

18 January, 2012  
Vol. 5 No. 27

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

## Club Events

**Club Leadership Breakfast Meeting**  
AL Thompson's Conference Room  
Jan 28, 2012 at 8:00 AM

## Weekly Programs

Jan 18, 2012  
PDG Alastair, PP Winston, PP  
Hendrik-Jan  
Rotary Sunrise Club  
Forum/Rotary Awareness

Jan 25, 2012  
Dr Brandy Darby  
Cayman Equine Sanctuary

Jan 28, 2012  
President Andrea et al  
Club Leadership Breakfast  
Meeting at AL Thompson

Feb 01, 2012  
Rotaract Blue

Feb 08, 2012  
Director's Report  
Business Meeting

Feb 15, 2012  
Lynne Wood  
Caribbean Haven

Feb 22, 2012  
Mr Bradley Johnson  
Cayman's Lionfish Control  
Program

[View entire list...](#)

## The Importance of Rotary PR

--A "Rotary Awareness Month" article  
by Rotarian Alan Brady

When I think of Rotary awareness, I think of one man, that is Carlos Giraldo. He lives in a nicely maintained detached house at 169 Spring Chase Cir. Altamonte Springs FL 32714. Carlos is married to a lovely wife, Lilly and he is also the founder of CRS hotel online reservation system, he possesses two degrees from C.U.N.Y and has an MBA which he did part time until 1986. He is a handsome man who is quite at home in a blazer or jacket at any time of the day.



I shall let you in on a secret. I have never met him and before I researched him, I never knew he existed or what he did. Without the help of the web, Google Earth and some other questionable methods that could result in a restraining order, he would remain anonymous to me.

So why is he important to Rotary awareness? Well for those of you who are not up past midnight trawling through Rotary lore, texts and publications you may never have come across him. However, he is responsible for Rotary public relations and awareness for our district. In fact there are over 30 PR Executives who are responsible for PR relations and Rotary awareness globally, and they in turn spend US\$6 million in PR grants worldwide and received more than \$31 million in complementary in-kind public relations and advertising space. It is a sensible man who would bet that outside of the diehard Rotary scholars, not many of the readership of this newsletter are aware that we have the right to apply for a PR grant to help promote Rotary in our district.

This prompts one to consider the even bigger question, why are we faced with the irony of not knowing who the person responsible for Rotary PR is for our district. Like most global organizations Rotary can fall victim to poor internal communication as well as external PR. The perception some people have of Rotary can be somewhat akin to that of the Illuminati or Stone masons, a secret organization that shuns women folk with odd rituals.

Despite all its good work, Rotary seems to have a problem telling the world about who they are and what they do, as is easily demonstrated by the anonymous Carlos Giraldo.

My own experience of this lack of awareness is can be seen through my social network, when I tell my friends I am going to Rotary or try to sell them Rotary tickets of some description, they very often ask me what we do, when I tell them they give me a surprised look, as if I had just used a difficult word to understand like abstruse in a sentence.

My good friend, Katrina changed all that. One not so Happy Hour, when I was butt of some jokes about Rotary (if memory serves it was along the lines of "what came first: the Rotarian or the raffle ticket?") when Katrina piped up that she thought Rotary was a very worthy cause and they did it a lot of good.

As it happens, she was a hotel manager in the UK and a Rotary club held their weekly meetings in one of her function rooms. Her staff were reluctant to work the shift as it was a fixed meal, fixed price and therefore a fixed deal and they could make more gratuities elsewhere. It so happened the club's age demographic was on the older side which didn't help the attraction level either. My friend looked after them personally for 2 years, tending to their every need. She found it interesting learning all about their endeavors, good deeds and general philanthropy. One evening they invited her in and presented her with the opportunity of a scholarship for university, they said they had grown to know her over 2 years and they thought she could benefit from this. Apart from putting an end to my ridicule, it also silenced the group

In 2010, RI commissioned a survey of 1,000 individuals in six countries — 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.

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% of respondents age 40 or older said they had

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**Sunrise Leadership Breakfast  
January 28th  
8 to 10 a.m.  
A.L. Thompson - upstairs**

heard of Rotary, compared to only 38% of those younger than 40. In Argentina, 63% of the highest income bracket had heard of Rotary, while only 20% 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.

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.

The public's view of Rotarians differs somewhat from how Rotarians see themselves with 65% of respondents viewing Rotarians as charitable, respected, and caring. But only 26% selected the attribute women to describe Rotary, while more than 50% associated the organization with men. Rotary awareness in essence begins with us as Rotarians being aware of the things we do well and sharing that with the world, whether it means telling our family, friends, co-workers or the wider community.

**It's not (just) your father's Rotary.**



Awareness also means we need to be self-aware about the things we don't do so well...that is the same for us as individual Rotarians and as clubs and as districts and addressing them. For example, we don't know Carlos Giraldo—and perhaps both we and Carlos should make more effort to make that connection.

However, I believe that Rotary awareness is something we all have a part to play in and it can start with the simplest of steps: telling the people in our lives what we do.



**When?**  
February 18th

**Where?**  
Camana Bay

**Why?**  
"Fun"raising to Fight Polio

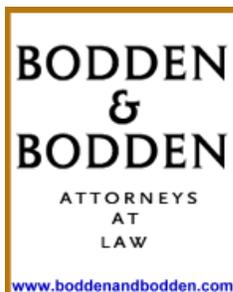
[www.BedRace.ky](http://www.BedRace.ky)

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## Rotary Foundation Is Focus of This Week's Quiz!

To get Sunrise Rotarians familiar with The Rotary Foundation (TRF) and how it works, PP Hendrik and the TRF committee have come up with a fun way to educate our members.

At this week's Sunrise meeting, we will enjoy a special Foundation quiz session. The team on the table scoring the highest points will win a donation to the Foundation in each member's name. It's never been so easy to donate to the Foundation and be part of EREY: Every Rotarian Every Year.

Be sure to brush up on your TRF trivia by clicking on each date to review the [November 2nd](#), [November 9th](#), [November 16th](#), [November 23rd](#), and [November 30th](#). You can also go to [www.Rotary.org](http://www.Rotary.org) and click on [The Rotary Foundation](#) link.



### 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](#)
- » [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](#)



## Hearts & Home Runs



Sunday - February 12<sup>th</sup>, 2011

Location: Field of Dreams  
\$15.00 per player  
\$5.00 for kids craft corner  
No less than 10 players per team!

Registration: 12:00am – 12:45pm.  
Games start promptly at 1:00pm.

Grand prize for whoever hits the most Home Runs!  
Random prizes!  
Winning Team prize!  
Kids random prizes!

On sale at our concession stand...  
Hotdogs!  
Sodas!  
Water!  
Chips!

If you have your own softball gear, please feel free to bring it and use it.  
We will also have some gear available to all those who don't.

Please come out and support the Rotaract Club of Grand Cayman! We look forward to seeing you there!

Contact: Andrea Balderamos at 326 3122 or [abalderamos@hotmail.com](mailto:abalderamos@hotmail.com) for more information or questions you may have.

## Rotary Celebrates India's First Polio-free Year!

By Dan Nixon and Wayne Hearn  
*Rotary International News -- 12 January 2012*

Rotary club members worldwide are cautiously celebrating a major milestone in the global effort to eradicate polio. India, until recently an epicenter of the wild poliovirus, has gone one year without recording a new case of the crippling, sometimes fatal, disease.

India's last reported case was a two-year-old girl in West Bengal State on 13 January 2011. The country recorded 42 cases in 2010, and 741 in 2009.

A chief factor in India's success has been the widespread use of the bivalent oral polio vaccine, which is effective against both remaining types of the poliovirus. Another has been rigorous monitoring, which has helped reduce the number of children missed by health workers during National Immunization Days to less than 1 percent, according to the World Health Organization (WHO).

Rotary has been a spearheading partner in the Global Polio Eradication Initiative since 1988, along with WHO, UNICEF, and the U.S. Centers for Disease Control and Prevention. The Bill & Melinda Gates Foundation is also a key supporter of the initiative.



## 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**

Sporting their signature yellow vests and caps, the nearly 119,000 Rotarians in India have helped administer vaccine to children, organize free health camps and polio awareness rallies, and distribute banners, caps, comic books, and other items.

"With the support of their Rotary brothers and sisters around the world, Indian Rotarians have worked diligently month after month, year after year, to help organize and carry out the National Immunization Days that reach millions of children with the oral polio vaccine," says RI President Kalyan Banerjee, of the Rotary Club of Vapi, Gujarat.

"The achievement of a polio-free India for a full year is a significant step towards a polio-free world -- an example as to what can be accomplished no matter what problems need to be overcome," says Robert S. Scott, chair of Rotary's International PolioPlus Committee. "Rotarians of India are and should be proud of the key efforts they have made at all levels, without which the world would not be marking this milestone."



Deepak Kapur, chair of the India PolioPlus Committee, also credits the Indian Ministry of Health and Family Welfare for its commitment to ending polio. To date, the Indian government has spent more than US\$1.2 billion on domestic polio eradication activities. "Government support is crucial if we are to defeat polio, and we are fortunate that our government is our biggest advocate in this effort," Kapur says.

"Marching ahead, the goal is to sustain this momentum," he adds, describing as potentially "decisive" the upcoming immunization rounds this month and in February and March.

If all ongoing testing for polio cases recorded through 13 January continues to yield negative results, WHO will declare that India has interrupted transmission of indigenous wild poliovirus, laying the groundwork for its removal from the polio-endemic countries list, which also includes Afghanistan, Pakistan, and Nigeria. However, because non-endemic countries remain at risk for cases imported from endemic countries, immunizations in India and other endemic and at-risk countries must continue. Neighboring Pakistan, which has reported 189 cases so far for 2011, is a major threat to India's continued polio-free status. Last year, an outbreak in China, which had been polio-free for a decade, was traced genetically to Pakistan.



"As an Indian, I am immensely proud of what Rotary has accomplished," Banerjee says. "However, we know this is not the end of our work. Rotary and our partners must continue to immunize children in India and in other countries until the goal of a polio-free world is finally achieved."

## 2011-12 Rotary Leadership

**RI President:**  
**Kalyan Banerjee**

**District 7020 Governor:**  
**Guy Theodore**

**Past District Governor:**  
**Diana White**

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

## Rotary Dollars at Work: After-School Programme Update

*--submitted by President Andrea Bryan  
from Programme Coordinators Michael Myles and Pamela Jones*

Early in the current Rotary year, Rotary Sunrise donated KYD5,000 from Community Service budget to the Ministry of Education in support of the George Town Primary School Extended After-School Programme. Programme Coordinator for At-Risk Youth in the Ministry of Education, Michael Myles, has provided a report for the first term of the programme, which has been excerpted below for the benefit of our members.

Out of the number of activities promoted at the commencement of the programme twelve (12) were offered. These were Karate (Harold Davis), Boxing (Coach Anglin), Football (GTSC), Culinary Arts (a selection of guests), Art (Avril Ward) and Craft (Chris Christian, heritage), Aerobics (Cheyanne Stewart), Bee-Free (Pamela Jones and Ms. Seymour), PAP (Parents as Preventers, Pamela Jones and Simon Miller), Careers (a selection of guests), Song and Music (Isadora Ferro-Powell), Community Service.

With the exception of the PAP programme all other programmes are for the enjoyment of the children in the programme. The PAP programme continues to present challenges with regards to attendance, however we have seen a small increase in the numbers of parents in attendance. One factor to account for the minimum numbers is the work schedule of the identified participants.

The programme was thoroughly enjoyed by the children as evidence by their eager participation in the numerous activities and the reports received daily from parents. One

parent reported that his children had requested that he not collect them until 7pm on Mondays because they did not want to miss the Song and Music activity conducted by Ms. Ferro-Powell. Another parent reported that her daughter was insisting on having salads and other healthy meals at home due to health tips she was learning, quite a few other parents commended the programme staff for the new skills they saw their children displaying at meal times when home as they recognized that the programme was teaching the children about table etiquette.

Other parents were thankful of the homework assistance the children were receiving from the volunteers and acknowledged that at times the homework the children received were beyond their own capabilities.

Quite a few parents and teachers reported that they had seen improved behavior in the children and parents were appreciative of the information and techniques being given in the PAP programme to assist them in communicating and developing behavior management approaches with their children.

One of the most important accomplishments we have noticed in the programme is that the attention span of students has significantly increased. When the programme started we felt it best to limit activities to two weeks and for half an hour slots, however finding activities and persons who could voluntarily give of their time was difficult to achieve so we used this as an opportunity to address some of the behavioural issues displayed by the children mainly poor attention spans, inability to stay on task and focus and hyper activity. Due to a consistent behavior management approach students who previously could not maintain interest in an activity beyond fifteen (15) minutes, are now doing so for half an hour to an hour and sometimes longer.

**Rotary Sunrise is proud to be making a difference  
in these youngsters' lives!**



#### 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



#### Duty Roster for 18 January 2012

Posted by Alan Brady on Jan 18, 2012

**Greeter** – Rotarian Sandra Finnegan

**Grace** – Rotarian Kevin Butler

**4-Way Test** – Rotarian Betsy Kelly

**Raffle** – Rotarian Alan Brady

**Rotary Minute** – Director Glen Trenouth

**Sergeant** – Rotarian Greg Brooks

**Sergeant's Assistant** – Rotarian Krishna Mani