



The Four Way Flasher



Meadow Ridge Rotary Club

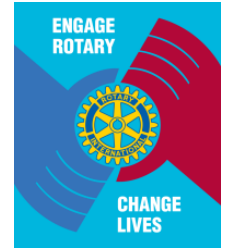
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Website: www.MeadowRidgeRotary.ca

Meetings: Tuesday 12 Noon, Bella Vita Restaurant

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February is World Understanding Month

TODAY: Business Meeting at Chances Gaming Centre
NEXT WEEK: Patty Rippel - "Glitz Presentation"

Happy Birthday

Feb. 19: Mark Forster

Happy Anniversary

Feb. 20: Deb Hyslop & Kerisma Vere

Invocation

Feb. 18 Betty Levens
Feb. 25 Debbie MacRae

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Fri. March 7	6pm	Membership "Pub Night" at the Legion	12101 224 St.

MESSAGE FROM THE DISTRICT GOVERNOR

World Understanding Month

Rotary has become my "window on the world."



Oh yes.... there has been the constant media bombardment of global images but I learned long ago to be suspicious of the way the media presents issues for our consumption.

It was in a first year university English class that I had the good fortune to meet a professor who encouraged us to "think for ourselves" instead of believing everything we heard and read. In my Sociology of Knowledge class, our professor would take the time to read sections of a mainstream newspaper and in the process point out the inaccuracies, biases and distortions. This was all alien territory for me.

Membership in Rotary has now given me an inside view of various areas of the world and the events which unfold there. For instance, I had no idea that Polio still ravaged children in certain areas of the world. I had assumed that the polio virus had disappeared with my childhood.

I had no awareness that girls don't receive an education in Afghanistan or that young women in Nepal suffered from prolapsed uteruses because of poor education and sanitation facilities.

I didn't know that water and sanitation issues were the main cause of illness in the world. I was accustomed to turning on the tap and taking the flowing water for granted, not realizing that few people in developing countries shared my good fortune.

I have now met people of all ages who, because of opportunities provided by Rotary, have travelled to places far away... and have come back changed forever. They no longer consume or waste as they did before their travels. Their consciousness has been raised and this new awareness is brushing off on me.

Rotary has not only opened my eyes to many aspects of suffering in the world, it has given me a vehicle to do something concrete about this suffering. Rotary has this amazing Foundation which has now become "my Foundation", as it allows me to share my "excess" to help others in ways few other organizations can.

Rotary has also brought me updates about the lives that have been changed by our support. I read how villagers in Guatemala or Uganda are being helped to live healthier lives, to become educated and to become self-sufficient.

Rotary has replaced a window with a door and has allowed me to become a global citizen and in the process has changed my life for the better.

Denis Boyd

50 / 50 draw - Jackpot at \$108.50 + 1/2 of today's sales, 48 cards left, Jackpot on "Queen of Hearts" only!

LAST WEEK'S MEETING

Guests

We had six guests, not including our guest speaker, as follows:

- Assistant District Governor **Clive Evans**
- **Clint Collison**
- **Andrea Caughy**
- **Germaine Lessare**
- **Eric Chopin**, and
- **Tonya Crubic**

Rotary Moment

Angie Edmonds spoke briefly about the International trip to Nicaragua where Angie and her father, and other members of our Club and the Coquitlam Sunrise Club, helped build a kitchen onto 2 schools in a small village. She also paid tribute to Marco Terwiel who brought her into the club.

Guest Speaker



Our guest speaker was **John Edwards**, who is currently the president of the Langley Rotary Club and also a member of the district membership committee, of which Linda Murray is the chair.

His topic was on membership, and how to attract and retain members.

John came to British Columbia in 1974 and was once a member of the Haney Club. He is now retired, but previously traveled around the

world working in the field of Health Information Technology.

John advises that only 10% to 15% of club members have ever invited someone to be a member, or to come as a guest to a club meeting. Ideally, every member should bring a person to meeting every three months.

How to attract new members? Here are a few ideas from John:

- bring a guest
- do a classification survey
- give out "wallet cards" to potential members to invite people as guests.
- send out welcome letters to new businesses
- invite guests to participate in Rotary projects (even if they do not want to become a member)
- attract high-level speakers (and don't forget to ask them if they would like to join)

The average age of Rotarians is 57 years. How do you bring this average age down (apart from booting out the old boots) and get younger people involved in Rotary? John believes it is a question of perception. Many people, especially younger people, don't know what Rotary is about or think it is just for older people (boots) and that they will not fit in. We need to get the message out that Rotary is about service – about giving something back to our communities.

Rotary International has 1.2 million members. Over the past few years an equal number of members have left Rotary.

40% of new members only last five years.

35% of members leave in the first three years.

This suggests a lack of mentorship within the clubs. Every new member should immediately be made a member of a committee so that they have a job and feel included.

Members who leave the club do so for a number of reasons, which include:

- closed minds of the club leadership
- poor meetings and uninteresting guest speakers
- costs of being a member
- inadequate club involvement of the new member
- dissatisfaction with fellowship

Ineke Boekhorst summed it up when she said that people need to be involved in club service for our community and on the international level.

Submitted by Laurie Anderson

U.S. COMMITS \$205 MILLION TO POLIO ERADICATION

By Dan Nixon Rotary News 31-JAN-2014



President Barack Obama signed an omnibus appropriations bill in January that provides \$205 million to support polio eradication in 2014, through the U.S. Centers for Disease Control and Prevention and U. S. Agency for International Development.

The largest government donor to polio eradication, the U.S. has contributed more than \$2.3 billion since the mid-1980s, when 125 countries were polio endemic and the disease afflicted 350,000 people annually. Today, only Pakistan, Afghanistan, and Nigeria are endemic, and in 2013, the combined incidence of polio in those countries fell to a record-low 157 cases. Last month, India reached a three-year milestone without polio, paving the way for the entire Southeast Asia region to be certified free of the disease.

"Eradicating polio will leave a lasting legacy of health care infrastructure, experience, and expertise that is already being used to benefit a broad range of global public health efforts," says James Lacy, chair of Rotary's Polio Eradication Advocacy Task Force for the United States and past president of Rotary International.

The task force leads Rotary's efforts to inform the U.S. government and other funding sources of the urgency and benefits of supporting the [Global Polio Eradication Initiative](#) (GPEI).

One of Rotary's chief responsibilities in the GPEI is advocacy. In addition to contributing more than \$1.2 billion to the initiative, Rotary has helped secure over \$9 billion from donor governments since the GPEI was launched in 1988.