



# THE SPOKE

AN E-BULLETIN OF THE ROTARY CLUB OF JOHOR BAHRU  
(District 3310 of Rotary International, Chartered on 27 June 1952)

Volume 1 issue 11

20 September 2011



Dear Rotarians

The 21<sup>st</sup> District Conference, jointly organized by Rotary Clubs in KK is just around the corner. Make yourself available from 18<sup>th</sup> – 20<sup>th</sup> November. Interesting programs both before, during and after the conference are available and the spouses are not forgotten too. Come and experience hospitality the ‘Sabahan’ way. Please coordinate with PE Francis Gopal for details and travel arrangements.

Please be back on the 26<sup>th</sup> November to join our International Food Festival, as part of our Christmas celebration. PP Kao Yang will be organizing this event at the Pool Side of Mutiara Hotel. The sumptuous menu ranges from Penang Fried Kueh Tiaw, Mamak Oxtail soup to Roast Turkey and German Potato Salad. I will sponsor a roast ‘kambing manis’. Please reward your family for the support they gave you by bringing them along – we have not had a large scale family get together for a while.

PP Dr. Shan is still finalizing details of the Medical Camp for October. Details will be

announced once available.

This is the last call and appeal for members to participate in the coming District Membership Seminar on the 24<sup>th</sup> this month at the New York Hotel. Attendance is still short of our expectations. Almost half of RC Kulai will be there and it looks like they will outshine us, the host club. So, please come forward and join us – at least for the dinner fellowship. At RM 40 (dinner at New York Hotel), it’s a steal. Please also be there to witness the induction of our newest member.

The next morning, 25<sup>th</sup> (Sunday morning) we will be visiting the ‘Persatuan Kebajikan Orang-Orang Istimewa’ orphanage home at No.2, Jalan Banjaran 6, Kempas Baru for our ‘Merdeka Giving’ Project. We will be donating about RM 3,000 worth of foodstuffs, to be followed up with another RM 3,000 worth in about 4 months. No cash will be given. Rtn Vishwadeep will update you with further details at the club meeting.

“Reach within to embrace humanity.”

NG SWEE POH

PRESIDENT 2011/2012

**ROTARY CLUB OF JOHOR BAHRU**

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### Today’s Programme

Talk: Newcastle University Medicine Malaysia (NUMed); The Start Of A New Venture

Speaker: Dr Steve Jones

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### Last Week’s Programme:

Talk: “No Sex and Politics Please, We Are Rotarians”

Speaker: Yeoh Yang Poh

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### Next Week’s Programme:

Talk: English Language Centres Project in Primary Schools

Speaker: Steve Curtis

### Mailing Address:

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### Weekly Meetings:

The Zon Regency Hotel, Johor Bahru, Tuesdays at 5:30pm

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### Bulletin Editors:

PP Dr Ho Loon Shin

Rtn Lee Soo Tong

PP Leong Chee Woh

S Lionel (Exec Sec)

# Club Matters



Volume 1 Issue 11

From the treasurer:

Tickie Bottle collection on 13 September 2011

Collection : RM 32.00 +

Happy Fund : RM

Totaling : RM 434.00

FROM THE ATTENDANCE CHAIRMAN  
FRANCIS LIP :- AS AT 13 September 2011

Membership	58
Excused	7
Effective	51
Present	36
Percentage	70.59 %

### Rotary Membership Requirement:

“A key Rotary membership requirement is regular weekly meeting attendance”

**END POLIO Contribution Cards**  
Collect your END POLIO Contribution Cards and do your part towards this mission .....

Attend weekly club meetings. Enjoy club fellowship. Enrich your professional and personal knowledge. Meet other business leaders in your community. Extend the invitation and grow in strength.....

## Congratulations!!

20—31 Sept 2011	Birthday:	Wedding Anniversary:	Induction Anniversary:
PP Francis Lip			30
Rtn Dato Freddie Long	21		
Rtn Michael Nordgren			28

### “District Membership Seminar incorporating Public Image and Fellowship + Dinner”

Do take time to attend the District Membership Seminar incorporating Public Image and Fellowship on Saturday 24 September 2011 from 12.30 pm to 10.00 pm at New York Hotel, Johor Bahru. Please support as RCJB is the host club. If you are interested to attend the Seminar, Fellowship Dinner or both, please contact PP Dr. Anga to register. At this point, 45 Rotarians have signed up. Attendance is considered a make-up meeting. ( Rtn Dato Teo Shiok Fu )

Attendance On 13 September 2011:

#### Excused:

1. PP Jit Sehgal
2. PP Dato Francis Ng
3. PP Dato Dr Singaraveloo
4. PP Chang Teck Mark
5. PP Dato Mokkaam Singh
6. PP Dr K N Singh
7. PP Nari Gidwani
8. PP Roland Choong
9. PP Lim Kay Hua

#### Absent:

1. PP Leslie Struys
2. PDG John Cheah
3. PDG Lim Hock Teck
4. PP Tony Ong
5. PP Ooi Kao Yang
6. PP Tan Beng Sooi
7. PP Hj Mohd Noh Ibrahim
8. PP Yeoh Ann Kiat
9. PP Dr Shan
10. PP Jason Tan Boon Yew
11. PE Francis J Gopal
12. Rtn J S Kwang
13. Rtn S Elendran
14. Rtn Vincent Chia
15. Rtn Dato Teo Shiok Fu
16. Rtn Vincent Chia

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### DO YOUR PART TO END POLIO NOW

Polio still cripples thousands of children around the world. With your help, we can wipe the disease off the face of the earth forever.

(Dr Jane Goodall )

Visit: [rotary.org/endpolio](http://rotary.org/endpolio)

# *“No Sex And Politics Please, We Are Rotarians”*

## *By Dato Yeoh Yang Poh*



Mr Yeoh said that for example, one cannot improve the justice system in the country, without first improving the political situation in the country. He asked that members be actively engaged in society, for the betterment of the future generations and for the future which lies ahead of them."

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### *Secretary's Corner*

The speaker, Datuk Yeoh Yang Poh ( only wishing to be known as Mr Yeoh ), a lawyer by profession, began his talk by drawing on the similarities between lawyers and philosophers. He said that both are “dreamers.”

AG PP Tan Beng Sooi is arranging for the DG's visit scheduled for the 1<sup>st</sup> or 2<sup>nd</sup> week of next month. As usual, we will be hosting a dinner for the District Governor.

Mr Yeoh, then went on to speak about taboos; one of them being topics which were not thought of as being acceptable as conversational topics and which were best avoided. Different societies have different taboos. Some just avoid talking about topics like aids, divorces, sex and politics.

The Rotary e-club of 3310 website had been upgraded to make it more user friendly especially for make-ups. You can now do make-ups with a few clicks at <http://www.rotaryclub3310.net/make-up/make-up-guidelines/>

Mr Yeoh said that in his opinion society is prohibited from engaging in politics. This he felt, should not be so, when one is frankly engulfed in politics in every area of his life; from purchasing, to road usage, to policing, to education, social and welfare issues.

Nominations for District Governor 2014-2015 will close on the 30<sup>th</sup> this month. Please let the club know if you have any candidates in mind.

Rtn Lee Soo Tong  
Secretary

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Mr Yeoh went on further to say that the society of today should not be indifferent to what is happening around them. Today a family unit is collectively involved in certain issues ( from the oldest to the youngest ) and he identified this as a significant landmark in the development of society, as it reflected that the older generations no longer totally disapprove of what the younger generations do.

There is so much of untapped resources amongst the people of today, even in terms of energy and time; that he urged members of the club to use these to improve society and the situations surrounding them.



### *Children Are Not Born To Work*

India has the highest percentage of child laborers in the world. Ninety years ago, a woman, Eglantyne Jebb, started a worldwide movement, driven by the belief that children have the right to a happy, healthy and fulfilling life. The mission is to inspire breakthroughs in the way the world treats children. The vision is to create a world in which every child attains the right to survival, protection, development and participation. ( email: [info@savethechildren.in](mailto:info@savethechildren.in) )

# Rotary News



## ***RI General Secretary John Hewko Meets With Bill Gates On Polio Eradication***

General Secretary and CEO of Rotary International John Hewko met with Bill Gates, co-chair of the Bill & Melinda Gates Foundation, on 7 September in Seattle, Washington, USA, to discuss moving forward together to eradicate polio and continuing to energize Rotarians to see the eradication effort through to the finish.

"The meetings at the Gates Foundation were very productive," Hewko says. "Bill Gates recognized the enormous contribution of Rotary to the cause of polio eradication and the tremendous capacity of Rotarians to continue the fight.

We identified several concrete opportunities to work even more closely together to achieve our mutual goal of a polio-free world."

Polio eradication is within reach. The Global Polio Eradication Initiative (GPEI) has made significant steps forward since the launch last year of its new strategic plan and the bivalent oral polio vaccine. Among the four polio-endemic countries, India has reported only one case of the disease so far this year.

A recent report by the GPEI Independent Monitoring Board, while noting some concerns in meeting GPEI goals, nevertheless stated that India is "on track to interrupt transmission this year."

Polio cases worldwide decreased almost 50 percent during the first six months of 2011, compared with the same period in 2010.

Rotarians are raising funds for polio eradication as part of Rotary's US\$200 Million Challenge to match \$355 million in grants from the Gates Foundation. The resulting \$555 million will support immunization campaigns in developing countries, where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their

families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk.

Rotarians can help end the disease by providing funding and reminding their communities and government leaders that polio still exists and causes tremendous suffering.

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## ***A New Approach To Rotary***

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary.

Katie Ischkin, South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period.

The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said.

"We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the

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success of the Rotary organization.

Ischkin advocates a new outlook on membership and a different approach to club structure.

As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

## Manage Expectations:

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

"We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled in the city or their career," she says. "We can't be afraid of inviting members who may leave."

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly.

Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or

even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will align with the younger generation you are trying to attract and work with," she said.

"Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps.

" But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

"This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests."

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Individual Rotary clubs belong to Rotary International. Individual members, or Rotarians, belong to a club. The club is where most of Rotarians' meaningful service work is carried out. Clubs can be engaged not only in their communities, but also internationally. Rotary International is also present in most [social networking sites](#). What Rotarians get out of Rotary depends largely on what they put into it.

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## 2012 RI Convention in Bangkok

RI Convention in Bangkok, Thailand 6 – 9 May 2012. Register early and save; enjoy an unforgettable experience in "The Land Of A Thousand Smiles."