



Governors Newsletter



January 2016

District Happenings

9-22 Jan	National Science & Technology Forum
20 Jan	IYE 2016-17 South American Outbound Students leave NZ
1 Feb	Rotaract Outstanding Project Award - nominations close
3-8 Feb	International Yachting Fellowship of Rotary Area 3 AGM - Auckland
21 Feb	Dist Management Meeting - Whangarei
23 Feb	Rotary's birthday
26 Feb	Million Dollar Dinner
25-28 Feb	IYE Tongario Crossing
28 Feb	Asst Governors Training - Warkworth
4-6 Mar	South Pacific PETS
10-12 Apr	District Conference - Vanuatu

Club Happenings

26 Jan	Orewa - Evening with Hon Winston Peters
3 Feb	Dargaville "Show us Your Spud"
6 Feb	Birkenhead Bowls Tournament
20 Feb	Coastal Challenge
26 Feb	Whangaparaoa Golf Tournament

January is Vocational Service Month



Elaine joins me in extending best wishes to each of you as we commence 2016. I trust you have had a good break and enjoyed quality time with family and friends. We did and are feeling ready to embrace the second half of this Governor adventure.

Our activities took off on Saturday 9 January when we were at Auckland Airport, twice. Early morning to welcome home our 2015 International Youth Exchange (IYE) students from Europe and in the afternoon to farewell GE Peter and Reo Smith off to USA for their GE training assembly in San Diego. We were back there again 3 days later to farewell our IYE students on their way to Europe. They are all wonderful young ambassadors for their families, Rotary and NZ ☺

We do want to support as many club activities as we are able over the next 5 months, however we do need you to let us know if you do have a significant event coming up, with information about date, time and venue please.

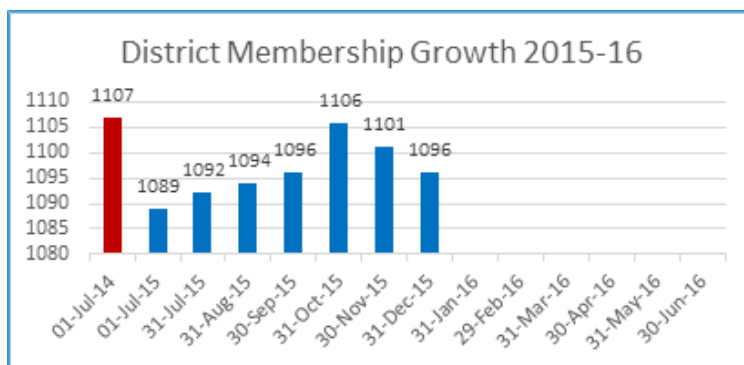
During January Rotary celebrates the second Object of Rotary - Vocational Service. While I suggest clubs often do not focus on this in their planning for the year, you will see (on page 2) there are many worthwhile activities you can undertake which can make a difference in your community.

We are busy planning for several upcoming activities. These include a visit from our RI Zone Director Guiller Tumangan and his wife Letty, from the Philippines, during 19- 22 February. Though the main focus is on preparation for our District Conference at Le Lagon Resort and Conference Centre at Port Vila, Vanuatu, 10-12 April. If you haven't already registered then I encourage you to join us. It is going to be an excellent event and we do need you to register now to assist us with our planning.

Membership continues to be a significant focus for all of us. How are you going with your own succession plan?? As you will see

from the graph, our steady growth through to October took a backwards step in November and December. On the positive side, what a privilege it was to attend Rotary Westhaven's first formal meeting this year and to be asked to induct two members. I look forward to seeing the growth plans clubs have been talking about come to fruition and see our numbers begin to climb steadily again.

Best wishes Governor Peter



January is VOCATIONAL SERVICE Month

The concept of vocational service is rooted in the Second Object of Rotary, **which calls on Rotarians to “encourage and foster”:**

- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian’s occupation as an opportunity to serve society

How can you put these ideals into action?

- Talk about your vocation in your club, and take time to learn about fellow members’ vocations.
- Use your professional skills to serve a community.
- Practice your profession with integrity, and inspire others to behave ethically through your own words and actions.
- Help a young person to achieve his or her career aspirations.
- Guide and encourage others in their professional development.

If you do any of these things, you are performing vocational service.

And if vocational service motivates and energizes you, then you’re in the right place, because vocational service is the very essence of Rotary. It is what sets Rotary apart from other service organisations.

WHERE YOUR
TALENTS AND
THE WORLD’S
NEEDS CROSS,
THERE LIES
YOUR VOCATION.
~ ARISTOTLE

In 2016 the language maybe different but the principal is the same.

Talk to your club about your vocation.

Mentor young person/s new to your vocation.

Practice with the **highest integrity**.

Guide and help others.

Use your vocation and skills to help **your community and beyond**.

Network in your vocation to inspire others to be **ethical**

FOUR-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?

TAKE ACTION

• Host a classification talk at your next club

meeting: These presentations give members the chance to learn the inner workings of jobs other than their own and can plant the seeds for professional networking opportunities.

The talks also are useful for introducing guests and prospective members to your club.

• Organize tours of members’ workplaces:

Members who find public speaking difficult might prefer to conduct a workplace tour rather than give a classification talk.

If logistics can be worked out, schedule an occasional meeting in a member’s place of employment.

• Join or form a Rotary fellowship related to

your vocation: Rotary Fellowships are international associations of Rotarians, Rotarians’ spouses, and Rotaractors who share a recreational or vocational interest.

There are vocational fellowships for doctors, law enforcement officers, editors, and members of other professions. Learn more at www.rotary.org/fellowships.

• Volunteer for a service project that uses your

vocational skills: Think about the skills that make you successful in your profession: maybe you are trained in some branch of science or medicine, are handy with tools or mechanical things, know how to start a business, have expertise managing finances, or can influence others through public speaking or writing.

Use your unique set of talents to make a difference in your Take Action

Rotary designation Months have changed

Jan	Vocational Service
Feb	Peace and Conflict Prevention/Resolution
Mar	Water and Sanitation
Apr	Maternal and Child Health
May	Youth Services
Jun	Rotary Fellowship





Paihia Summer Festival Bay of Islands Rotary Beach Dig

By AG Sue Hamnett

Rotary Bay of Islands brought summer fun to the beach in Paihia on Saturday

January 9th, with their annual beach dig and games.

The event had been postponed from the previous weekend due to torrential rain and with another wet day just before, it was fingers crossed for a good one. However the rain gods must have decided to have a rest, as luckily the **big dig** day was bright and sunny.

Rotarians turned out in force to prepare the section of beach, burying 110 x numbered sticks in an area of sand. Whilst this was being done, traditional games such as a three legged race was organised and were an excellent way to get the kids primed for the big event. The countdown began and once the



excited children were allowed into the prepared area they began to dig for all they were worth to find a stick and claim their prize.

Much fun was had by grown ups and children alike. Mums and Dads, Grandads and Grandmas had to keep well back as the sand began to fly, but they were certainly very vocal in encouraging their children to



dig harder and it was also especially nice to see older children helping the little ones to find a stick.

A sausage sizzle bbq, also organised by the club, provided much needed sustenance after all the frantic digging and was a great opportunity to talk to people about Rotary. Paihia attracts many overseas visitors as well as Kiwi holiday-makers and a children's event such as this on the town's beach has to be one of the best ways of publicising Rotary, both in our own community and much further afield. And its great fun!!



Caption Competition

January Caption... What is District Public Relations Chair Murray Allison thinking? On the 3 day journey by ship from Santo to Ambrym with the materials for the Mbossung School Rebuild, Murray is sharing the vessel with another 100+ humans, pigs and chickens plus the cargo!

December Caption right Assistant Governor Rosemary Meyer and Whangarei President Gail Taylor deep in conversation. The winning caption "**you know, out the back of beyond**". **Winner:** Brian Dowle – Rotary Birkenhead.

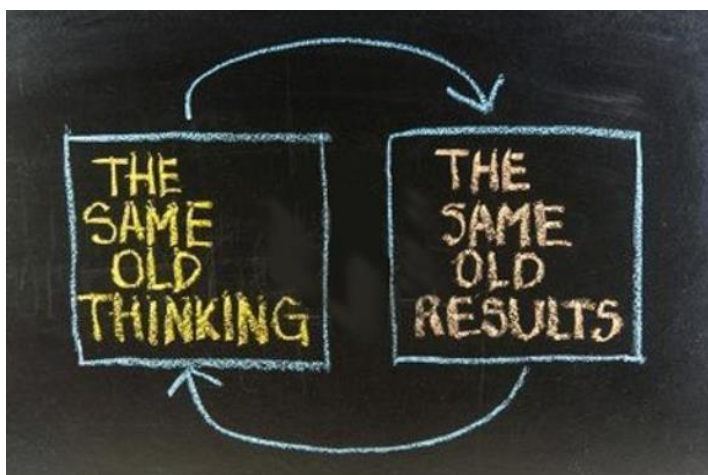


Don't forget to submit your caption to Governor Peter and Elaine by 5th February 2016. via email to miselaious@xtra.co.nz the winner will be posted in the District Facebook page on the 1st of the month.



Do you need to develop your Clubs 'product'?

The following article is written by Don Pointon, a Rotarian whose career in marketing includes working both locally and offshore.



In Rotary we put considerable emphasis on finding and recruiting new members into our clubs. And rightly so. Generally the more people there are in Rotary, the more successful we will be with our local, regional and global initiatives. **Sadly, however there are many examples of clubs with falling membership numbers.**

New member recruitment is part of every Rotarian's commitment to service. **We use many different methods - chatting with friends, Facebook, advertising, PR, events and more.** Whilst these are good activities, are they the right activities? Those clubs with falling membership are

perhaps proof that they're not the right activities at all!

Maybe what's needed is a change in the 'product' that you're selling. In business terms, this would mean a shift from Sales and Communications, to Product Development.

We need to take a critical look at ourselves.

How would the club appear to a potential new member?

Like a bunch of rich old white men enjoying an extended in-joke over dinner?

Harsh perhaps, but if you felt a slight cringe reading that, then there's probably some truth in it.

For a potential member **the Rotary 'product' encompasses the full experience** from first awareness and contact, right through to accepting membership, being involved in all sorts of club activities and potentially going on to serve in the higher roles available.

How attractive is that?

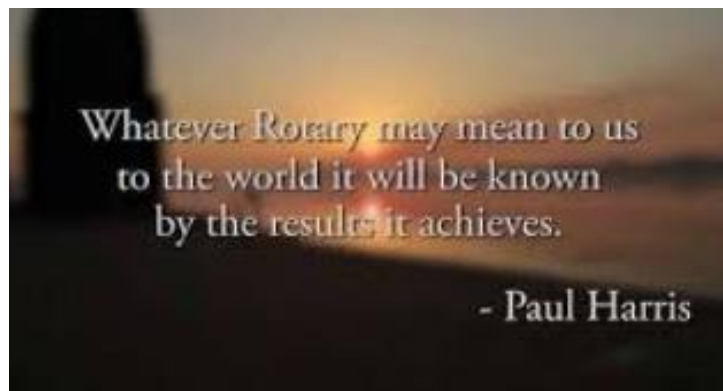
Does it appear more like a burden than a benefit?

Is it joining a group that would be very hard to identify with?

Rotarians being involved in Sales and Communications activities to recruit members to their club may just be flogging a dead horse!

There are many ideas and alternatives to the traditional club format - we'll not go in to them here, but if you need some advice contact PDG Phil

Ashton who has district responsibility for Membership Strategy and Support. Would adopting some of these changes be the **development to your Rotary 'product' that will make your club more successful going forward?** Maybe after getting that bit right, the emphasis can then come back to the Sales and Communication activities of member recruitment.



Get your product right and it will sell. If it's not right, it won't.



Remember Ken Linkhorns' words in December's Newsletter

"As we all join in the challenge to ensure Rotary will see another century of service to mankind, we need to fully comprehend **the world is different for each generation**"

"Leadership skills suited to Rotary, have to continually adapt to rapid changes in their lives, **just to keep up with what makes the world 'tick'.**"





**Rotary
Dargaville**
used a week-long display in the town's main street to showcase Rotary and their projects.

The display, in a shop provided by President Brian Burnett, was manned by local Rotarians between 10am and 3pm each day. The goal was to show Dargaville; who their local Rotarians are, talk about Rotary and promote the clubs activities.

Particular emphasis was the global **Polio Plus campaign** and Rotary Dargaville's ongoing response to natural disaster by providing funding for **emergency response kits (ERKS)**. Having a kit on display and providing posters, photos and news clippings on their long-term strong undertaking of **supporting local youth** drew a lot of attention.

Visitors were offered a cuppa and the chance to chat, and also put their names into a daily draw for dinner at local restaurants.



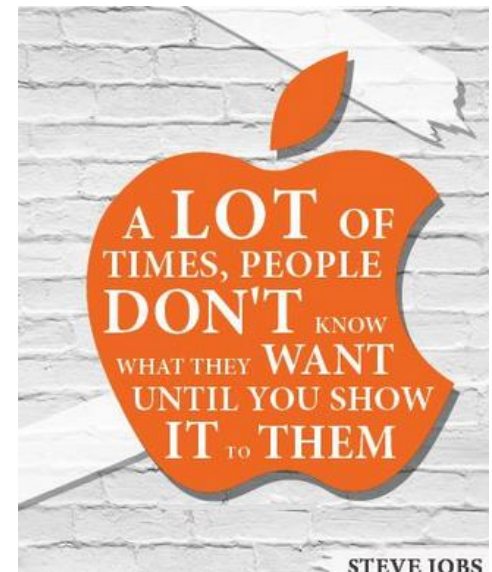
The next step in the promotion is to follow up on those who provided their name and contact details.

Rotary Dargaville have created a **subtle non-threatening promotion that is not for the faint-hearted. They understand what they are selling to their community and are staying within their boundaries**, i.e. defining a clear Rotary product for their town and surrounding areas from the vast **Rotary Product Range**.

Following up people who enter their names in a competition needs an **approach that is not a hard sell**; easier said than done!

“Experts in this field suggest the following”

1. Thank the people who entered and announce the winners to everyone who entered – by email
2. Make sure the email has un-subscribe clause to avoid spam complaints
3. Announce the winner to the wider community in as many media platforms as possible - Facebook, website etc.
4. Follow up at regular intervals with personal invitations to:
 - Attend club activities and events
 - Attend club meetings
 - Assist at club activities
 - Receive your club bulletin
5. Ask them to become a Friend of Rotary – create a database of these names
6. When you think it is right, meet in an informal setting to see if the person is interested in furthering their involvement with Rotary
7. Don't be disappointed if the conversion rate is very low, this is normal
8. What is important is building relationships and maintaining them



It takes time and constant effort to promote your club and the rewards are not always forthcoming so make a plan, have a leader, gain the membership approval by discussing and listening to their ideas, maybe tweak the plan if necessary, set goals and do it. Remember to evaluate your progress regularly to see what's working, what's not working and change accordingly.

You can't sell Rotary to anyone unless you understand the product!





Be a gift to the world

Be a Star
Lead, Guide, Inspire

Rotary District 9910 Conference
Warwick Le Lagon, Vanuatu 10-12 April 2016



Conference Guest Speaker

Guy Ryan, Young New Zealander of the Year 2015

CEO and Founder of the charity Inspiring Stories, Guy Ryan, has had an epic 2015. He was named the 2015 Young New Zealander of the Year, and was invited to speak at the Social Enterprise World Forum in Milan, alongside Nobel Peace Prize Winner Muhammad Yunus. And that was just the first half of the year! Inspiring Stories was also awarded \$500,000 of new funding from the Ministry of Youth



Development to grow its programmes through to the end of 2017.

Guy founded Inspiring Stories in 2011 with the vision to see every young New Zealander unleash their potential to change the world. Everything he's done since has been with a view to making that vision increasingly more real and more possible.

We have urgent and complex local and global problems that need solving: social, environmental and economic. There is no silver bullet answer. We need, more and more, to nurture brilliant minds who will talk and work together to create solutions.

The programmes Inspiring Stories runs, and that Guy created – include Festival for the Future, now in its fifth year, and Live the Dream – an accelerator programme, running for 10 weeks over summer, to develop young social entrepreneurs and their ventures. For the first time this year, Live the Dream will run in Christchurch as well as Auckland and Wellington.

Inspiring Stories also runs an annual national film competition, making a Difference, and in 2016 will run its first nationwide young leaders' programme, Future Leaders. And in September, the organisation launched a massive national fundraising campaign that will create an endowment called the Future Fund. This will allow Inspiring Stories to give young leaders, social entrepreneurs, and visionaries for the future of New Zealand, more support and backing than ever before.

Guy is 29 years old, and hails from a town called Granity on the West Coast of the South Island. He studied design and has a Masters in Science Communication. He is also an award-winning documentary filmmaker, has given a TEDx Talk, and loves to surf whenever he can.

Have you booked for Conference!



Three Steps required:

1. You need to register for conference
2. Secure your accommodation by completing the Conference Group Booking Form and email or fax direct to the resort
3. Send a copy of your Conference Group Booking Form to karenhall@xtra.co.nz.

<http://rotaryconference9910.org.nz/>



28 May – 1 June 2016
SEOUL KOREA

Important deadlines

15 December 2015: Early-registration discount ends

31 March 2016: Preregistration discount ends

30 April 2016: Registration/ticket cancellation deadline

1 June 2016: Online registration ends; deadline for cancellations due to visa denial

To register and more information: <http://www.riconvention.org/en/seoul/register>



The 6th South Pacific Presidents Elect Training (SPPETS) will be held on Saturday 6th and Sunday 7th March 2016 at Waipuna Hotel, Mt Wellington, Auckland.

Promote your event, product, service or business

This premier event hosts Presidents Elect from six districts encompassing 240 clubs in New Zealand and the Pacific for formal briefing and motivation in their role leading a Rotary Club during the 2016/17 Rotary Year.

The 350 attendees are very motivated community minded Rotarians providing services to nearly every community within New Zealand and the Pacific. The position of leadership of their Rotary club can lead to both national and international projects and are seen as major decision makers within their community and beyond.

Exhibitor booths will be located in the wide corridors of the Hotel either within or close by where

participants meet and have morning tea, lunch and afternoon tea.

Booths are 1.2m x 2.4 meters.

Sponsorship, advertising and marketing opportunities are available in a number of areas and should you be interested or know someone who would be, please contact PDG Willard Martin,

E: 4martins@clear.net.nz,

M: 029 5766 437



International Youth Exchange



Robson – going to D1450 Denmark-Rotary Orewa, Kaya Leef – going to D1630 Belgium-Rotary Birkenhead, Marilena Penteado – going to D1980/2000 Switzerland-Rotary New Lynn, Theo Walsh – going to D2275 Norway-Rotary Takapuna North, Emily Treneary – going to D1510 France-Rotary East Coast Bays, Governor Peter, Elleysa Eastell – going to D1910 Austria-Rotary Kumeu, Jade Wickman – going to D1690 France-Rotary Albany and Tim Schroder – going to D1630 Belgium-Rotary Whangarei South.

January is a very busy time for International Youth Exchange, the **Outward bound students to Europe** left New Zealand on 12 January and 2 South American bound Students leave on 20th January. L to R: Meghan



Returning International Students

Left Harriet Ryu, hosted by D 1510 France-Rotary East Coast Bays



Left Stephanie Milner, hosted in Switzerland-Rotary East Coast Bays



Left Natasha Hamer greeted by her Nana, hosted in USA



Below Kate Sherman, hosted in Sweden greeted by her mother



Above Daniel Haynes with his family, hosted by D1910, Austria-Rotary Waitakere

Right Beth Kent hosted by D2630, Japan-Rotary Takapuna North

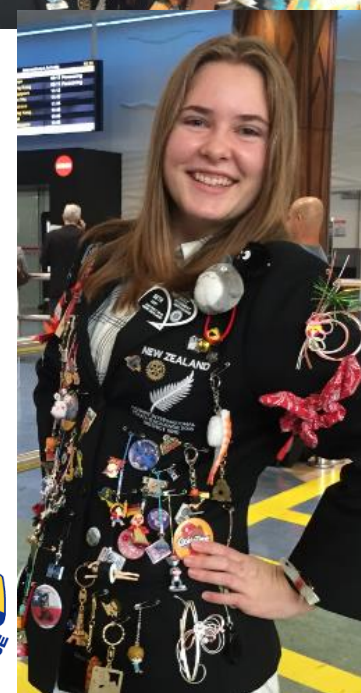
Left Kelly Mitchell, hosted by D1480, Denmark

Also returning was:

Megan Hammerton, hosted in Chile-Rotary Keri Keri,

Krystal Feng (aka Ball) hosted by D1950, Germany-Rotary East Coast Bays

Anika Norton, hosted by D1630 Belgium-Rotary Kumeu





My Impressions of India via New Zealand

An Article written by Selina Ehrenzeller which was published in [India's Rotary News](http://rotarynewsonline.org/2015/12/31/my-impressions-of-india/). Selina was an International Youth Exchange student in 2012-2013 from Switzerland, hosted by Rotary Henderson-New Zealand (Selina opposite outside The Chateau Ruapehu)
<http://rotarynewsonline.org/2015/12/31/my-impressions-of-india/>

When I applied for the Rotary youth exchange programme, little did I imagine its impact on my life, career and future? At several instances I saw how Rotary continues to rebuild faith in humanity over and over again.

It all started with an exchange year in District 9910 in New Zealand in 2012. Then only 15, I flew from Switzerland to New Zealand, a country I called home within the next year. I not only discovered completely new sides of me but also found another family and new friends, a second life at the other side of the planet. During my year there, **the district conference was held at Norfolk Island, the home of PDG Lindsay Ford, a man who impressed me with his big heart and humble nature.** A few days later, he was the guest speaker at my host club, RC Henderson. His talk about how he travelled to India to assist the national polio eradication programme impressed me and planted a seed of fascination for India in my heart.

Returning home to Switzerland I contacted PDG Ford and offered to help with the polio eradication programme in India. He was extremely helpful and put me in touch with PDG P V Purushothaman from D 2982. I soon realised that my help was not needed as Rotary had already done an amazing job of eradicating polio in India. This did not reduce my fascination for the country. As I had an ardent interest in pursuing medicine as a career, I wanted to do a study tour of Indian hospitals. Somehow, looking back, it seems like a miracle to me, PDG Puru put me in touch with PDG S P Balasubramaniam and the idea was born of visiting India, not to help eradicate polio, but to visit hospitals and learn about Indian health care systems.

A few months later, with no idea what to expect, I was standing at the Bangalore airport and was welcomed by PDG Bala.

Thanks to Rotary and the amazing men in District 2982, especially the help of PDGs Puru and Bala and his friends from RC Salem Midtown, I learnt about the health care scenario in India, in a way that no organisation or



volunteer programme could have taught me. I was hosted by different Rotarian families who took me in and cared for me as if I was their own child. I was surprised by the connections I was able to build in this short time. For almost a month I visited hospitals, each for a week, and was hosted in the neighbourhood. Thanks to Bala's connections and his friends, all doors in the hospitals were opened to me and I saw surgeries, deliveries, emergencies, treatments, laboratories and pharmacies — everything that interested me. Every day was a new chance to learn, not only about injections and sterile handwashing but also about the culture of the Indians in Tamil Nadu. The best day was by far when I heard that I had passed my entrance exam in Switzerland, got a seat to study medicine at the University of Basel and only a few hours later, I assisted an appendicitis surgery. Words cannot describe how surreal this felt for me.

My visit to India not only gave me the confirmation that medicine is my calling, but also taught me more about myself and a country that's full of mystery and diversity, and amazingly kindhearted people;



Rotarians and non-Rotarians who don't mind the amount of effort and money they invest to change someone's life. I left India knowing that I will return one day, to actually practice medicine and learn more. It was important for me to share this story with you, because it's proof that you don't need a programme or instructions from someone to do amazing things in this world. Thanks to the connections of Rotarians all around the world, my summer included hospitals, surgeries and South Indian food and I could not have been happier.

I thank everyone who has helped me make this trip a reality and everyone who helps every day in small or big ways to make the world a better place. I hope that I will be able to do my part one day too.

The Rotary National Science & Technology Forum

The 27th Rotary National Science & Technology Forum is being held in Auckland, during the fortnight of 9th – 23rd January 2016 and is a programme for year 12 students with outstanding all round ability in science, maths and technology who will be returning to Year 13 and considering study at a tertiary level. Held in conjunction with all

University's in Auckland and Industry leaders, this is a serious programme to assist 168 student from around New Zealand gain an insight into the areas of application available in New Zealand.

The opening was held at AUT on Monday 11 January with Governor Peter addressing the students on behalf of NZ Governors.

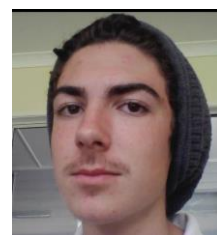


District 9910 had 50 outstanding applicants, the highest so far, from 24 high schools around the District. Thirty-five of these were accepted to attend the forum. Also at the same time, Aden Ciantar from Norfolk Island School is attending the equivalent Australian National Youth Science Forum in Canberra. (above) students at the opening with their enthusiastic student advisors (past NSTF attendees) in the back row!

What an amazing opportunity!

This is the thoughts of **Aden Ciantar of Norfolk Island School** after he had been accepted to attend in Canberra.

To be honest, ever since I was selected in October to attend, I have been jumping up and down in my seat trying to think about what the forum would be like. I had decided after talking to my science teacher – who went to it when he was my age – that it would help me decide what courses to do and at what university – not forgetting New Zealand of course! I have very high expectations, especially after talking to previous attendees, and plan to meet new people, have fun and let my little scientific brain run wild. Who knows what the future may hold for my career in Science and Physics, but I'm sure the Science Forum will give me a great start into it!



Date: 26 February 2016 **Time:** 6.30pm for 7.00pm start **Cost:** \$80PP + cash bar

OUR GOAL for this **EVENT** is to raise in **EXCESS** of **\$1,000,000.00** for **the Rotary Foundation**

Donors who make a new gift, pledge, or bequest of at least US\$10,000 by 31 January 2016 will be recognised at the Rotary Million Dollar Dinner being **hosted by District 9920** on behalf of **Districts D9910 D9920 D9930 D9940 D9970 D9980**. To book your seats or for more information contact PDG Leanne Jaggs **M:** 021 908644 **E:** <mailto:ljaggs@alliancemarketing.co.nz>

A draft codicil and pledge form available from District Administrator E: district9910@gmail.com



Rotarian's Charity of Choice – Please give generously



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