

4 January, 2012
Vol. 5 No. 25

Editor: J.D. Mosley-Matchett
If you have any comments or questions, please contact the editor.

Club Events

No Upcoming Events

Weekly Programs

Jan 04, 2012

Mr David Bridgeman
David Bridgeman, One of Cayman's Most Talented Artists.

Jan 11, 2012

President Andrea and Directors.
Business Meeting

Jan 18, 2012

PDG Alastair, PP Winston, PP Hendrik-Jan
Rotary Sunrise Club
Forum/Rotary Awareness

Feb 01, 2012

Rotaract Blue

[View entire list...](#)



When?

February 18th

Where?

Camana Bay

Why?

"Fun"raising
to Fight Polio

www.BedRace.ky

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Public Is Aware of Rotary, But Unsure Of What We Do

--A "Rotary Awareness Month" article
by Director Deborah Chambers

According to Pauline Leung, Rotary public image coordinator from Taiwan, in the Rotary International News article dated 27 September 2011, Leung stated that it is important for Rotarians to promote a consistent message.

A public image survey conducted by Rotary International (RI) in 2010 indicated that many people know about Rotary, but not necessarily what the organization does. How do we as members promote Rotary?

Do we depend on the Rotary name to convey the message? Does every Rotarian share the same message? Should there be one message? It's up to every Rotarian to tell the world what Rotary is and does.

In 2010 RI commissioned a survey of 1,000 individuals in each of six countries namely Argentina, Australia, Germany, Japan, South Africa, and the United States to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006. While respondents had heard of Rotary, they did not know much about what it does. After 100 years why is this so?

Pauline Leung, Rotary public image general coordinator had this to offer: Building familiarity is not easy "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

High awareness, low familiarity

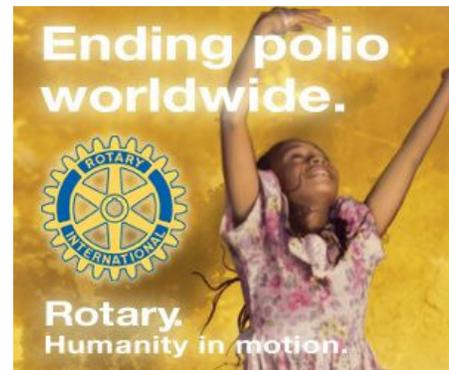
The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 percent of respondents said they had some familiarity with the organization. In South Africa, where 80 percent of respondents indicated they were aware of Rotary, only 23 percent said they had some familiarity with what it does.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level. In Japan, 67 percent of respondents age 40 or older said they had heard of Rotary, compared to only 38 percent of those younger than 40 years. Could this finding suggest low numbers of Rotaract Clubs in the countries surveyed? In Argentina, 63 percent of the highest income bracket had heard of Rotary, while only 20 percent of the lowest income bracket had. The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals. Can you think of how we can increase familiarity levels in Cayman?

Public perception

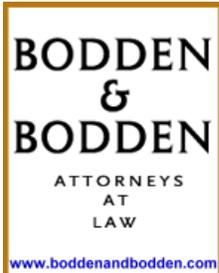
The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 percent of the survey respondents viewed Rotarians as charitable, respected, and





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The 4-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?

The Rotary Grace

O God and giver of all good,

We thank thee for our daily food.

May Rotary friends and Rotary ways,

Help us to serve thee all our days.

Important Links

- » [Rotary Club of Grand Cayman](#)
- » [Rotary Club of Grand Cayman Central](#)
- » [Rotary Club of Cayman Brac](#)
- » [Rotaract Club of Grand Cayman](#)

caring. But only 26 percent selected the attribute women to describe Rotary, while more than 50 percent associated the organization with men. I paused at this statement and wondered what women needed to do or could do to change this perception... any thoughts? In other questions, more respondents said they associated club membership with men than with women. The survey concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

According to the survey's responses, the public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club. More than 59 percent said they would be unlikely to join. In the United States, women were half as likely as men to report interest in joining.

I wondered as I read Leung's article what the responses to such a survey among the Caribbean nations would reveal? How are we as Rotarians perceived? Do we really know?

Guest Speaker
David Bridgeman
 One of Cayman's Most Talented Artists

Mr. David Bridgeman, a painter, was born in Oxford, England in 1959. He studied at Worcester College in Worcester for a B.Ed (Hons) and moved to the Caribbean in 1987 to take up a teaching post in one of the Government schools in Grand Cayman. David shares that some poor choices at school led to indecisive career choices at an early age and regrettable missed opportunities to study art formally. Over the years he has taken instruction in various areas of interest: Bendel Hydes (Cayman Islands), James Isaiah Boodhoo (Trinidad), Karl Jerry Craig (Jamaica) and Lys Hansen (Scotland) for painting; John Salvest (USA) for mixed media; and installations and Alfons Bytautas at Edinburgh Printmakers for printmaking.



Mr Bridgeman's artwork forms part of the collections in Grand Cayman's National Gallery, National Museum, Cultural Foundation and Government House, in addition to the writer Earl Lovelace. They also form part of the global collection of Deutsche Bank and the corporate collections of KPMG, Butterfield Bank (Cayman) Ltd and BB&P.

News from Rotarian Simon Amesbury

From: Simon Amesbury
 To: Andrea Bryan
 Sent: 1 Jan 2012 21:36

Dear Andrea and Frank,

We are now settled into life in British Columbia. We have had a hectic Christmas and New Year with the move and family visits. The last few days have been particularly stressful spending some 14 hours in the Emergency wards of three different hospitals! Two visits for relations that broke limbs on the ski trips with us! The latest trip was with our son Cassidy picking up some undiagnosed infection overnight last night - hopefully not too serious.

As suggested I will need to request a leave of absence to give me time to seek out a new Rotary Club nearby. I have found two local clubs so far, but both are morning clubs and my new hours of work do not enable me to attend them. Hopefully I can find an evening club in Tsawwassen or Richmond.



- » [Rotaract Blue Cayman Islands](#)
- » [Rotary Club of Weston](#)
- » [Rotary District 7020](#)
- » [2011 District Conference in St. Thomas](#)
- » [Rotary International](#)
- » [RI YouTube Site](#)
- » [2011 RI Convention in New Orleans](#)
- » [Paul Harris Society](#)

I do miss the warmth, although the sunshine, mountains and skiing are making up for the lack thereof somewhat!

As I mentioned before leaving I am continuing to act in a consultancy role with Kozaily Designs until such time as the existing clients are handed over comfortably. Therefore I may be traveling back to Cayman on occasion. I will of course call in to a meeting when possible.

Take care, give my best wishes to the club for a successful 2012 and if any Rotarians are in or around Vancouver please ensure they know not to hesitate to contact me for assistance or fellowship.

YIR,
Simon

2011-12 Sunrise Leadership

President:
Andrea Bryan

President Elect:
Tony Catalanotto

Vice President:
J.D. Mosley-Matchett

Immediate Past President:
Michael Levitt

Secretary:
Frank Balderamos

Treasurer:
Paul Drake

Club Service Director:
Deborah Chambers

Fundraising Co-Directors:
Glen Trenouth
Shannon Sylvestre

Fellowship Director:
John Elliott

New Generations Director:
Deirdre McFarlane

Literacy Director:
Woody Foster

Community Service Director:
Barbara Anley

International Service Director:
Richard Purdom

Public Relations Director:
Christine Sanders

Appreciation from Guaruma...



Dear Sunrise Rotary of Grand Cayman,

Thank you so much for your support
and friendship! We are so grateful
for all of your help!

Cheers,

Organización Guaruma

ORGANIZACION GUARUMA
Boulevard José Cecilio del Valle, entre catorce calle y Barrio Independencia, entrada a la Colonia El Toronjal,
PLAZA COMERCIAL CALIX-MEZA Local numero 4 Segundo Piso.
La Ceiba, Atlántida-Honduras, C.A.
Tel. (504) 2427-6782 / 2454-0298
E-Mail: info@guaruma.org
www.guaruma.org

**2011-12
Rotary Leadership**

**RI President:
Kalyan Banerjee**

**District 7020 Governor:
Guy Theodore**

**Past District Governor:
Diana White**

**Asst. Governor - Cayman:
Rosalie Jamieson**



Sunrise Birthdays & Anniversaries for January

Posted by J.D. Mosley-Matchett on Jan 01, 2012

January Birthdays

Dawn Cummings, Jan. 01
Tony Cowell, Jan. 05
Hendrik-Jan van Genderen, Jan. 05

Tony Catalanotto, Jan. 06
J.D. Mosley-Matchett, Jan. 13
Christopher Bowring, Jan. 14
Bob Kostich, Jan. 15
Ian Comins, Jan. 19

Sunrise Club Membership Anniversaries

Franz Manderson, 3 years, Jan. 01
Alastair Paterson, 29 years, Jan. 01
Greg Brooks, 5 years, Jan. 03
Simon Amesbury, 6 years, Jan. 04
Kevin Butler, 6 years, Jan. 04
Tara Handal, 6 years, Jan. 04
Mark Macfee, 6 years, Jan. 04
Winston Connolly, Jr., 9 years, Jan. 18
Richard Purdom, 4 years, Jan. 30



Guests and Visitors from 21 December 2011...

Posted by Frank Balderamos on Jan 04, 2012

Guests of Rotarians on 21 December 2011 (as signed in):

Welcome to our many family members and friends who joined us!

Visiting Rotarians on 21 December 2011 (as signed in):

PP Rick Burgos, Rotary Rotary Club of Grand Cayman
John Felder, Rotary Rotary Club of Grand Cayman
Benny Moore, Rotary Rotary Club of Grand Cayman
PDG Bill Belle, Rotary Rotary Club of Charlotte, NC
President Leslie Wilson, Rotaract Club of Grand Cayman
PP Danielle Japal, Rotaract Club of Grand Cayman
Stephanie Rattan, Rotaract Club of Grand Cayman
Andrea Balderamos, Rotaract Club of Grand Cayman



Duty Roster for 4 January 2012

Posted by Alan Brady on Jan 04, 2012

Greeter – Rotarian Howard Cross

Grace – Director Deborah Chambers

4-Way Test – Rotarian Alan Brady

Raffle – Rotarian Elizabeth Kelly

Rotary Minute – Rotarian Ian Comins

Sergeant – Rotarian Conor Jennings

Sergeant's Assistant – Rotarian Christopher Anco