



**Officers and Directors:**

- Chair - Robert Somerville
- Immediate Past Chair - Jesse Tanchanco
- Newsletter Editor - Janie Carlisle
- Directors - Douglas Maymon, Robin Chapple, Sanjay Agarwal, Janie Carlisle
- Chair-Elect -
- Treasurer - Madhumita Bishnu
- Database Maintenance - Robin Chapple
- Website Developer—Robert Somerville

Volume 7, Issue 1

July 2010



Rotary International  
President:  
Ray Klinginsmith

## Notes from the IFREP Yahoo Group

**Following are some comments posted by members to the Topic: How has your newsletter changed? Electronically, layout, frequency. To see all of the postings, visit our Yahoo Group RotaryBULLETIN.—Editor, Janie.Carlisle@gmail.com**

“Ken,

While globally the electronic copy is the order of the day, majority of our club in Nigeria especially D-9110 are still printing our weekly bulletin in hard copy with its attendance high cost in production . May be in the near not too distance we will catch up as the network improves and majority of us will imbibe the spirit.

Regards,  
Ajibade Jimoh”

“Rotary Club of Baguio Sunrise, District 3790

Weekly

Hard copies distributed to members

Digital copies planned to be posted July, 2010

Legal size paper folded at the center magazine style

PP Rey Abellada

Editor - the Balitok”

“Still sending a weekly newsletter (2-3 pages with small pix and graphics) electronically to members. Friends, and anyone who requests it. Use ClubRunner to do them. Fortunately, all members are online which saves a lot of time and cost printing and mailing. We also publicize the website of the Club ([www.sterlingheightsrotary.org](http://www.sterlingheightsrotary.org)) on which the weekly newsletter is posted – allowing other interested people to check both newsletters (which are archived on the website) and the website itself.

Joyce Joyce

Sterling Heights Rotary (Michigan, District 6380)”

“The weekly club newsletter is sent electronically but hard copy is sent only to members who do not access to a computer.

rwk

D7950 Bourne-Sandwich”

“I must admit I find this discussion quite interesting. As a very young Rotary Club, chartered in 2008, we have broken with many 'traditions'. One of these was to only do an electronic bulletin from day 1. I do a weekly bulletin which is emailed out to all members using a mailing list so that I do not have to know or enter each individuals address. We also post the bulletin on a website called slideshare, [www.slideshare.net/rcfwb](http://www.slideshare.net/rcfwb) as well as linking it to our clubs Facebook page.

### Inside this issue:

Letter from RI President Klinginsmith	2
What's New for Clubs & Districts	3
What's New for Clubs & Districts	4
News & Tidbits from Rotary World	5
Publishing Schedule	6

## Message from President Ray Klingensmith

July 2010

### Winds of Change

What an amazing world! Advances in technology are happening so quickly that they cause constant changes in our businesses and professions. Yet about one-third of the world's population is still living at a subsistence level with little change in their lives. It is a stark contrast and a cause for concern.

Rotary has both a distinguished heritage and a bright future. My primary task as president is to enhance the vitality and viability of Rotary clubs and to enable them to succeed in the midst of societal changes. This is an important task because it is the clubs that address and alleviate the root problems of society and thereby make the world a better place.

Wind of change was a new and significant phrase when I was a Rotary Scholar in South Africa in the early 1960s. It is serendipitous that the phrase that was first publicized in my host city of Cape Town is now

applicable to Rotary as we contemplate the changes in society that dictate some corresponding changes in our organization. The phrase is now better known as winds of change.

We are currently enjoying a culture of innovation at Rotary International. We have the ability to look at all of our programs and practices to see if they can be improved, even as we steadfastly maintain our core values. I hope many Rotarians will take advantage of this opportunity to identify and implement improvements in their clubs and districts as well.

Rotary lives and breathes in our 33,000 clubs, and it is the clubs that improve lives by Building Communities – Bridging Continents. If we succeed in helping clubs to become Bigger, Better, and Bolder in the next year, then it will be clear that the best days of Rotary are still ahead. We are fortunate to be Rotarians! Together, we can make the world a better place!



**“Wind of change was a new and significant phrase when I was a Rotary Scholar in South Africa in the early 1960s.”**

## What's New for Clubs and Districts in the New Rotary Year

Rotary International News – 30 June 2010

A new Rotary year is set to begin, and with it a number of changes to the way clubs and districts do business.

The annual per capita dues that Rotary clubs pay to Rotary International will increase to US\$50 in 2010-11, as established by the 2007 Council on Legislation. The 2010 Council approved a \$1 increase for the three subsequent years, setting per capita dues at \$51 for 2011-12, \$52 for 2012-13, and \$53 for 2013-14.

### **The 2010 Council, which met in April, took several other actions that will go into effect 1 July:**

- E-clubs will become a permanent part of Rotary International after years of participating in a pilot project. Districts will be allowed up to two e-clubs, which are defined as Rotary clubs that meet through electronic communications. Some of the pilot e-clubs have been meeting solely through online forums, while others have combined electronic with in-person meetings.
- New Generations Service will join the other Avenues of Service – Club Service, Vocational Service, Community Service, and International Service. Before starting a project, Rotarians are asked to think broadly about how their club and its members can contribute within each avenue.

- Rotarians in North America will have the choice of receiving either an electronic or print version of The Rotarian magazine. Rotarians living at the same address may qualify for a joint subscription.

### **Here are some changes that will primarily affect Rotary districts:**

- District assemblies must be held in March, April, or May, and presidents-elect training seminars in February or March.
- The chair of the nominating committee for district governor must notify the current governor of the committee's candidate within 24 hours, and the governor must inform clubs within 72 hours.
- When a governor-elect position is vacant less than three months before the International Assembly, the successor will automatically fill the vacancy, if he or she is willing.
- If two or more governor election complaints are filed in a district in a five-year period and the Board believes that the RI Bylaws or election complaint procedures have been violated, it may disqualify the nominee, select a past governor to serve, and remove any governor, governor-elect, or past governor who is improperly influencing or interfering with the election process. The Board may

dissolve any district and reassign its clubs to other districts if three or more election complaints are filed in a five-year period.

### **Here are some changes that will primary affect Rotary clubs:**

- No club may limit membership based on sexual orientation.
- Clubs must inform their district governor of a proposed change to the club name or locality at least 10 days before voting on the proposal.
- The immediate past club president will be considered a club officer and a member of the board.
- The RI Board may suspend or terminate the membership of any club that retains any member who has misused funds from The Rotary Foundation or who otherwise has breached the stewardship policies of the Foundation.
- Clubs accepting a transferring or former Rotarian must first secure a certificate from the former member's club confirming that person's membership. The former club is obligated to verify that the member does not owe any debts to the club. A prospective member cannot join a new club until all debts have been paid.

## News and Tidbits from Around the Rotary World

### Historic moments – Rotary mottoes

Rotary International News – 7 July 2010

Rotary's official mottoes, Service Above Self and One Profits Most Who Serves Best, trace back to the early days of the organization.

In 1911, He Profits Most Who Serves Best was approved as the Rotary motto at the second convention of the National Association of Rotary Clubs of America, in Portland, Oregon. It was adapted from a speech made by Rotarian Arthur Frederick Sheldon to the first convention, held in Chicago the previous year. Sheldon declared that "only the science of right conduct toward others pays. Business is the science of human services. He profits most who serves his fellows best."

The Portland convention also inspired the motto Service Above Self. During a convention outing on the Columbia River, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, USA, talked with Seattle Rotarian J.E. Pinkham about the proper way to organize a Rotary club, offering the principle his club had adopted: Service, Not Self. Pinkham invited Paul P. Harris, who also was on the boat trip, to join their conversation. Harris asked Collins to address the convention, and the phrase Service, Not Self was met with great enthusiasm.

At the 1950 RI Convention in Detroit, slightly modified versions of the two slogans were formally approved as the official mottoes of Rotary: He Profits Most Who Serves Best and Service Above Self. The 1989 Council on Legislation established Service Above Self as the principal motto of Rotary, because it best conveys the philosophy of unselfish volunteer

service. He Profits Most Who Serves Best was modified by the 2004 Council to They Profit Most Who Serve Best and by the 2010 Council to its current wording, One Profits Most Who Serves Best.

### Rotary club Official Directory data reporting made easier

Rotary International News – 9 July 2010

We are excited to introduce new capabilities for Rotary clubs to report their club contact and officer information through Member Access at Rotary.org. Each current Rotary club president, secretary, executive secretary/director is now able to report and maintain the following club data online:

- Club permanent mailing address

- Club phone, fax, e-mail, and website

- Club meeting details

- Current and incoming club officers (name and contact details)

Information submitted through Member Access is automatically added to the Rotary International database, and no additional follow up by paper or e-mail is necessary. Please note that RI collects club permanent mailing information for better communication with clubs.

This quicker, paperless process replaces the printed Official Directory Data Form, formerly mailed to Rotary clubs in October. By moving this process online, Rotary International saves postage and printing costs and supports environmentally sustainable business practices.

To get started, log into Mem-

ber Access

### Klinginsmith asks Rotary clubs to get 'bigger, better, and bolder'

By Arnold R. Grahl  
Rotary International News – 23 June 2010

As the 2010 RI Convention in Montréal, Québec, Canada, drew to a close on 23 June, RI President-elect Ray Klinginsmith outlined his plans for his term, which begins 1 July. Participants also got a preview of next year's big event in New Orleans, Louisiana, USA, where the Host Organization Committee has planned fun for the whole family.

Klinginsmith will ask Rotarians to apply "cowboy logic" and make Rotary clubs "bigger, better, and bolder."

The fundamental principles of cowboy logic are taking pride in your work, talking less and saying more, doing what has to be done, and remembering that some things just aren't for sale, he explained during the closing plenary session.

"I believe the way for Rotary to remain viable and vibrant in the next century is to help our clubs to be bigger, better, and bolder," Klinginsmith said. "The clubs are the life and breath of Rotary. Therefore, it is clear to me that my job is to help the district governors to help the clubs. We can do it, and we will do it, if all of us follow the simple solution of cowboy logic."

Klinginsmith also listed improvements that he and the RI Board have already authorized, including revisions to the RI Strategic Plan to make it easier to

## News and Tidbits from Around the Rotary World

implement and evaluate, a re-alignment of RI committees to fit the revised plan, the recruitment of 41 Rotary coordinators, and a commitment to finding new ways to attract younger members and enable them to serve as district governors.

Klinginsmith's Rotary journey started in New Orleans, where he boarded a ship to begin a Rotary Foundation Ambassadorial Scholarship at the University of Cape Town, South Africa, in 1961. After returning home, he and his wife, Judie, married and then honeymooned in the city. He said he is excited about the venue of the 2011 RI Convention because he will have traveled full circle in both his personal and Rotary life.

During the fourth plenary session, members of the 2011 Host Organization Committee shared some of the highlights planned for Rotarians, including a concert featuring a traditional New Orleans brass band, a gospel choir, New Orleans jazz performers, Cajun music, and the Mardi Gras Indians. A French Quarter dining experience and an evening at the Audubon Aquarium of the Americas will be other host-ticketed events.

### **Banerjee elected RI president for 2011-12**

By Joseph Derr  
Rotary International News – 23 June  
2010

Kalyan Banerjee, of the Rotary Club of Vapi, Gujarat, India, was elected president of Rotary International in 2011-12 by delegates during the fourth plenary session at the 2010 RI Convention in Montréal, Québec, Canada.

"I thank you from the depths of my heart for this incredible opportunity to serve the world's most outstanding service organization," said Banerjee, who stood beside his wife, Binota.

Banerjee told attendees about his first encounters with Rotary in India. "I loved the way the Rotarians seemed to enjoy meeting friends and enthusing about community service projects to benefit hundreds of people," he said. "I decided then that I must be a Rotarian as soon as I could make it."

As Rotary continues to grow and become more influential, it increases its capacity to effect change in India, Banerjee said. "As I have seen more and more Indians choose to become Rotarians, and I have seen what those Rotarians have achieved, it has become clear to me that India and Rotary International are part of a symbiotic relationship: Each is making the other stronger," he said, pointing to the PolioPlus program as a sign of Rotary's ongoing success in India and other polio-endemic countries.

"In a way, some parts of India still exemplify a developing country, and this gives me perhaps a different perspective on Rotary's international service," he said. "I have seen the impact that our simplest projects can have. I have seen firsthand our work in literacy, in health, in hunger, in providing safe water – and I have seen the difference it makes to each village, each family, and each individual human life."

Banerjee encouraged all Rotarians to self-reflect and to serve generously.

"Through service, we are able to look within ourselves to find reserves of generosity, of grace,

and of care and concern, and to seek a deeper meaning to our daily lives. We discover what it means to help a human being and, in so doing, become more fully human ourselves," Banerjee said.

The Rotarians who will serve as RI directors in 2011-13 were also elected: José Antonio F. Antório, of the Rotary Club of Osasco, São Paulo, Brazil; Kenneth R. Boyd, of the Rotary Club of Kerman, California, USA; Yash Pal Das, of the Rotary Club of Ambala, Haryana, India; Elizabeth S. Demaray, of the Rotary Club of Sault Ste. Marie, Michigan, USA; Allan O. Jagger, of the Rotary Club of Elland, West Yorkshire, England; Paul Knyff, of the Rotary Club of Weesp (Vechtstreek-Noord), The Netherlands; Shekhar Mehta, of the Rotary Club of Calcutta-Mahanagar, West Bengal, India; Ju-In Park, of the Rotary Club of Suncheon, Jeonnam, Korea; and Kenneth M. Schuppert Jr., of the Rotary Club of Decatur, Alabama, USA.

RI General Secretary Ed Futa also declared elected the nominees for district governor in 2011-12 and announced the officers for Rotary International in Great Britain and Ireland in 2010-11: President James A. Moulson, of the Rotary Club of Paisley Calants, Strathclyde, Scotland; Vice President Ray M. Burman, of the Rotary Club of Kelvedon & District, Essex, England; and Honorary Treasurer Greg Thacker, of the Rotary Club of West Woodspring, Avon, England.



## PEN Publication Schedule

Published Date	Deadline for Submissions	Focus
July 11		Happy New Year
August 9	August 6	Membership/Extension
September 11	September 8	New Generations
October 11	October 8	Vocational Service
November 9	November 6	Foundation
December 11	December 8	Family/Technology
January 9	January 6	Rotary Awareness
February 11	February 8	World Understanding
March 11	March 8	Literacy
April 9	April 6	Rotary Magazine
May 9	May 6	Public Image
June 11	June 8	Rotary Fellowships

## From Yahoo Group

*(Continued from page 1)*

The formula has proved quite successful and we were awarded the D9450 club bulletin award for our first full year (2009/10). It should be noted that the District 9450 - D9455 - bulletin is electronic only.

Regards  
Daniel Forsdyke  
RC Freshwater Bay  
D9455 Western Australia”

“It's been a struggle. During my presidency we made the transition from weekly print only to print and email, with new members involved. Then we had a number of presidents who did nothing so we had zero internal communication. Last couple of presidents have launched brief but useful eLetter. We're a long way from 2010, however. As you know rotary is

all about volunteerism. You guys apparently have it goin on.

Carlyle65270”

“An interesting topic, but given that the web now has soon 20 years to it's name, I would like to know what professional person can be without it in this time and age? I honestly believe that to be an active Rotarian these days you actually need to have Internet access, either at work or home. And learn to use it effectively. I'm not against hard copy newsletters, quite the contrary, but believe that the excuse to publish hard copy these days is the versatility it allows if you also want and need to attract spontaneous interest for Rotary and Club activity. A sort of flyer.

An active Club needs to updated more frequently (which makes hard copy VERY EXPENSIVE) and should

therefore be encouraged to utilize electronic distribution. Or more correctly, a link is distributed and the news downloaded individually so as not to hog bandwidth. But the newsletter should still be layouted correctly, and saved in a format accessible to all (PDF), which also CAN be printed and saved in binders by the believers of the Internet's soon demise...

Newsletter have to change with the times, and this includes publishing formats. Rotary Clubs are not museums - we are an great collaboration of modern service clubs looking towards the furture and aspiring to be around for a long time yet, and not put behind glass.

YIR

Tord Elfwendahl  
MPHF, PP RC of Stockholm Strand,  
D2350