



# *Berita Pudu*



BOD RY 2013-14

[www.rotarypudu.org.my](http://www.rotarypudu.org.my)

The Weekly eBulletin of the  
Rotary Club of Pudu  
Kuala Lumpur, Malaysia  
RI District 3300

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Date : 23<sup>rd</sup> June 2014  
Issue No : 47

# Berita Pudu

## PROGRAMME FOR TODAY

Speaker: H E Constantin Nistor  
Subject: Romania

### On Duty

Duty Table: Rtn Elaine Tan  
Fellowship: Rtn Sandy Soh  
Finemaster: Rtn Patrick Lee  
Introducing: Rtn Roy Sreenivasan  
Thanking: PDG K B Lee

### Rotarians' Birthdays (June)

06<sup>th</sup> – Rtn Mok Sin

## PROGRAMME FOR NEXT WEEK

Speaker: President Alex Chang  
Subject: President's Swan Song

### On Duty

Duty Table: Rtn C T Heng  
Fellowship: Rtn Steven Ho  
Finemaster: PE Daisy Chiu  
Introducing: PP K H Low  
Thanking: PDG Dr Paul Lee

### Spouses Birthdays (June)

04<sup>th</sup> – Ann Datin Boon Kee (PP Dato' Steven Oon)  
15<sup>th</sup> – Ann Elsie (Rtn Edward Lee)

### Wedding Anniversaries (June)

06<sup>th</sup> – Rtn May Lim and Rtn Johnny Lim

## CLUB DIARY OF EVENTS – JUNE 2014

Date	Time	Programme	Venue
Mon, 2 <sup>nd</sup> June	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 3 <sup>rd</sup> June	6.30 pm	Incoming Club Service Committee Meeting	Residence of Rtn Jeff Yap
Wed, 4 <sup>th</sup> June	6.30 pm	48 <sup>th</sup> Installation Committee Meeting	Bukit Kiara Club
Thurs, 5 <sup>th</sup> June	6.30 pm	Outgoing Club Service Committee Meeting	President Alex's Office
Mon, 9 <sup>th</sup> June	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 10 <sup>th</sup> June	6.30 pm	Incoming Youth Service Committee Meeting	Bukit Kiara Club
Wed, 11 <sup>th</sup> June	6.30 pm	Outgoing Youth Service Committee Meeting	Bukit Kiara Club
Wed, 11 <sup>th</sup> June	7.30 pm	Outgoing/Incoming Community Service Committee Meeting	Bukit Kiara Club
Thu, 12 <sup>th</sup> June	7.30 pm	<b>World Understanding Night</b>	Romanian Embassy
Mon, 16 <sup>th</sup> June	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 17 <sup>th</sup> June	6.30 pm	Incoming International Service Comm Meeting	Selangor Club, Bukit Kiara
Wed, 18 <sup>th</sup> June	6.30 pm	Outgoing/Incoming Vocational Service Committee Meeting	Bukit Kiara Club
Sat, 21 <sup>st</sup> June	6.30 pm	<b>District Awards &amp; Handover Night</b>	Bukit Jalil Golf & Country Resort
Mon, 23 <sup>rd</sup> June	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL
Tue, 24 <sup>th</sup> June	6.30 pm	Incoming Board of Directors Meeting	Bukit Kiara Club
Wed, 25 <sup>th</sup> June	6.30 pm	Outgoing Board of Directors Meeting	President Alex's Office
Sat, 28 <sup>th</sup> June	10.00 am	<b>"Stop Hunger Now" Joint Project With RC Georgetown</b>	Sunway Pyramid, PJ
Mon, 30 <sup>th</sup> June	12.45 pm	Weekly Meeting	Shangri-La Hotel, KL

## EDITORIAL

**H**is name was Fleming, and he was a poor Scottish farmer. One day, while trying to eke out a living for his family, he heard a cry for help coming from a nearby bog.

He dropped his tools and ran to the bog. There, mired to his waist in black muck, was a terrified boy, screaming and struggling to free himself. Farmer Fleming saved the lad from what could have been a slow and terrifying death.

The next day, a fancy carriage pulled up to the Scotsman's sparse surroundings. An elegantly dressed nobleman stepped out and introduced himself as the father of the boy Farmer Fleming had saved.

"I want to repay you," said the nobleman. "You saved my son's life."

"No, I can't accept payment for what I did," the Scottish farmer replied, waving off the offer.

At that moment, the farmer's own son came to the door.

"Is that your son?" the nobleman asked.

"Yes," the farmer replied proudly.

"I'll make you a deal. Let me take him and give him a good education. If the lad is anything like his father, he'll grow to a man you can be proud of."

And that he did. In time, Farmer Fleming's son graduated from St. Mary's Hospital Medical School in London, and went on to become known throughout the world as the noted Sir Alexander Fleming, the discoverer of Penicillin.

Years afterward, the nobleman's son was stricken with pneumonia. What saved him? Penicillin.

The name of the nobleman was Lord Randolph Churchill. His son's name was Winston Churchill.

WHAT GOES AROUND COMES AROUND

*Warmest Regards,  
PP Mike Tung*

## PRESIDENT'S MESSAGE

*"Crystallize your goals. Make a plan for achieving them and set yourself a deadline. Then, with supreme confidence, determination and disregard for obstacles and other people's criticisms, carry out your plan."*  
— Paul J. Meyer

### **District Awards and Recognition Night**

PP Lim Poh Huu in the middle of his opening address as the Organising Chairman of the **District Awards and Recognition Night RY 2013-14**, singled out RC Pudu and said:

*'Where is PUDU, where are you guys... you guys can finish your dinner and go home now... there is nothing for you...'*

My heart fell out of my chest and I could already hear PDG Paul Lee saying this to me

*'...never mind do not despair no awards also never mind...'*

To save my day, PP Lim Poh Huu then quickly added:

*'...PUDU I asked you guys to bring a truck for the awards, did you manage to find one...'*

From that moment, I knew we were in safe hands.

In my Board of Directors we have a French lady, Rtn Veronique Pearcey. Some of the French people have always inspired me all these years; Rtn Veronique is one of them, *Voltaire* and *Chanel* are the other two amongst many.

A few hundred years ago *Voltaire* (1694-1778) said:

*"Our wretched species is so made that those who walk on the well-trodden path always throw stones at those who are showing a new road."*

and then not so long ago *Coco Chanel* said:

*"In order to be irreplaceable one must always be different."*

Why do you think when an item bears a *Chanel* endorsement it will cost you an arm and a leg?

### **Make a Plan and Chart Your Path**

I found out something about the Malaysian. They eagerly volunteer their ADVICE and usually in the form

*(Continued on page 8)*



## PUDU NEWS

### Record of Meeting on: 16<sup>th</sup> June 2014

Guest Speaker: Rtn Asok Kumar

Subject: Real Estate — Past, Present and Future

Visiting Rotarians	
Rtn Johnny Lim IPP Don Law	RC Kuala Lumpur Diraja RC Georgetown
Guests	
Ms Lim Soo Zee Cik Maizatul Victorine Lee Su Ling Ms Lim Bee Na Ms Carmen Kwan Mr Kenneth Wong Ms Sasa Yee Mr Kevin Siah Mr Yong Cher Vee Ms Tan Sin Hua Ms Yap Tze Zhen Ms Pua Yin Yin Mr Ong Eng Bin Mr Tiki Teh Mr Ragunathan Mr Christopher Khoo Mr Chan Tak Kong Ms Liew	President Alex Chang President Alex Chang PP Mike Tung PP Mike Tung PP Mike Tung PP Gary Lim PP Gary Lim PP Tai Chin Peow PP Tai Chin Peow Club Club Club Club Club Club Club Club Club Club Club

Statistics	
Guests	18
Visiting Rotarians	2
Club Members	20
Total Present	40
Collections:	
Birthdays/Anniv/Fines	
Paying Diners	190.00
Raffles & Others	
Total (RM)	RM 190.00

#### PRESIDENT'S ANNOUNCEMENTS

- 1) The Outgoing/Incoming Vocational Service Committee Meeting will be held on Wednesday, 18th June 2014 at the Bukit Kiara Equestrian Club, KL at 6.30 pm and 7.30 pm respectively.
- 2) The District Awards & Handover Night will be held on Saturday, 21<sup>st</sup> June 2014 at the Bukit Jalil Golf & Country Resort, KL at 6.30 pm.

#### CLUB PROCEEDINGS

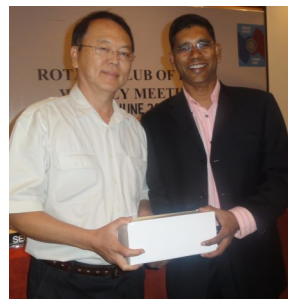
Sgt-At-Arms Rtn Tenny called the meeting to order at 1.00 pm on behalf of President Alex Chang. She welcomed all visiting Rotarians and guests. She then led in the singing of the National Anthem and then proposed the Loyal Toast.

There was no fine session

#### INTRODUCING THE SPEAKER

Rtn Sarkunan introduced the guest speaker Rtn Asok Kumar who presented a talk on the subject "Real Estate: Past, Present and Future."

#### THANKING THE SPEAKER



Rtn Robert Tan thanked Rtn Asok Kumar for a very educational and informative presentation. He commented that there has been an exponential rise in the prices of properties whereby the younger generation find it difficult to purchase a new home. Last year's budget has introduced some measures to curb the speculative buying and selling of properties. He then presented a memento to Rtn Asok Kumar.

**SPEAKER'S CV**

**RTN ASOK KUMAR**

- Hailed from the State of Penang and migrated to KL in the early seventies
- After a short stint in various sales, moved on to the real estate industry.
- Since then only being involved in the real estate agency business under his own Sole Proprietorship of Pantai Properties.
- With the passing of the Valuers, Appraisers and Estate Agents Act 1985 has been a registered real estate agent and property manager.
- In 2012 went corporate and established a limited company with an investor and partner, MBI Realty Sdn Bhd, as its Managing Director/Principal.
- Married to Ann Prema and have 3 lovely children, 2 boys and a girl
- Is a Sport and Exercise enthusiast, still playing badminton, squash, hashing and gym.
- Has been a Rotarian for the last 16 years serving all avenues of service except being a President
- Lately has been quite busy with his available time as a General Committee Member of the Royal Lake Club.

**SPEAKER'S TEXT**

**REAL ESTATE-PAST, PRESENT & FUTURE**

**Early seventies.**

The time I started in a motor bike, real estate or more specifically residential property market was nearly 100 times less than what is now.

Since then the Govt has been promoting a house owning democracy. Our parents, when they get a bit of money they will buy a house, I stayed in Bangsar and naturally was concentrating on property market there. Houses then are very cheap compared to now:

- SS Link houses were going about 20K-30k,
- DS 60-70K
- bungalows from 80k-120K.

The seventies the market was very gradual going up very little and even then not many buyers and not that easy to sell. Demand was limited.

In the eighties it started going up by about 20% year to year until 1987 when we had property slump. Prices then drop by 20-30% for a few years and started to pick

up in the early nineties right up to 1997 when we were hit by the Asian financial crisis. Of course in the nineties the prices tripled compared to prices prior to 1987. During this times the prices again dropped from the peak of prior 1997. The condominiums also entered the market.

During this times there were more buyers buying to stay and long term investors buying for the future.

A few years after the Asian Financial crisis, the market started stabilising and prices started gradually going up again. During this times more investors and speculators started coming into the market; again the prices started going up 20-30% from the previous high until about 2008.

After 2009 the market went a bit crazy with 50% of the buyers being short term speculators and investors and foreigners.

Then house buyers started complaining that prices are high and younger people cannot afford to buy. But the high prices did not reduce and in some cases it is still going up. Prices are 8-10 % higher.

Govt measures to limit speculation and make housing affordable

- RPGT
- Financing limitation,
- Lower bank valuation
- Be strict on developers
- Abolish DIBS
- PRIMA 2011
- Houses below RM400k



## CLUB MEETING ON 16 JUNE 2014



*Top Table*



*SAA— Rtn Tenny Lee*



*Good fellowship*



*Rtn Sarkunan introducing the Speaker*



*Rtn Asok Kumar is the Speaker*



*Rtn Robert Tan thanking the Speaker*



# CLUB MEETING ON 16 JUNE 2014



*PP Gary Lim receiving a pin for bringing in the most members to the Club*



*Representatives of the organisers (from left) Keh, IPP Don Law, Ong and Pres. Alex Chang during the sponsorship presentation ceremony.*



*L to R: Kasih Sayang welfare home owner Ragu, Keh, Don Law, Ong and Chang with the rice-soy meal pack*



*Signing MOU between RC Georgetown Penang and RC Pudu*



*One for the album*





## PROJECT “STOP HUNGER NOW”

### HELP PACK MEALS FOR THE HUNGRY

BY CHRISTOPHER KHOO

**M**ANY poor Malaysians suffer from hunger every day, but you can change that by giving part of your time to help in the “*Stop Hunger Now*” meal-packing event.

The project is a joint venture between the Rotary Club Georgetown and Pudu, with OCBC Bank Malaysia and Sunway Pyramid as sponsors for funding and venue.

“It is our duty to raise awareness on the serious issues affecting the hungry,” said *Stop Hunger Now* organising chairman Don Law.

“About five metric tonnes of food are wasted by Malaysians daily,” he said.

During the event, volunteers will pack 240,000 fortified rice-soy meals in six hours starting from 10am on Saturday, **June 28** at LG2, West Wing, Sunway Pyramid. The packs will be distributed nationwide through 75 Rotary Clubs on the same day.

Each meal is valued at RM1 and able to feed six persons, he said.

The meals will be given to 50 local orphanages and shelter homes.

Law said the project aims to promote the “Spirit of Volunteering” among Malaysians.

“Helping others will bring joy to yourself,” he added. He said the event would need 500 volunteers.

“We hope that holding the event in Sunway Pyramid will draw shoppers to pitch in and help,” said OCBC Bank Malaysia senior vice-president and business banking division head Ong Eng Bin.

Also present were *Stop Hunger Now* executive director Tiki Keh and Rotary Club of Pudu president Alex Chang Huey Wah.

Those who wish to volunteer can either take on a full day from 10am to 6pm or help out in the 2pm to 5pm slot.

For details, call 012-433 1155 (Law).

*By kind courtesy of TheStar Online  
Friday June 20, 2014*

*(President’s Message—Continued from page 3)*

of criticisms but never their services... Have you ever tried asking for direction? Three helpful Malaysians will give you three different ways to your destination.

My policy, listen to all the advice and criticisms, evaluate them, then make up your mind, set a plan, chart your path, follow your heart to do what is good, you will get there...

#### **Pick Your Team**

After you have set a goal, the next important task is to pick a team. Different people will work with different rules. There is really no single rule that will fit all. There is one theory I subscribe to ‘*Fewer is Better*’:

*“...After the fifth member, a project team's effectiveness is inversely proportional to its mass” says Catherine Tomczyk, a project manager at First Data Corp. in Greenwood Village, Colo. “But affected departments often want representatives on a team regardless of whether they have any value to add. The result is bloated teams with uneven skills, knowledge and commitment levels, and getting them on the same page wastes time and energy” Tomczyk says.*

[http://www.computerworld.com/s/article/92031/How\\_to\\_Pick\\_a\\_Project\\_Team?pageNumber=1](http://www.computerworld.com/s/article/92031/How_to_Pick_a_Project_Team?pageNumber=1)

Therefore I usually do not pick more than 4 members for a particular project team unless circumstances require.

#### **Awards For the Year**

Looking back at the Rotary year 2013-14, we have won six ‘BEST’ district awards; one First and one Second Runner up as follows:

- *Best Bulletin Award;*
- *Best Electronic Bulletin Award;*
- *Best Website Award;*
- *Best Vocational Service Award;*
- *Best International Service Award;*
- *Best Youth Service Award;*
- *Attendance Award, First Runner Up; and*
- *Community Service Award Second Runner Up.*

Therefore, I like to seize this opportunity to thank the members of the club for giving me an opportunity to lead and my team in living up to the motto of ‘*Service Above Self*’ in carrying out the various projects to make the year meaningful. Thank you again

## DISTRICT AWARDS NIGHT



*We did well with eight awards bur RC Bandar Sunway did better with 13.*



## TYPHOON HAIYAN — THE DONATION

On 02/05/2014, at 13:25, Ang Albert  
<[albert8ang@yahoo.com](mailto:albert8ang@yahoo.com)> wrote:

*Dear President Alex Chang,*

Please find the pictures of the recipients and the four boats  
donated by RC Pudu.

Altogether, 32 boats were turned over to the fishermen  
beneficiaries. Many thanks again for giving these fisher-  
men a chance to recover and have better futures ahead.

*Regards  
Albert*



*Sernicula, Ricky*



*Viilanueva, Reydon*



*Molina, Jay*



*Maderse, Joan*



## CLUB & DISTRICT DIARY OF EVENTS - FUTURE

Date	Time	Programme	Venue
Sat, 21 <sup>st</sup> June 2014	7.30 pm	District Awards & Handover Night	Bukit Jalil Golf & Country Resort
Sat, 28 <sup>th</sup> June 2014	10.00 am	<b>“Stop Hunger Now” Joint Project With RC Georgetown</b>	Sunway Pyramid, PJ
Sat, 19 <sup>th</sup> July 2014	1.00 pm	<b>RC Pudu 48<sup>th</sup> Installation</b>	Shangri la Hotel, KL
Sun, 10 <sup>th</sup> Aug 2014	-	TRF, Membership & Public Image Seminar	-
17 <sup>th</sup> -21 <sup>st</sup> Sept 2014	-	RYLA	-
27 <sup>th</sup> -28 <sup>th</sup> Sept 2014	-	<b>District Governor’s Official Visit</b>	-
15 <sup>th</sup> -16 <sup>th</sup> Nov 2014	-	Pre PETS 2015-2016	-
19 <sup>th</sup> – 23 <sup>rd</sup> Nov 2014	-	2014 Kota Kinabalu Rotary Institute	Sutera Harbour Resort & Spa, Kota Kinabalu.
5 <sup>th</sup> -7 <sup>th</sup> Dec 2014	-	80 <sup>th</sup> RI District 3300 Conference	-

### NOTICE—ADJOURNED AGMs

June 17, 2014

To: All Members

47<sup>th</sup> Annual General Meeting  
Rotary Club of Pudu

NOTICE IS HEREBY GIVEN that the Adjourned 47<sup>th</sup> Annual General Meeting of the Rotary Club of Pudu will be convened on Monday, June 23, 2014 immediately after the regular weekly meeting:

Agenda

- 1 To adopt the audited accounts of the Rotary Club of Pudu for year ending 30th June 2013.
- 2 To adopt the proposed amendments to the constitutions of the Rotary Club of Pudu.
- 3 Any other business.

Alex Chang  
President  
RY 2013-2014

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41<sup>st</sup> Annual General Meeting  
Rotary Club of Pudu Charity Foundation

NOTICE IS HEREBY GIVEN that the adjourned 41<sup>st</sup> Annual General Meeting of the Rotary Club of Pudu Charity Foundation will be held immediately after the conclusion of the 47th annual general meeting of the Club at the same venue and date.

Agenda

- 1 To adopt the audited accounts of the Rotary Club of Pudu Charity Foundation for year ended 30th June 2013.
- 2 Any other business.

Alex Chang  
President  
RY 2013-2014

## DISTRICT NEWS

**DISTRICT AWARDS & HANDOVER NIGHT  
2014**

**Date** : Saturday, 21st June 2014  
**Time** : 6.30 pm  
**Venue** : Ballroom, Bukit Jalil Golf and Country Resort, Bukit Jalil, Kuala Lumpur  
**Dress Code** : Formal  
**Cost** : RM90 per pax  
**Host Club** : RC Puchong Centennial  
 ( in collaboration with District Awards Selection and Recognition Committee )




It was a long night indeed and went on to midnight with a fireworks display to welcome the new Rotary Year and “Light Up Rotary.”

PP Dato' Dr Siva Ananthan, in his usual brilliant and highly entertaining manner, thanked the DG and Datin Helen, the FIRST LADY, for their contributions.

District Governor thanked all the Rotarians for making his year a highly interesting and memorable one. **WHAT I HAVE ACHIEVED IS BECAUSE OF YOU** was the theme of his farewell address.

DG handed over the JEWEL OF OFFICE to his successor, DGE Kirenjit Kaur who in her address “Harness the WISDOM of CONFUCIUS” to rally the Rotarians to *Light UP Rotary*.

FINALLY MY PERSONAL THANK YOU TO THE 270 ROTARIANS WHO TURNED UP TO RECEIVE THE AWARDS AND CONGRATULATE THE WINNERS AND SHARE A DAY WITH ME AT MY LAST OFFICIAL FUNCTION AS THE DG.

*Dato' Dr Mohinder Singh  
DG RY 2013-14*

### REMARKS BY DG

What a NIGHT it was for the ROTARY CLUB OF BANDAR SUNWAY who bagged a total of 13 Performance Awards including The Governors TOP ROTARY CLUB AWARD. PUDU also did well with 8 Awards.

A total of 20 Rotary Clubs shared the Honours for the performance awards, as listed below:

Bandar Sunway.	13	Melawati	2
Pudu.	8	Kuala Lumpur West.	2
Greater KL.	3	Bangsar.	1
George Town	3	Bandar Utama.	1
Petaling Jaya.	3	Cheras.	1
Bandar Sg Petani.	2	Ipoh.	1
Kajang.	2	Langkawi.	1
KL Diraja.	2	Central Damansara.	1
Tampin.	2	Puchong Centennial.	1
Titiwangsa.	2	Tropicana Damansara.	1

My heartiest congratulations to all the winners.

RECOGNITION CERIFICATES were presented to AGs, District Chairs, Host Clubs of District Events, CLUBS which donated RM 10,000 and above to the Building Fund and individual donors of RM 3,000 and above to the Building Fund.

RI Presidential Citations were awarded to 19 Rotary Clubs. 9 Rotary Clubs also received the RI CENTRAL CLUB Award and 13 ROTARACT CLUBS received the RI Presidential Citation.

Ms Rathy Mahendran received the RI BEST SPOUSE / PARTNER AWARD for her support to Rotary.

The Governor gave a special Award to Cempaka Intract Club in recognition of their recent International success.



# DISTRICT NEWS—DGE'S CALENDAR

← May 2014		~ June 2014 - FELLOWSHIP MONTH ~					Jul 2014 →
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	2	3	4	5	6	7 Agong's Birthday	
Rotary International Convention, Sydney 1st to 4th June							
School Holidays							
8	9	10	11	12	13 Installation <b>Ipoh</b>	14 Installation 1) Gombak 2) Mont Kiara 3) Tampin	
15 <i>Father's Day</i> Installation 1) Senawang 2) Sitiawan	16	17	18	19	20 Installation <b>Kuantan</b> RC Bkt Kiara Sunrise Raising the Roof Project	21 Installation <b>Bkt Kiara Sunrise</b> District Awards and Handover Night at Bkt Jalil	
22 Installation <b>Kuala Pilah</b>	23	24	25	26 Installation & 30th Anniversary <b>Ampang</b>	27 Installation 1) <b>Petaling Jaya</b> 2) Damansara	28 Installation 1) <b>Bdr Sunway</b> 2) Melawati 3) Sri Petaling Rotaract District Awards Night	
29 Installation <b>Klang</b> Awal Ramadan	30 Installation <b>Titivangsa</b>	Notes: School holidays <b>Bold letters denotes Incoming DG's attendance</b> Fasting month					

← Jun 2014		~ July 2014 - LITERACY MONTH & NEW ROTARY YEAR ~					Aug 2014 →
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>HAPPY NEW ROTARY YEAR!</b>		1 	2	3	4 Installation <b>Greentown</b>	5 Installation <b>Pantai Valley</b> RAC Bangsar	
6	7 District 3300 BHD Meeting	8 Blocked by DG	9	10	11 Installation <b>West Pahang</b>	12 Installation 1) <b>Temerloh</b> 2) Subang	
13 Installation <b>Bandar Utama</b>	14	15 Blocked by DG	16	17	18 Installation <b>KL West</b>	19 Installation 1) <b>Kelana Jaya</b> 2) Port Dickson A) RAC Kelana Jaya B) RAC Kuala Lumpur Secretarial/ District Meeting	
20 Installation <b>Metro Ipoh</b>	21	22 Blocked by DG	23	24	25 Installation <b>Kinta</b>	26 Installation <b>Port Klang</b>	
27 Installation <b>Kuantan</b>	28 <i>Selamat Hari Raya Aidilfitri</i> 	29	30	31	Notes: Fasting month <b>Bold letters denotes DG's attendance</b> Rotaract Club Installation		



## RI NEWS

### RI TREASURER'S REPORT TO THE SYDNEY CONVENTION

I would like to thank you for the opportunity to serve as Rotary International's treasurer for fiscal 2014. It is my duty under our bylaws to provide you with a report on our finances.

In the past, the Treasurer's Report was in a written format and posted to Rotary's website during the convention. This year, I am pleased to walk you through the state of Rotary's finances in person.

This topic is of utmost importance to me as I strongly believe that sound financial practices are essential to the successful operation of any organization. So let's start with how Rotary's finances work.

RI has three sources of revenue, and our primary source is dues. Fiscal 2014's dues revenue was budgeted at \$64 million US dollars. Our second source of revenue is investment income, which was budgeted at \$6 million dollars for fiscal 2014. These two sources really fund the general operating expenses of Rotary International – the programs and services that are made available to all Rotarians. While there are always risks in the markets that can prevent consistent growth in our investments, each of us can help achieve growth in our membership, which is key to achieving Rotary's financial sustainability.

RI's third source of revenue is services and other activities. These are designed to be self-funded. For example, registration revenue for this beautiful convention covers the expenses of running the convention; subscription revenue for *The Rotarian* magazine covers the direct expenses of putting together the magazine. These services and other activities are all designed to break even. What happens if there are losses in these self-funded activities or our operations? Well, we have reserves that act as a type of guarantee. For example, we set up a specific reserve for the convention, in case convention revenue did not cover the convention expenses. There is also a specific investment reserve in the event of a shortfall in investment earnings.

Then there is our main reserve, called the General Surplus Fund, which helps secure RI's long-term financial security. We are required by our bylaws to maintain this reserve at a minimum level equal to 85 percent of the

highest annual expenses during the preceding three years. This 85 percent benchmark excludes costs for the convention, Council on Legislation, and our strategic initiatives. Amounts in excess of the reserve's minimum

level provide flexibility for your Board of Directors when developing operating budgets for future years. Recently, the Board has made use of part of this surplus to fund Rotary's strategic initiatives as an investment in Rotary's future.



*Andy Smallwood, Treasurer 2013-14*

Who sets and plans Rotary's finances? Starting in the second quarter of each fiscal year, staff members throughout the Secretariat create zero-based budgets for the following fiscal year. Zero-based budgeting means they build their budgets from the ground up, having to justify every request for spending and requiring all areas to control costs. After several months of fine-tuning, the overall budget is given to the Finance Committee for detailed reviews, challenges, and changes. The Finance Committee is made up of two Board members and four other financially knowledgeable Rotarians who serve

three-year staggered terms. Members of the committee spend substantial time meeting with the heads of departments and getting updates from the Investment Committee and our finance professionals. Ultimately, the Finance Committee recommends a balanced budget to the Board.

For budgeting purposes, the Finance Committee must make several key assumptions, such as the growth in our investment returns and the impact inflation will have on expenses. The most impactful assumption relates to the number of Rotarians we will have in the coming year. Throughout each year, various finance professionals — both internal and from outside of RI — look over and monitor our financial results. RI's finance staff compiles monthly financial reports, which are sent to the Board of Directors, The Rotary Foundation Trustees, as well as the Finance and Audit Committees. At the end of each fiscal year, the financials are audited by an outside firm. The global accounting firm Grant Thornton has audited Rotary's financials since 2011, and I am proud to say that Rotary has consistently received clean audit opinions. We also strive for transparency by posting our financial results on Rotary's website and making the financial information available to the general public.

So how does fiscal 2014 look so far? Overall, fiscal 2014 will be another year of financial stability. We have had some difficulty achieving our anticipated member-

## RI NEWS

*(Continued from page 14)*

ship numbers, so dues revenues are projected to be under budget by about \$700,000, which is 1 percent less than budgeted. But any shortfall in dues is more than covered by our strong investment returns so far this year. And our services and other activities remain on target to break even.

Most of the strategic initiatives that were begun in fiscal 2012 will be implemented by the end of 2014, and we remain hopeful that the initiatives will yield positive results for years to come. As we continue to strengthen Rotary's public image and awareness, we must work hard to support our clubs and reach for sustainable membership growth.

Although membership has been relatively steady at around 1.2 million members for the past 15 years, the number of clubs and districts has increased, along with the services and programs provided, thereby increasing our overhead costs. In other words, our services and expenses have gone up but our primary revenue base has remained the same. While the Council on Legislation approved a one dollar increase in dues in fiscal years 2015 and 2016 (which is an increase of about 2 percent), our dues revenue is simply not structured to keep pace with an average inflation rate of 3 percent. Therefore, membership growth is vital to the future of Rotary.

None of us can control inflation rates or global investment markets, but I want to emphasize that membership growth *is* an area in which each of us *do* have control. We must ensure that we stay relevant in order to attract and retain good members. We must continuously explore new ways to spread the word about Rotary and to strengthen and grow our membership base – to grow our Rotary community - so that we may all continue to perform the good work that Rotary does throughout the world while remaining financially secure.

*Source: Rotary International*

### TOP 10 THINGS YOU SHOULD KNOW ABOUT THE NEW TRF FUNDING MODEL

I've been very involved in the development of our Foundation's new funding model and have closely followed the questions being raised about it in social media and elsewhere. The new funding model for The Rotary Foundation was developed because our ability to continue "doing good in the world" depends heavily on the Foundation having long-term financial stability. In the interests of improved communication and understanding of the changes, here are 10 important things to know about the new model, which becomes effective on 1 July 2015



*Ian Riseley,  
TRF Trustee,  
Foundation  
Finance Committee chair*

#### **Rotarians and clubs will benefit**

Rotary's strength lies in the talents and dedication of its members and clubs. The recent recession showed that we must have adequate reserves in our Rotary Foundation to ensure that we don't have to cut programs and services in times of poor investment returns, and the increased volatility in financial markets emphasized the need for an adequate level of reserves. The new funding model is necessary to ensure resources are available to support the work of Rotarians now and in the future. The Foundation's current policy is to maintain an operating reserve equal to three years' worth of operating expenses.

- **PolioPlus Fund contributions are not affected in any way**
- **Endowment Fund Contributions are not affected in any way**
- **District Designated Funds are not affected in any way**
- **5% of Annual Fund contributions are set aside from the World Fund**

After Annual Fund contributions are invested, 50% will continue to go to District Designated Funds (DDF) and 50% to the World Fund. The 5% being set aside to help pay for the Foundation's operating expenses will come from the World Fund, but will only be used if needed to pay those expenses or to fully fund the operating reserve. If they are not needed for those purposes, they may remain in the World Fund for grants.

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### **5% of cash contributions for global grants set aside**

Under the current system, cash contributed in support of a grant by clubs and districts requires administration, but provides no investment income to meet the cost of that administration, because the funds are not retained by the Foundation for any length of time and therefore do not generate investment income. The 5% set aside from cash contributions for global grants will help pay the costs of processing, etc. It is not uncommon for many clubs to support a single global grant, and some clubs include payments from many members, thus requiring donor recognition to be processed for each contribution. Cash may also need to be converted into one of the 28 official Rotary currencies and then transferred to an international bank account for the project to be implemented.

### **Up to 10% of corporate gifts set aside**

Using up to 10% of large corporate contributions for operating expenses is a well-accepted practice among donors to charities. By obtaining such gifts, the Foundation can increase support for the projects in our areas of focus. Our polio eradication efforts, for example, have benefitted greatly from the Bill & Melinda Gates Foundation's support. Up to 10% of these gifts will contribute to our administration costs, thus leaving more funds to support the grants for clubs and districts.

### **A communication plan is in place**

The Trustees recognize that open, clear communication fosters Rotarians' continued support of, and active involvement in, Foundation programs. The first step in the funding model communication plan was an announcement on [rotary.org](http://rotary.org) with a link to [Securing Our Foundation's Future](#). Watch for more information in Rotary media, coming soon.

### **Training and resources are being developed**

Training manuals for officers and committees at the district and club levels are being updated, and webinars and e-learning modules are being developed. For details, contact [fundingmodel@rotary.org](mailto:fundingmodel@rotary.org).

### **The Foundation has a record of financial stewardship and transparency**

Our Foundation has consistently earned high ratings for sound fiscal management from Charity Navigator and other agencies. Find more on [Foundation finances and ratings](#).

Questions or comments? Please, contact [fundingmodel@rotary.org](mailto:fundingmodel@rotary.org).

I hope you will continue to make our Foundation one of your preferred charities. Every contribution is important and deeply appreciated. The projects and work we accomplish together as Rotarians are life changing.

### **RI GENERAL SECRETARY JOHN HEWKO'S SPEECH @ SYDNEY CONVENTION**

This is the fourth convention I've attended as your general secretary, and I know that many of you here have been to many more than that. But I think I speak for all of us when I say that this has been one of the best Rotary Conventions yet. Don't you agree?

Part of the beauty of Rotary service is that every club and every Rotarian can choose where and how they wish to serve. And I think all of us here have had the experience of feeling a project resonate especially deeply — of standing for a moment in the shoes of the people that Rotary has helped, and knowing just how much their lives have been changed.



For me, that project was one I heard about soon after I took on the role of general secretary — one that was in so many ways typical of Rotary. A team of optometrists, opticians, and Rotarians, supported by two Rotary districts and a Rotary Foundation grant, had gone to the Philippines with crates full of donated children's glasses. They tested the vision of thousands of low-income kids, most of whom had never had their eyes checked before. When a child needed glasses, they got a pair on the spot, to put on and take home.

That project was just one project of hundreds I heard about in my first year as general secretary. But it hit home in a very personal way, because right up until a year before I began work at the Rotary Secretariat, I had been living with low vision. I could see pretty well with my glasses on, but without them I couldn't see anything but shapes and shadows. And when I heard about that project in the Philippines, I wondered how many of those kids had never seen the leaves on trees, the hands on a clock, or a face from across a room. I wondered how many of them, like me, would never have been able to read, or cross a street, or even share a smile, without that pair of glasses — that pair of glasses that now,

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## RI NEWS

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thanks to Rotary, they had.

As I thought about those kids, seeing the world more clearly for the first time, I also saw Rotary more clearly: not only what we were doing, but what we could be doing. Bringing in those glasses was amazing and changed lives. But how many more lives could we have changed if we'd thought bigger: for example, finding a way to bring sustainable and comprehensive eye care to the region for the long term? How many more lives could we change in the future, with more Rotarians, serving more effectively, in stronger clubs and districts?

Rotary is doing so much — but it could be doing so much more. We have so many successes to celebrate, and we also face significant challenges, which we need to address head on. The greatest challenges facing Rotary today are not new; perhaps it's time for us to think seriously about addressing them in new ways. Perhaps it's time for us to open ourselves to change, even radical change — because that is the only way to bring Rotary forward.

From the beginning, Rotary was designed to reflect the needs of its members and its communities. As Paul Harris wrote, almost 80 years ago: "This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again."

And I want to urge all of you today to follow his advice. The traditional way of doing things may very well result in a strong and dynamic Rotary and may work in your club or district. But if it doesn't, then perhaps it's time to be doing things differently. Talk openly and honestly about what could be better in your club, about what's keeping you from reaching your potential. If club traditions, or club rules, are holding you back, change them and move forward. That's not walking away from tradition: that's doing things exactly the way Paul Harris intended.

Because Rotary's strength is in its members. When our membership is growing — both in size and strength — our clubs are more vibrant, we have more to show the world, and we have more resources with which to help Rotary flourish. All of Rotary spirals in a positive direction. Look at what we have achieved over the past decade with 1.2 million members in 34,000 clubs. Now think what we could do with 40, 50, 60 thousand clubs — with 2 or 3 million top-quality members. We'd be able to attract more partners, take on even more ambitious projects, leverage our abilities and our resources to have an even greater impact in our communities and in the world.

But the truth is that we aren't growing in many parts of the world, and our global membership number has been flat for the last dozen years. And our average member is

older than ever before.

We've tried so many times over the years to get our membership numbers up by encouraging Rotarians to invite their friends, colleagues, and clients. Sometimes our numbers do go up a little, but so often they fall again. And yet, we keep trying in the same ways to increase our membership — even though at this point it's more than obvious that in many parts of the world those methods aren't working.

It's time to try something different. Because, to put it bluntly, Rotary's long-term survival depends on our willingness to let in some fresh air.

Of course we have to ask people to join Rotary, but just asking is not enough. To bring in new members, we have to show the world a Rotary that is powerful, relevant, rewarding, and diverse. To keep our members, we need to offer an experience that lives up to what we promise and what they want. These twin challenges are what often stand between the Rotary we are and the Rotary we perhaps could be.

What is the Secretariat doing to help Rotarians address these challenges? Well, I'm glad to tell you that we're doing quite a bit.

First of all, we're working hard to raise Rotary's public image and strengthen its identity. We engaged a leading firm in the management of global brands to help us with the process of clarifying Rotary's image, and have created a host of new materials for clubs and districts to use to communicate the Rotary brand.

Thanks to the Internet, it's now easier than ever for people to find the information they're looking for — and we want to make it easier than ever for current and prospective Rotarians to find information about Rotary. So last August, we launched a completely redesigned Rotary.org website, with a refreshed look and feel that reflects our identity and communicates more clearly what Rotary is and what we do. The new website is also a fantastic resource for Rotarians, with tools such as Rotary Showcase, which lets Rotarians browse club and district projects, and share their own; Rotary Club Central, which is a fantastic tool for tracking your district's Rotary service and Foundation giving, and the Rotary Brand Center, which helps Rotarians tell the Rotary story better. If you haven't spent much time with the website, I would really encourage you to take a look at what's there, and see what might be useful to you as your club moves forward.

And speaking of moving forward, Rotarians everywhere continue the march forward in the drive to eradicate polio once and for all.

As you heard earlier this week, the Global Polio Eradication Initiative has budgeted \$5.5 billion to get us to full eradication by 2018. Of this, almost \$5 billion has

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been either received or pledged. But we still need approximately \$563 million to get the job done. And that's why we're asking Rotarians to End Polio Now — Make History Today.

We've entered into a very exciting new agreement with the Bill & Melinda Gates Foundation, which will provide a \$2 match for each \$1 we spend on polio, up to \$35 million per calendar year, for the next five years. So if we spend \$35 million in a given year, we will get an additional \$70 million from the Gates Foundation.

If we raise and spend \$35 million per year over the next five years, for a total of \$175 million, we would get a maximum Gates Foundation match of \$350 million, bringing the total value of our giving to \$525 million — and the world even closer to being polio free.

We stand at a moment of historic opportunity: to end polio forever. This is the gift that we have committed to giving to the children of the world. And we all understand that it is also the best gift we can possibly give to the future of our organization. When we succeed in eradicating polio — and we will — we will have established Rotary as a major global player in humanitarian service. We'll be able to attract more partners, more outside funding, and more members — so that we'll be able to serve even more effectively in the years ahead. All of us working across the Secretariat, whether in Evanston or in our seven international offices, are here to help you. We're working to make sure your work is noticed, and talked about, and given the attention it deserves. We at the Secretariat are proud to support your service, as together we Engage Rotary and Change Lives so that Rotary's light continues to shine ever brighter — throughout this Rotarycentury, and in all of those to come!

*Thank you.*

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### ROTARY IN THE NEWS

A busy May for Rotary International didn't go unnoticed by the rest of the world.

It's not all the time that Rotary's work is written about in the New York Times, Christian Science Monitor, and Bloomberg News, just to name a few. But that's exactly what happened last month.

From our record-breaking bridge climb across the Sydney Harbour Bridge to the polio emergency in Pakistan, Rotary-related stories in global news outlets touched

audiences around the world.

This kind of attention wouldn't be possible without the dedication of Rotary members. So to commemorate these achievements, we used [Flipboard](#) to gather the news coverage. The result is a [curated magazine](#) that's easy to read on a tablet or mobile device. The magazine we've created also works on desktop computers.

May's magazine also features the first graduating class of Rotary-supported scholars at the UNESCO-IHE Institute for Water Education, a quote from Pakistan Polio-Plus Committee Chair Aziz Memon in Bloomberg News, and top stories from the [Rotarian magazine](#). Thumb through last month's [Rotary Flipboard magazine](#).

Rotary News  
18-Jun-2014

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### ROTARY.ORG UPDATES

11-June-2014

#### Improvements

- Rotary and Rotaract members whose expertise is listed in our database now have a prepopulated Skills & Interests section in their My Rotary profile.
- You can now filter document search results by type (doc, pdf, xls, ppt, zip) and by time (all time, last 7 days, this month, this year, older).
- The search page on Rotary.org now looks like the search page on My Rotary.

#### Issues

- Need search function on Rotary.org to work the same as My Rotary.
- Revise the Rotaract and Interact club contact forms.
- Reduce the number of "Limited Access" messages users see.
- Improve the "role picker" experience.
- Improve the registration process to decrease the number of duplicate accounts.
- Need ability to search documents by their former publication codes.
- Need to add descriptions to search results.

## THOTS FOR THE WEEK

**G**un-toting granny Ava Estelle, 81, was so ticked-off when two thugs raped her 18-year-old granddaughter that she tracked the unsuspecting ex-cons down... And shot off their testicles.

*"The old lady spent a week hunting those men down and, when she found them, she took revenge on them in her own special way," said police investigator Evan Delp.*

*Then she took a taxi to the nearest police station, laid the gun on the sergeant's desk and told him as calm as could be: "Those bastards will never rape anybody again, by God."*

*Cops say convicted rapist and robber Davis Furth, 33, lost both his penis and his testicles when outraged Ava opened fire with a 9-mm pistol in the hotel room where he and former prison cell mate Stanley Thomas, 29, were holed up.*

*The wrinkled avenger also blew Thomas' testicles to kingdom come, but doctors managed to save his mangled penis, police said. "The one guy, Thomas, didn't lose his manhood, but the doctor I talked to said he won't be using it the way he used to," Detective Delp told reporters. "Both men are still in pretty bad shape, but I think they're just happy to be alive after what they've been through."*

*The Rambo Granny swung into action August 21 after her granddaughter Debbie was carjacked and raped in broad daylight by two knife-wielding creeps in a section of town bordering on skid row. "When I saw the look on my Debbie's face that night in the hospital, I decided I was going to go out and get those bastards myself 'cause I figured the Law would go easy on them," recalled the retired library worker. "And I wasn't scared of them, either - because I've got me a gun and I've been shooting' all my life. And I wasn't dumb enough to turn it in when the law changed about owning one."*

*So, using a police artist's sketch of the suspects and Debbie's description of the sickos, tough-as-nails Ava spent seven days prowling the wino-infested neighbourhood where the crime took place till she spotted the ill-fated rapists entering their flophouse hotel.*

*"I knew it was them the minute I saw 'em, but I shot a picture of 'em anyway and took it back to Debbie and she said sure as hell, it was them," the oldster recalled...*

*"So I went back to that hotel and found their room and knocked on the door, and the minute the big one opened the door, I shot 'em right square between the legs, right where it would really hurt 'em most, you know. Then I went in and shot the other one as he backed up pleading*



*to me to spare him. Then I went down to the police station and turned myself in."*

*Now, baffled lawmen are trying to figure out exactly how to deal with the vigilante granny.. "What she did was wrong, and she broke the law, but it is difficult to throw an 81-year-old woman in prison," Det. Delp said, "especially when 3 million people in the city want to nominate her for Mayor."*

**DEPORT HER TO MALAYSIA - WE NEED HER!**





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### Nation

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Published: Wednesday May 28, 2014 MYT 1:13:00 PM  
Updated: Wednesday May 28, 2014 MYT 2:52:55 PM

## Cop: Girl gang-raped by more than 30 men may have been sodomised, four remanded

BY SYED AZHAR

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KOTA BARU: The 15-year-old girl who was allegedly gang-raped by more than 30 people in Katerah on May 20 could have also been sodomised.

District OCPD Asst Comm of Police Azham Othman said police would be scrutinising the medical report to facilitate investigation.

"We are expected to wrap up the case in due time as the suspects between the ages of 20 and 30 came from the same kampung.

"We also cannot exclude the possibility that the teenager was also sodomised,

"And police have reasons to believe that almost all the suspects were high on drugs when they allegedly committed the crime." ACP Azham told reporters at the court



## BIG MISTAKES



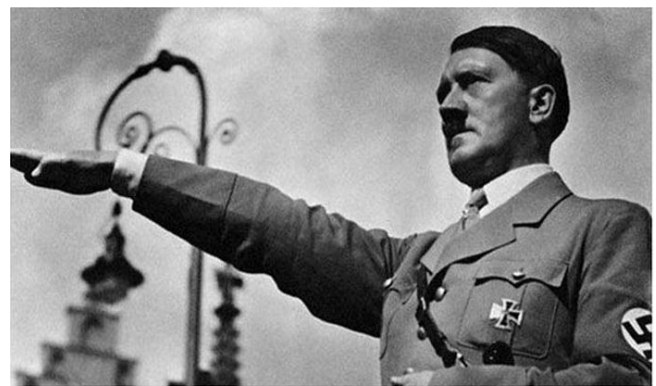
**Decca Records turning down The Beatles because they were not sellable. Enter EMI.**



**Russia selling Alaska to the US for 2 cents an acre because they thought it was a useless tundra**



**Napoleon thought he could invade Russia in winter**



**Hitler thought he could do better than Napoleon**

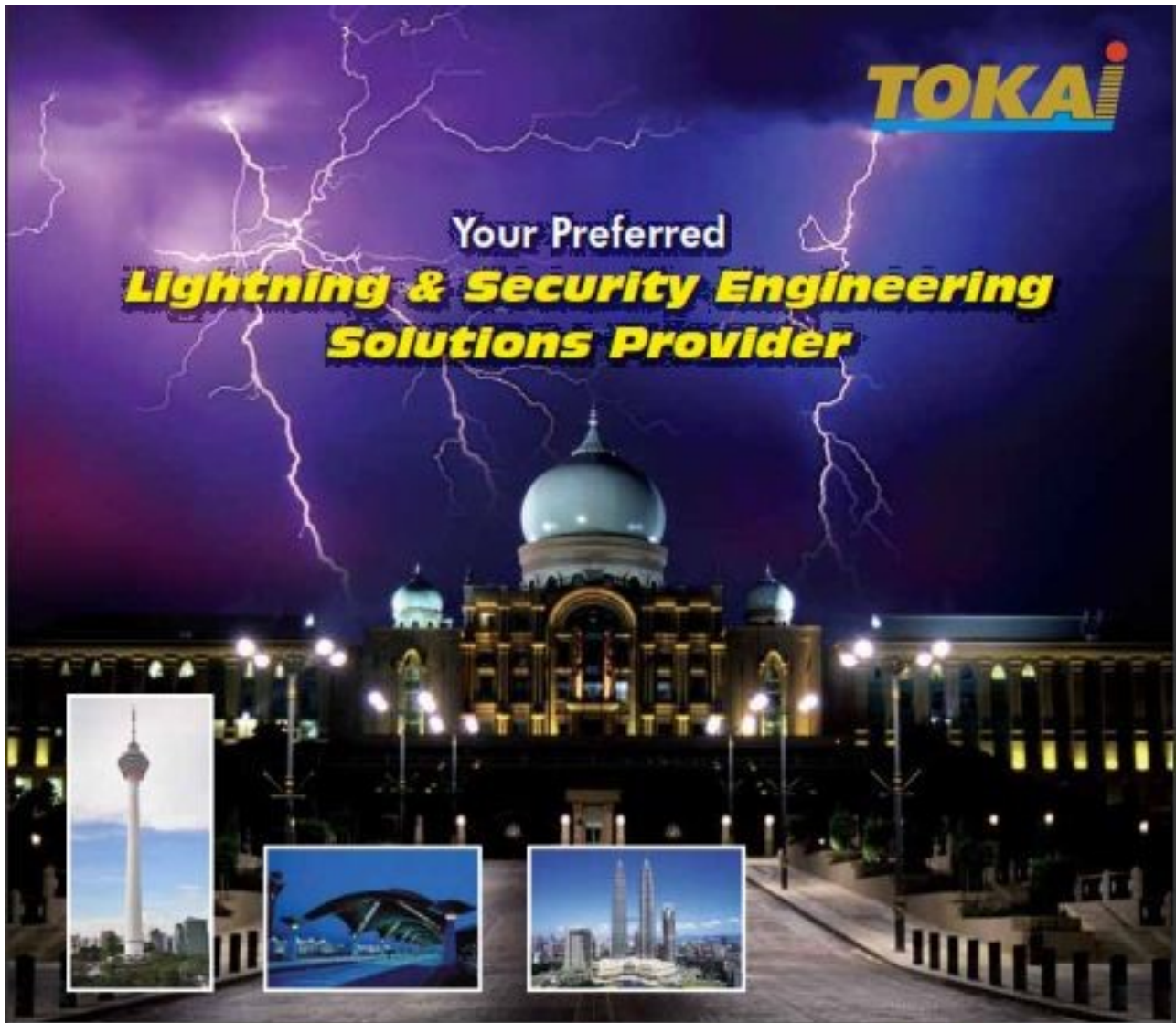


**The 12 book publishers that rejected Harry Potter**



**Not having enough lifeboats on the Titanic because it was unsinkable**





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