



Spin or Sympatico?
Dr Chris Galloway explained his take on today's marketing strategies.

Fellowship, and Camaraderie
Service to the Community
Support of Each Other
Reach Within to Embrace Humanity



Rotary's early emblem was a simple wagon wheel (in motion with dust). It was designed in 1905 by Montague M. Bear, a member of the Rotary Club of Chicago who was an engraver. He designed the emblem to represent both civilization and movement. Most of the early Rotary clubs adopted the wheel in one form or another.

The present emblem, 24 cogs and six spokes, was adopted in 1924. A keyway was added to signify usefulness. An official description of the emblem was adopted at the 1929 International Convention.

Rotary Club of Fern Tree Gully Inc.

Volume 49 No. 28

30th January, 2012

DISTRICT 9810 INCORPORATED REG. No. A0023463V
VICTORIA AUSTRALIA

CHARTERED: 16th May, 1963

Postal Address: P. O. Box 164 FERNTREE GULLY, VIC 3156

WEEKLY BULLETIN



President, Rotary International - **KALYAN BANERJEE**, & Binota, Rotary Club of Vapi, India
District Governor, Dist. 9810 – **JULIET RISELEY** & Ian, Rotary Club of Hampton
President, Rotary Club of Fern Tree Gully – **ENID HUGHES**
Benefactor, Rotary Club of Fern Tree Gully – **IVAN GIGOVIC**, Vale: August 2003

ROTARY GRACE:

For good food, fellowship and the opportunity of service through Rotary.
We thank Thee O Lord.

A ROTARY TOAST:

Rotarians and friends please join me in a toast—"Rotary and Australia".



THE ROTARY CLUB OF FERN TREE GULLY INC., 2010-2011



The Board

PRESIDENT	-	Enid Hughes
PRESIDENT ELECT	-	Ian McFarlane
SECRETARY	-	John Flemming
TREASURER	-	Paul Wilson
PAST PRESIDENT	-	Merv Lincoln
COMMUNITY	-	Ian McFarlane
VOCATIONAL	-	Merv Lincoln/Phil Walters
INTERNATIONAL	-	Paul McAloney
NEW GENERATIONS	-	Julie Goodchild

Office Bearers

FOUNDATION	-	Paul McAloney
MEMBERSHIP & MARKETING	-	Graeme Aspinall
FELLOWSHIP	-	Fran Mandergeddes
PROGRAM	-	Mike Spark
BULLETIN EDITOR	-	Enid Hughes
BOWEL SCAN (Aus. Rotary Health)-		Graham Faulkner

THE FOUR-WAY TEST

Of the things we think, say or do :-

- Is it the **TRUTH**?
- Is it **FAIR** to all concerned?
- Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- Will it be **BENEFICIAL** to all concerned?



PAST PRESIDENTS :

1963-64	HALL Frank	1989-90	FREGON John
1964-65	THOMSON Ken	1990-91	VIZE Stuart
1965-66	CLARKE * Harold	1991-92	ADAMS Brian
1966-67	MARTIN Laurie	1992-93	WYLIE * Peter
1967-68	ELDRIDGE Jeff	1993-94	ASPINALL Graeme
1968-69	RUSSELL Harry	1994-95	MOORE Robert
1969-70	CHAPPILL Geoff	1995-96	WILLINGHAM Ed
1970-71	COOK Duncan	1996-97	EDMUNDS Hilton
1971-72	CASTRICUM * John and MILLER Ken	1997-98	SPARK Mike
1972-73	LANGFORD * Greg	1998-99	FLEMMING John
1973-74	de JONGE Lawrence	1999-2000	OGLE Tony
1974-75	CRANE * Reeve	2000-01	YEATS Sandy
1975-76	BROWN John	2001-02	HALL Marilyn (First Woman President).
1976-77	FOSTER Ken	2002-03	McALONEY Paul
1977-78	CALLAHAN * Jack	2003-04	DAWSON Rob
1978-79	MILLER Ken	2004-05	MANDERGEDDES Fran
1979-80	RICHARDS John	2005-06	WALTERS Phil
1980-81	BEASLEY * Royce	2006-07	GOODCHILD Julie
1981-82	SHORTER Barry	2007-08	ASPINALL Graeme
1982-83	BOSCOTT Bob	2008-09	FAULKNER Graham
1983-84	BARUDAY George and DASBOROUGH Don	2009-10	LINCOLN Merv.
1984-85	MITCHELL Ron	2010-11	LINCOLN Merv
1985-86	HURST Robert	* Have "Passed on to meet Paul HARRIS".	
1986-87	GLADWIN Bill		
1987-88	ELLIOTT John		
1988-89	GUINEY * David		

LETTER FROM DAMIEN:

Hi everyone at the Rotary club! I just thought that I would check in and let you know how things are going and what I've been up to.

My flight to Germany was very long but it was really fun! I met a lot of the other exchange students and made some good friends. I only got about 4 or 5 hours sleep whilst I was on the plane so you can imagine that I was very tired when I arrived in Hamburg. From Hamburg there was an hour and a half drive to Flensburg which is where I will be staying for a year. The landscape in Germany is like nothing I have ever seen, it is so different to Australia and it is so beautiful!

My host mum, dad and older sister met me at the air port holding a sign that said "welcome to Germany Damien!" which I thought was very nice. My host family is very welcoming and made me feel right at home!

Yesterday I went for a drive with a family friend named Malte and he showed me all of Flensburg and the surrounding area which was really good. As we were driving I found out that he played hockey, I used to play a couple years ago and he invited me to play with him that night. I had a lot of fun and met a couple people. The guy who runs the hockey team invited me back tonight to play but I don't know if I'll be able to go because last night I slept funny and hurt my neck.

This afternoon I'm going ice skating with Malte and my host sister Enken which I'm really looking forward to! We will be skating indoors because it isn't cold enough here for a lake to be frozen. Right now it is hovering around 0C and yesterday it was around -2C, so it's a little colder than I am used to. I don't have school this week because my class is all on work experience and most of the school is away doing things like camps and ski trips. I'm really looking forward to going to school next Monday. I am in my host brother's class which will be good because at least I'll know someone.

My German is improving a little day by day and my host family is helping me when I get stuck not knowing how to say things.

So that is everything that has been going on with me, I hope everything is well back home and you guys don't miss me too much! I'll send through some photos I took today of the morning frost which I thought was pretty cool!

UPCOMING MEETING RESPONSIBILITIES

Date & Time:	Monday 30th Jan [6:30 for 7:00]	Monday 6th Feb [6.30 for 7.00]	Monday 13th Feb [6:30 for 7:00]	Monday 20th Feb [6:30 for 7:00]
Venue:	Knox Tavern	Knox Tavern	Knox Tavern	Knox Tavern
Program:	Evolve - a great program for at-risk-youth	Committee Meeting	Fiji - Village Projects	TBA
Speaker:	Desiree Pettit	Mike Spark	Georgia Johnson	TBA
Committee Subject	N/A	Action to be taken for Club Future	N/A	N/A
Chairman:	Mike S	Ian McF	Julie G	Graham F
Cashiers:	Paul McA & Fran M	Grame A & Graham F	Rob D & Ian McF	Bob H & Helen L
Grace & Toast:	Graham F	John F	Helen L	Graeme A
Rotary Knowledge	N/A	N/A	N/A	TBA
Sergeant-At-Arms:	Rob D	Rob D	Greg D	Greg D
Scribe:	Bob H	Greg D	John F	Rob D



<i>Birthdays:</i>	None
<i>Wedding Anniversaries:</i>	None
<i>Induction to R.C. of F.I.G</i>	None

MINUTES OF MEETING: Monday, 23rd January, 2012

The meeting opened at 7.00 pm with President Enid welcoming all members and guests (Angela and Duncan Locke, and guest speaker Chris Galloway) before announcing:

- We need people to register for the District Conference ASAP.
- Read out a number of speakers already booked for the Conference
- Asked members to advise Julie if they were going.
- Tabled an invitation to a joint meeting with Inner Wheel and Rotary—Tuesday, 31st January; encouraged members to attend.

Chairman: Graeme Aspinall

Secretary: John Flemming

Read the incoming mail.

Apologies: Julie Goodchild, Paul McAloney, Mike Spark and Greg Downs

Make-Ups: None

CHAIRMAN'S REPORTS:

Community Service Ian McFarlane

- Pointed out that the Trivia Night (17th March) coincided with the CFA tin rattle which is scheduled for 17/18th March
- Welcome Home Dinner for returned exchanged students (Zak) was scheduled for Saturday 18th February and invited members to attend.
- Community kitchen roster has been compiled and will be sent to Enid for insertion into the bulletin
- Graeme Aspinall advised that locations for breathometers would be pursued again within the next couple of weeks. (Had a number of knockbacks prior to Christmas)

Vocational Service: Phil Walters

No Report

International Service: Paul McAloney

Absent—No report

New Generations: Julie Goodchild

On behalf of Julie, Enid advised that outgoing exchange student Damien Croke had arrived safely in Germany.

TIPS.....HINTS.....JOKES.....

The A B C...

After being married for thirty years a wife asked her husband to describe her.

He looked at her slowly...then said,
"You're A, B, C, D, E, F, G, H.... I, J, K."

She asks..... "What does that mean?"

He said, "Adorable, Beautiful, Cute, Delightful, Elegant, Fancy, Gorgeous, Honey.

She smiled happily and said...."Oh, that's so lovely.....
What about I, J, K?"

He said, "I'm Just Kidding!"

His eye is still swollen....but it will get bet-

ANNIVERSARIES:

Who Says Men Don't Remember Anniversaries?

A woman awakes during the night to find that her husband was not in their bed. She puts on her robe and goes downstairs to look for him. She finds him sitting at the kitchen table with a cup of coffee in front him. He appears deep in thought, just staring at the wall. She watches as he wipes a tear from his eye and takes a sip of coffee.

"What's the matter, dear?" she whispers as she steps into the room. "Why are you down here at this time of night?" The husband looks up, "Do you remember 20 years ago when we were dating, and you were only 17?" he asks solemnly.

The wife is touched thinking her husband is so caring and sensitive. "Yes, I do," she replies.

The husband pauses. The words are not coming easily. "Do you remember when you father caught us in the back seat of my car?"

"Yes, I remember," says the wife, lowering herself into a chair beside him.

The husband continues..."Do you remember when he shoved a shotgun in my face and said, "Either you marry my daughter, or I will send you to jail for 20 years". "I remember that too", she replies softly.

He wipes another tear from his cheek and says... "I would have gotten out today!"

Thoughts for the Day:

- Failure to prepare is preparing to fail. - *Benjamin Franklin*
- If all our misfortunes were laid in one common heap whence everyone must take an equal portion, most people would be contented to take their own. - *Socrates*
- Worrying is like a rocking chair, it gives you something to do, but it gets you nowhere. - *Glenn Turner*
- Better a diamond with a flaw than a pebble without one. - *Confucius*

Community Kitchen Roster - 2012

Guide Hall
Underwood Rd

Ferntree Gully (Next to train station car park)
Rotary roster - every second Wednesday, 5.30pm

DATE	ROTARIAN
8 th February	John Fleming
22 nd February	Paul Wilson
7 th March	Ian McFarlane
21 st March	Paul Wilson
4 th April	Graeme Aspinall
18 th April	John Fleming
2 nd May	Enid Hughes
16 th May	Paul Wilson
30 th May	TBA
13 th June	Ian McFarlane
27 th June	John Fleming
11 th July	TBA
25 th July	Graeme Aspinall
8 th August	Paul Wilson
22 nd August	TBA
5 th September	John Fleming
19 th September	TBA
3 rd October	TBA
17 th October	TBA

Dinner provided

Contact Ian McFarlane for more information. 0428 500 815 or 9754 1878



Fellowship: Fran Mandergeddes

- Is arranging a picnic to the Alfred Nicholas Gardens (Olinda), date to be advised later.
- President's Picnic—ferry ride from Southbank to Williamstown—is being organised.
- CFA collection has been set for Sat/Sun 17/18th March. A roster will be compiled.

Sergeant-at-Arms: Rob Dawson

Took our money and plied us with some recycled jokes from the bulletin.

PROGRAM:

Spin or Sympatico—Dr Chris Galloway.

Chris gave a randomly selected “pro’s” and “cons” perspective on the image projection aspects of marketing:-

- We dress (spin) to impress and project an image.
- Went on to talk about “framing”. For example— verbal descriptions, where, for instance, “weather tightness” of a building is different from “a leaking building”. This lead to the point of the ethics of the use of framing / spinning in society.
- He then gave an example of a media company falsifying “grass roots” feedback by “manufacturing” residents letters.
- Chris went on to talk about propaganda and how it can present the truth in an acceptable way; not necessarily lies.

He then opened the floor to questions .

He suggests that:

- Accept the media can spin
- Professional communication isn't necessarily spin.
- Build a culture that is anti-spin

There being no further business President Enid thanked everyone for coming, announced the birthdays etc. and closed the meeting at 8.38 pm.

Scribe: Paul Wilson



PRESIDENT'S REPORT

Hi Everyone:

Damien seems to have plunged into his new environment with great enthusiasm. (See his account on page 10). There is a welcome to Germany photo of him with his host family below, but the photos on page 7 show what his mornings look like—hoar frosts. I'm not too fond of the 30° plus, heat that we've been having but I'm not sure I'd swap with Damien at the moment!

Whilst we're all missing Merv and his quirky humour, it was lovely to welcome his replacement—Lt. Angela Lock and her husband Duncan. I hope that last week's meeting proved interesting enough for them to come again and perhaps consider joining us. Please make them welcome if they do.

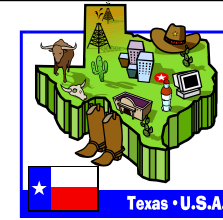
Things are starting to happen in the second half of the Rotary year. I have Cluster Meetings, Presidents Meetings and various other things which have to be attended to. I'm looking forward to the second half of the year—I hope you are too.

Enid Hughes
President



CLUB NOTICES:

No club notices at this time



ROTARY GSE TEAM FROM TEXAS D5790—CLUSTER PRESENTATION DINNER TUESDAY, 3RD APRIL, 2012

Venue -	Knox Club
Meal	2 courses
Drinks	at bar prices
Cost	TBA
Time	7.00 pm for 7.30 pm start
Date	3rd April

Ferntree Gully is hosting this team for a day (Monday, 2nd April). As not all our members are involved in showing the team around it would be good to hear the team's presentation.

Please advise Helen Lingard if you wish to attend

As we normally meet on a Monday maybe members would like to consider changing our meeting from Monday to Tuesday that week. President Enid will take a vote next week.

