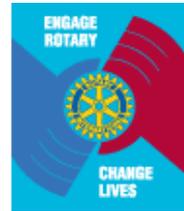




Rotary Ho!



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

Volume 41 No 5 31 July 2013



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



I spoke to Geoff Magor last week and he is beginning to recover from his operation but remains immobile for the next few weeks. I also spoke to Bob Edgar and he also was recovering from a set-back but is still very much looking towards Tonga and the need to move this project to the next stage. I will be sharing his thoughts with you at our Assembly/Project Planning tonight. I spent an evening last week in the company of friends – one of whom ran a marketing business and I asked her about “branding”? I had mentioned our aim to improve the branding of Frankston North Rotary and she gave a few pointers. I also mentioned to her that we were embarking upon a membership recruitment drive and hoped over the course of the year to add 2-5 (stretch goal) new members.

If we are to address the Rotary thinking promulgated at the 2013 PETS seminars in Ballarat and Traralgon - Rotary speakers took the view that we have lost a generation and we should be looking forward to “Gen Y” recruitment. This is where the marketing advice came in: “**empathy and innovation**” are qualities required to be understood if we are to engage with the “Gen Y” population that are driven by “doing”. I have shared with you – my view - the need to drop the “Club” portion of our name as part of our branding – **Frankston North Rotary** for example, broadens our opportunities in the community we serve and helps drive our image of “doing” projects rather than “being a club”! This approach fits very well with the “Gen Y” thinking of doing things, participating in projects that provide a sense of meaning to a population that don’t need “clubs”? This “Gen Y” population need to be understood better and to that end in Membership month I have taken the liberty to invite my marketing friend along to Rotary to speak to us on “Gen Y”.

THIS WEEK'S PROGRAM

6:00 for 6:30 pm

Club Assembly

Project Planning

Chairman: **PE Maureen Gillham**

MILESTONES



ROTARY ANNIVERSARY:

Nil



WEDDING ANNIVERSARIES:

Barry & Judy Dean-31 July, 1955



BIRTHDAYS:

Carole-Ann Pill—1 Aug

LAST WEEK'S PROGRAM

Chairman: Wayne Peterson

Apologies: Charles Mallia, Michael Shanks

Leave of Absence: Bob Edgar, Robert Pill, John Tame, Con Demopoulos, Geoff Magor, Tony Spring, Brian Capon

President Don:

- ✓ Welcome to Rotarians.

Secretary Mark:

- ✓ The Frankston News had an article that mentioned our Club's participation in the Adopt-a-Park program concerning our work on Ballam Park. RC Frankston Sunrise were also mentioned for their project.
- ✓ The Board has agreed to set up an Information booth at the upcoming Mayoral Picnic.
- ✓ A reminder that the August 21 Club meeting is a Partners Night.

Announcements:

Wayne Peterson:

- ✓ We are participating in, and will benefit from, the Peninsula Charity Golf Day. Wayne has Raffle tickets for that event and urges Members to take some books to sell. Sponsors and playing groups are also required. See Wayne or David Hanlon for details.

David Cahill:

- ✓ The Partners Dinner at Davies Bar is on for Aug 7. Could interested partners please email Jan Cahill, as she will not be available by phone.

Eric Neill:

- ✓ A Membership Night is in the planning stage and ideas on making this a successful event are requested.

Ron Cook:

- ✓ Following on from our participation in the Frankston Council Adopt-a-Park program, they have written to us asking for an expression of interest about the Graffiti Removal/Prevention Grant program. The Council is planning to apply for a grant from the State Government and to team up with the Dept. Of Justice and Rotary Clubs to conduct the work. This request will be considered by the Board.

Mark Sammut:

- ✓ Geoff Magor is recovering from his extensive foot surgery, but will be out of action for some time. He must be feeling better because there are reports he is definitely stir crazy.

SERGEANTS SESSION

Wayne could not handle the abuse he received last week when he stood in for Sergeant Con, so Eric, who has a much thicker skin, has returned to fill the breach. Come back soon, Con!

- Two of our PDG's regularly travel together to Club Meetings but this may stop because, tonight, they had a fallout when one of them was dressed in jeans and the other was so outraged that an officer of RI was unceremoniously dressed that he threatened not to travel with the offender again.
- In a further example of the declining standards of our Club, it has been revealed that we have an Ugly Parent in our midst. Apparently a Club Member took umbrage at the performance of the basketball referees at his child's recent match, and was chastised for his outburst. There is a rumour that he has been banned from that particular basketball stadium.
- Linda's daughter is in the final stages of her Nursing training and has applied, and been granted an interview, for a graduate placing at the Austin Hospital. While this would be a prestigious placement, Linda is more hopeful for a successful outcome because it means her daughter would have to leave home.

Guest Speaker:

**Mark Wardrop
“Heron Airlines”**

Mark and Matthew Kline are the proprietors of Heron Airlines, that specialises in providing small group excursions to all parts of Australia. They have 8 twin small engine aircraft that are able to fly close to the ground to unique destinations that cannot be reached by larger aircraft. They link up with small tour operators who, on many occasions, can meet the aircraft on the edge of short dusty runways in remote places.

They provide 4 to 9 days organised tours, but also provide custom tours for special interest groups, such as bird watchers, artists, bush walkers, photography clubs, remote aboriginal art enthusiasts. 40% of their business is with private groups, for some of which they build unique itineraries to suit their specific requirements. Some of their destinations are The Kimberley, Norfolk Island, Lake Eyre, Birdsville, Mungo National Park, Innamincka, Bourke, Marree, Flinders Ranges, Cunnamulla, Cape York, Burke & Wills Dig Tree, Flinders Island, King Island, Kangaroo Island, Lark Quarry, Uluru and Undara lava tubes.



Mark Wardrop speaking about the unique services of Heron Airlines

NEXT WEEK

**Winging It
with Wayne**

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

- 01 Aug.— Membership & Extension Month starts
- 21 Aug— Mark Wallace “The Future of Rotary”
Partners Night
- 07 Sep—Charity Golf Day , Peninsula Golf Club
- 08 Sep—Avenues of Service Forum, Nossal H.S.

THE INVOCATION

“For good food, good fellowship and the opportunity to serve through Rotary, we give thanks”

THE LOYAL TOAST

“To The Queen, and the People of Australia”

JULY IS LITERACY MONTH



Bob Edgar negotiating menu options with co-tenants on his new farm

STOP PRESS – ANNOUNCEMENT

Rotary Foundation Multi-District Event

The Chairman of The Rotary Foundation, Past RI President D.K. Lee, will be the Keynote Speaker at a special Rotary Foundation dinner in Melbourne on

Saturday, 17th August 2013 at 7 p.m.

Committee Room,

Moonee Valley Racing Club

McPherson Street, Moonee Ponds

Cost \$60 per person

PRIP D.K. also looks forward to meeting Major Donors and current and past RI Officers at a Cocktail Party prior to the dinner. Cost \$20 incl. drinks.

These are exclusive events and numbers are strictly limited. Booking and payment is required in advance. Seats will be allocated on a first come first served basis.

All enquiries to P.P. Peter Dunn (R.C. Strathmore) on 0419 201050

Or contact Secretary Mark