600 Conference'

Roster

29 February 2016:

President	P Gresham
Chairperson	K Watts
Set Up/Away	C Shepherd
Raffle	C Muir
Visitor Register	P Anderson
Attendance	J Smerdon D Schellbach

7 March 2016:

President	P Gresham
Chairperson	W Walker
Set Up/Away	R Tamaschke
Raffle	W Bishop
Visitor Register	M Stephens
Attendance	D Schellbach J Smerdon

14 March 2016:

President	P Gresham
Chairperson	T Kung
Set Up/Away	J Delahunty
Raffle	K Jenkins
Visitor Register	A Gillespie
Attendance	D Schellbach J Smerdon

21 March 2016:

President	P Gresham
Chairperson	P Caragata
Set Up/Away	M Evans
Raffle	S Francis
Visitor Register	D Henderson
Attendance	D Schellbach J Smerdon

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



3 ways to make Rotary personal

By Michael Bucca, Membership Chair, Central Ocean Rotary Club of Toms River, New Jersey, USA

Source: blog.rotary.org



Michael Bucca (right) celebrates his wife becoming a Rotary member.

Most Rotary clubs would be elated to have the chance to add new members on a regular basis. Many around the world have used traditional recruitment methods such as membership drives, advertising in newspapers, and inviting guest speakers to join. While clubs have success with these methods, there is one key component that helps convert more prospective members into actual members.

What is personalization?

Personalization is taking aspects of a prospective member's life and applying them to the benefits of Rotary, thus creating a mutually beneficial experience. This involves asking a prospective member to tell their story so you can get to know the person's background and interests. Then you can emphasize what it is about Rotary and your club that will particularly suit that prospect.

Everyone has a story, professionally and personally. Some of your prospects will be business owners, some employees, some even retired. People will be interested in different things, and have different reasons for wanting to serve. Some individuals might be eager to roll up their sleeves and get involved in hands-on service projects.

The good news is that Rotary can be personalized, without eliminating the traditions that make Rotary great.

Others may really want to join a committee and contribute organization or administrative skills. Still others might be strongest at connecting to members and people in your community and spreading the word about your club. Finding these stories will lay the groundwork for you to create a Rotary experience that will be the right fit for them.

The broader concept of personalization has become a way of life in today's society, especially among young professionals in their 20s and 30s. These generations are accustomed to personalizing everything they interact with. Their social media pages, iPhone cases, and television viewing habits have all become customizable. Molding their lives to Rotary can be off-putting. The good news is that Rotary can be personalized for them, without eliminating the traditions that make Rotary great.

How to use it

Here are three examples of situations that may arise and how a club can use this concept to make their club attractive to the potential member:

- A time-starved business owner might not see the commitment of Rotary as something he or she can do. But show this person the benefit of in-person networking and how it can help their business, and conversely how they can use their business and professional skills to help others, and you have created a mutual partnership. They will see Rotary as time well spent.
- An employee may be hesitant to join Rotary because he or she has revolving commitments that make it difficult to attend a weekly meeting. But perhaps this person has a real heart for service. They may be able to attend service activities beyond the normal workday hours, and take part in weekend or evening club events. If you apply a bit of flexibility, you could allow the individual to count these as meeting makeups and remove a barrier to membership.

- Maybe you find out a prospective member has a passion for a particular area of service. If your club is already engaged in this area, you can explain how membership will help the individual pursue this passion. Or if not, you can extend membership and ask them to help you get started in that area.

Personalization coupled with traditional membership methods can grow almost any club. Rotary has enough magnetism and appeal to pique anyone's interests. If we take the time to get to know what those interest are, and refine our message to touch their heart strings, we will make them a Rotarian for life.



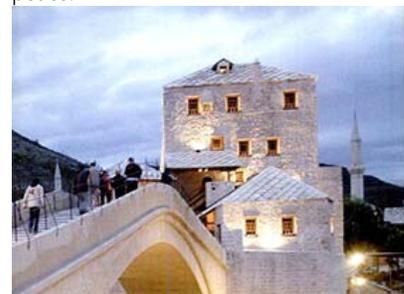
About the author: Michael Bucca is an Emmy® award winning freelance technical manager for television stations in the New York City area. He currently serves as membership chair of the Central Ocean Rotary Club of Toms River. He can be reached at buccam@gmail.com or followed on Twitter @MichaelBucca.

Peace is possible: lessons from war-torn Bosnia

By Anton Polsterer, past governor of District 1910 and past chair of the Intercountry Committees Executive Council

Source: blog.rotary.org

I joined Rotary in Vienna in 1986 and transferred to the Rotary Club of Moscow while working in Russia from 1989-92. After moving back to Austria, I became governor of the district covering Bosnia & Herzegovina, Croatia, Hungary, Slovenia, and Austria. After years of war and totalitarian government rule, these communities longed for freedom and peace.





Our district had 130 clubs with more than 5,000 Rotarians. We represented five different nationalities and languages. Croatia and Bosnia were heavily hurt by the civil war in Yugoslavia in the 1990s. Bosnia and Herzegovina had a pre-war population of 4.5 million people including Orthodox Serbians, Catholic Croats, and Bosnian Moslems. During the war, close to two million people, almost 50 percent of the population was displaced within their own country to create "ethnic" regions. From the very beginning, we have aimed for ethnic diversity in our clubs, which wasn't easy after all the displacement.

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The real breakthrough came with the Rotary Club of Mostar (Bosnia), chartered in 2002. The club started many projects in the spirit of tolerance and ultimately succeeded in reuniting Rotarians from both the Croatian and the Moslem side of a town divided by bloody conflict and physically separated by the Neretva River.

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The rebuilding of the old stone bridge, which was destroyed during the war in order to separate the town's population into Croats and Bosnian Moslems, became an important step in reuniting the two ethnic groups. Rotary members from the Mostar club were instrumental in coordinating and overseeing the project, and eventually organizing the bridge reopening ceremony. In 2004, the opening of the bridge served to promote unity. The bridge itself became a national symbol of peace.

I have spent time promoting peace between countries and ethnic groups through Rotary's Intercountry Committees. These committees aim to implement bilateral projects with a focus on peace building. To form an intercountry committee between two countries, clubs and districts partner together to get to know each other better and create an environment of common understanding and mutual empathy.

I am asking you, my friends in Rotary, and especially on intercountry committees, to refocus your service projects on peace building. Find opportunities to incorporate peace components into all your service projects. Together, we can build a better, more peaceful, world.
