



Rotary Ho!



The Official Bulletin of the Rotary Club of Frankston North Inc.

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District 9820

R I President: Ron D. Burton
District Governor: Tim Moore
Assistant Governor: Brian Mellady

ROTARY CLUB OF FRANKSTON NORTH INC
Chartered 7 May 1973

Web: www.rotaryfrankstonnorth.org/

President: Don MacDonald
President Elect: Maureen Gillham
Past President: Judi McKee
Secretary: Mark Sammut
Treasurer: Russell Cock
Sergeant at Arms: Con Demopoulos
Directors:
Bill Fowler Vocational
Eric Neill Membership
Tony Spring Foundation
John Tame Services
Linda Tinney Public Relations

Club Meetings:

Every Wednesday at the International Motel,
389 Nepean Hwy, Frankston - 6.00pm for 6.30pm.

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THE FOUR-WAY TEST

Of all the things we think, say or do . . .

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL & BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

FROM PRESIDENT DON



To be recognised as a Paul Harris Fellow is a special moment, and to be a recipient of it as a member of a Rotary Club is very special indeed. Last Wednesday as part of the Foundation partner evening our Club took time to reflect on the contribution of Past President Charles Mallia who's career has lasted over twenty years giving back to the communities he has served in two Rotary Clubs. Charles is a worthy recipient and with his family to witness this recognition it made the evening very enjoyable for Charles - well done!

Ian Riseley Past Treasurer and current Trustee of the Rotary Foundation gave a presentation on Foundation and gave special focus to Polio Plus: he advised we were "almost there" and of course he was talking about the eradication of the Polio blight from the world. There remains work to do and Ian pointed out the current "hot spots" which sadly included Syria that was once Polio free.

Ian also talked about the current Global Grant for the Raised Garden project in Tonga, he was very kind in recognising the great effort by PDG Tony Spring and I can advise that all the approvals are now in place and the banking arrangements are complete. We will soon take receipt of the funds from Rotary Foundation and we will be clear to proceed to the next stage. This grant is the first Global Grant to be awarded in our District and we should be very proud of it. Well done Tony.

I look forward to seeing as many of the members as possible at our AGM.

THIS WEEK'S PROGRAM

6:00 for 6:30

Annual General Meeting
Chairman: **Don MacDonald**

MILESTONES

ROTARY ANNIVERSARY:

Don MacDonald - 21 November 2001
Russell Cock - 24 November 1981

WEDDING ANNIVERSARIES:

Nil

BIRTHDAYS:



Nil

LAST WEEK'S PROGRAM

Chairman:	Tony Spring
Apologies:	Michael Shanks, Rob Pill,
Leave of Absence:	Bob Edgar
Guests:	DGE Charlie Spiers & Jan, Henk Ten Hoopen, TRF Trustee Ian Riseley

President Don:

- ✓ Don and Tony Spring attended the Charter Meeting of RC Frankston Peninsula 2.0 and presented an engraved Sergeant's gong to the new Club and wished them well for the future.
- ✓ Don and Tony also attended the District AGM, at which Tony gave the DG's review of the 2012/2013 Rotary Year. Tony also gave a presentation on the Tonga Global Grant initiated by our Club.

Secretary Mark:

A letter was received from the Mount Eliza Tennis Club, thanking us for their dividend of \$1200 from the Community Raffle. They used these funds for updating their Club's facilities.

Announcements:

Eric Neill:

The Membership Development Night on 27 November at Yazaki/Australian Arrow facility in Carrum Downs is approaching Fast and Eric is inviting our Club Members to assist with various jobs on the night. Please contact Eric with your offers of assistance.

Bill Fowler:

The vocational Visit to the Jayco Caravan Factory in Dandenong South will take place on Wednesday, December 4 at 9:45 am. As this is a worksite, covered in shoes are required and high heeled shoes are prohibited. Please inform Bill of your intention to attend.

Tony Spring:

- ✓ A Paul Harris Fellow Dinner will be hosted by D9820 on February 7 at the Cardinia Cultural Centre in Pakenham. Cost will be \$55. PHF's wishing to attend can contact Tony.
- ✓ The Tonga Global Grant Project has raised \$19,000 by 16 Clubs, and has been recently approved by R.I. This now means \$50,055 is available to build sustainable vegetable gardens in villages in Tonga, as well as rehabilitation of the mangroves swamps around the villages to encourage fish breeding and ultimately establishing a sustainable fishing industry. This follows successful Matching Grants, initiated by Bob Edgar, to build some gardens and a chook shed in similar villages in Tonga.

SERGEANT CON'S Fact of the Week:

The mystery of why wounds heal more quickly in the young compared to the elderly may soon be solved following the discovery of two of the genes involved in tissue regeneration.

Scientists believe the findings will help to develop new drugs and treatments for faster wound healing as well as shedding light on the aging process itself, and what could amount to a generic "fountain of youth".

Scientists believe that the genes, Lin28a and IMPI, are designed to be especially active during the foetal stages development and are gradually turned off as an animal ages, which could explain why wounds take longer to heal in the elderly and how aging occurs.

The Lin28a gene was activated in adult mice in which shaved hair on their backs grew back much faster than untreated mice.

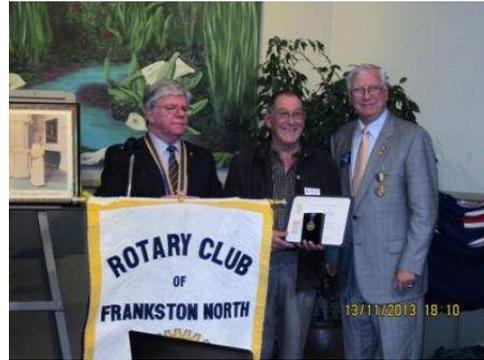
One of the scientists said "It sounds like science fiction, but LIN28a could be part of a healing cocktail that gives adults the superior tissue repair seen in juvenile animals".

Paul Harris Fellow: Charles Mallia

A very surprised Charles Mallia was presented with a Paul Harris Fellow recognition by President Don and Rotary Foundation Trustee Ian Riseley.

Charles joined the then Frankston Central Club in 1987 and transferred to Frankston North Rotary in 1990. He has held most Club Directorships and was President in 2010-2011.

Charles is a Change agent and has developed many people into various roles within the Club, by getting us involved in different and new programs. He attempted to get the then Frankston Chamber of Commerce in a China Forum, led the Club in the "Give a squirt, save a life" project with the Red Cross, travelled to Cape York to build houses in indigenous communities as part of a RAWCS program, and raised funds annually by running raffles of football tickets procured through Channel 7. Charles is a very deserving and popular recipient of the Frankston North Rotary Paul Harris Fellow recognition. Congratulations Charles!



Guest Speaker: TRF Trustee Ian Riseley OAM

Ian spoke about The Rotary Foundation and concentrated mainly about progress of eradication of Polio, which is within the Disease Prevention and Treatment area of focus of TRF. The three remaining endemic countries for polio infection are Pakistan, Afghanistan and Nigeria. The disease is diminishing in Afghanistan and Nigeria, but is still a serious issue near the northern border with Afghanistan. There have been some outbreaks of polio in non-endemic countries where a visitor to those countries has caught the disease and brought it back to their own country. There are 12 confirmed cases in Syria that originated in Pakistan and travelled through Egypt, Gaza and Israel to Syria. In the last 12 months Rotary has spent \$47m. on polio eradication. The Bill and Melinda Gates Foundation has donated \$405m. so far and has committed a further \$70m. per year for 5 years provided Rotary contributes half that amount. Another areas of focus for TRF is Peace and Conflict Prevention, which is also an issue where Polio is endemic.



Ian Riseley being formally thanked by Chairman Tony Spring and President Don MacDonal

NEXT WEEK

6:00 pm start

Community Engagement Evening

Yazaki-Aust. Arrow Pty Ltd
46 Lathams Rd, Carrum Downs
 Chairman: **Eric Neill**

Australians all let us rejoice
 For we are young and free
 We've golden soil and wealth for toil,
 Our home is girt by sea:
 Our land abounds in nature's gifts
 Of beauty rich and rare,
 In history's page let every stage
 Advance Australia fair,
 In joyful strains then let us sing
 Advance Australia fair.

KEY DATES

- 08 December** -Kids Christmas Party, Ballam Park
- 18 December** -Club Christmas Night
- 08 January** -First Meeting of the New Year

THE INVOCATION

"For good food, good fellowship and the opportunity to swerve through Rotary, we give thanks"

THE LOYAL TOAST

"To The Queen, and the People of Australia"

NOVEMBER IS FOUNDATION MONTH

Sydney R.I Convention News

Ian Risely Appointed

Dear Fellow Rotarians:

As you all know, Past Director Ravi Ravindran has been confirmed as the President Nominee of Rotary International. Ravi has been serving as Vice Chair of the Sydney Convention Committee. Upon his confirmation as President Nominee, Ravi has submitted his resignation as a member and Vice Chair of the Convention Committee, and President Ron has reluctantly accepted the resignation. President Ron has now appointed Past Director and committee member Barry Matheson to serve as Vice Chair of the Convention Committee. In addition, President Ron has appointed Trustee Ian Riseley to fill the vacancy on the committee. We welcome Barry to this new position with the committee, and we also welcome Ian to the membership of the committee. Barry has provided invaluable assistance in considering stage production and entertainment issues involving the Convention, and I know that he will continue to provide worthwhile advice. I am confident that Ian will join the rest of us in our efforts to plan and implement the greatest Convention in the history of Rotary!

Gay joins me in sending our best wishes to you all!

Kindest regards,
Mark

• **MARK DANIEL MALONEY**
Chairman Rotary International Convention

Social Media for Dummies

Why is Social Media Important?

- > 66% of online adults use social networking sites. (Pew Research, Feb. 2012)
- > More than 90% of online adults 25-44 – a prime demographic for future Rotarians – have used social media in some form. (Ad-ology AudienceSCAN, Jan. 2013)
- > There is a strong correlation between U.S. adults who use social networking and adults that “want to become more active in their community” and those that “want to volunteer for a cause or charity.” (Ad-ology AudienceSCAN, Jan. 2013)

1 Social Media and Rotary

Our Goals

- > To increase brand awareness for Rotary and the clubs in our district.
- > To connect with our audiences by creating two-way communication channels.
- > To listen to what our audiences say about Rotary, our clubs and our members.

Our Audiences

- > Other community leaders that are potential Rotarians.
- > Local businesses that are potential service partners.
- > Local media.
- > Fellow Rotarians in our clubs, our district and worldwide.
- > Current/potential members of Interact and their parents.
- > Current/potential members of Rotaract.

2 Our Social Networks

Rotary, Social Media and You

Rotary’s presence in the social space does not begin and end with your club’s website and public image specialists. All members are welcome and strongly to participate in our social networks.

We are all marketers of Rotary!

The viral nature of social media makes it quick and easy for you to help spread Rotary’s messages, benefits and related news throughout your networks.

The Essence of Social Media Marqueting:

“I told two friends about Rotary...

and THEY told two friends...

and so on, and so on, and so on...”