



Reach Within to Embrace Humanity

In this issue

- Club Calendar
- Rosters
- This Week
- Last Week
- Club Calendar
- Chris Hoch—Red Shield
- Michael Tyler Membership
- Trivia Night
- Splash for Cash
- From Graham Timms
- Peter Kipps BNCC
- Dilys Geddes Centurion
- MUNA
- Heart Foundation Walking Groups
- Emyr Evans
- Ross Lambert Social Media

Back Pages

- Guest speakers
- Market roster
- Door team
- Happy days

Meeting Apology

Please use the club website **before 3 pm** on meeting day to apologise or add a guest, or you will be required to reimburse the club for your meal cost.

<http://www.kuringgairotary.org.au>

This Week

DVD on new ideas in Rotary plus open forum for members to speak their mind

Chris Hoch—Red Shield

Red Shield appeal 19 May, Chris needs 9 volunteer drivers

Last Week

Our Emyr Evans, report over

Michael Tyler Membership

Rotary Awareness Night – Monday, 30 April

On Monday, 30 April the club is holding a Rotary Awareness Night for invited local business people. The aim is to establish a relationship between the club, the guests and their businesses, with a view to gaining new members or, at least, engaging the guests' support for the club's projects. The intention is to create long term relationships, with continuing communication between the club and each business in future.

At the time of writing about 15 invitees are known to have accepted the invitation. However, as many as 40 may attend. This is a very encouraging response, which the club needs to make the most of.

To make a success of the night, we need as many of the club's members (and their partners) as possible to attend and act as hosts of the guests. Please remember that you are all hosts and all the guests are your guests. You will be encouraged to demonstrate an active interest in the guests and their businesses, to answer their questions about Rotary and to promote discussion about how they may be able to support the club's activities.

Please take this action now:

- Invite your partner to the meeting on 30 April.
- Diarise the need to be at the club no later than 6.15 pm on 30 April (if you made follow up calls to the invitees) and no later than 6.30 pm in other cases.

Up-coming Functions

Sat 21 Apr - Trivia Night

Sat 26 May - Dinner for 8 (host or attend)

Trivia Night

TRIVIA NIGHT

Please come along with your friends to our Trivia night.

21st April at Warrawee Bowling Club, 7 for 7.30pm.

Cost will be \$15 per head and everyone to bring their own supper.

We will have the usual raffle and auctions, including a very special keg of port.

Splash for Cash

As I reported 2 weeks ago, Koz Yamada, our sponsored candidate to RYLA this year, is working with other members of Lower North Shore Rotaract Club to run their "Splash for Cash" event on 22 April to raise funds for the Royal Institute for Deaf and Blind Children. They are seeking our support with sponsorship and Koz and her fellow Rotaractor, Laura Hunter, have set up a fundraising page at: <http://event.splashforcash.com.au/laura-koz-Inssplash>

Every little bit helps! Joy Newling

From Graham Timms

We're in Amsterdam and just read the last Koongga - tell Bob that for some reason our website is one of the fastest to load and that's really something given download speeds here, which brings me to an important point. Yes, iPads do work here but wifi is hopelessly slow, mostly 2G networks. Most hotels have high speed ethernet but of course iPads can't connect. We're mostly using my steam driven Acer netbook!

Despite the strike we got out of Spain. You might fine Adele for booking us on the only airline to fly that day - yes, that's right, the only one! God knows how Inspired Travel knew but I'll never use anybody else. Still, the Malaga Terminal was really spooky with just 120 travellers, two hundred strikers and a few air-line staff.

We're currently recovering from a round of museums, gardens etc. and due to board the boat tomorrow. I made a mistake of visiting the Amsterdam Sex Museum and am now loaded with a massive inferiority complex to which all Judy will say is "I told you not to go."

Cheers,
GT

Peter Kipps BNCC

Revenue 50k approx 800 riders

Everyday Hero \$14,000

Survey went to all riders and we have had 200 responses all absolutely gold, very few negative issues.

They were all full of praise for volunteers and marshals because of their animation.

A survey will be sent to volunteers shortly

Our facebook site has 580 people who like us.

Graham Creed is posting a weather report each week

We were worried about the Police escort but riders did not seem to object to their presence.

Dilys Geddes Centurion

Centurion renewals are now due. Please see Dilys if you want a form

MUNA

MUNA Christine Wang, Elissa Zhang from PLC AT MUNA they spoke on behalf of Nigeria and Iran It was not like any other debating competition. To participate they needed to understand everything about the country they represented. They wore a costume representing their country/ 100+ people represented 40 countries. North and South Korea were seated side by side.

They spoke for and against resolution and then introduced amendments subject to the sensitivity of the country.

They covered issues such as Dictators and the Arab spring revolutions.

They needed to forge alliances with countries to support their resolution.

They needed to support the regime of their country regardless of their attitudes.



Heart Foundation Walking Groups

Volunteers Needed!

Dear Ku-ring-gai Rotary Club,

Ku-ring-gai Council in association with the Heart Foundation, are helping to launch a network of free community based walking groups. The walks are 30 - 60 minutes long, depending on the preferences of the groups. For the program to run effectively and successfully walk organisers are needed.

Walk Organisers are volunteers in the community who lead groups in their local areas. They are provided with resources from the Heart Foundation and training and support from Area Coordinators to begin and maintain their group. They also receive complimentary HFW merchandise (Polo shirt and bucket hat) and are covered by the Heart Foundation for insurance. Walk Organisers responsibilities include:

- Walking with groups
- Welcoming and registering new walkers
- Completing monthly attendance logs and sending back to the Heart Foundation

If you are interested or if you have anybody else within your Rotary Club who enjoys walking and likes to take a leadership role(s) such as this I have attached a few documents below to provide more information about this volunteer position's). You can also find out more about the program by clicking on this link <http://www.heartfoundation.org.au/active-living/walking/walking-groups/Pages/NSW-Walking-Groups.aspx>. If you have any further enquires please let me know.

Kind Regards,

Matthew Joyce | Programs Recreation Officer | Ku-ring-gai Council

P: 9424 0802 | F: 9424 0207

E: mjoyce@kmc.nsw.gov.au | www.kmc.nsw.gov.au

Emyr Evans

Emyr delivered one of best presentations again showing the competence of our members.

I thought that I'd focus my talk this evening on what I've been involved with since I stopped working in a proper job.

My background has been in music teaching and that was followed by a position in General Education Advisory work.

Because of a necessary gigantic local government reorganisation I was offered redundancy when I was in my mid-fifties. This was prompted by the UK National Government moving the goal posts and stipulating that 90% of its funding to local authorities should be delegated directly to schools. It just so happens that arrangements in New South Wales currently involve 70% of funds being allocated to Schools which I'm sure is leading to more autonomy.

For me this led to local authorities making themselves more accountable for the quality of their provision and now they had to sell their services to schools in the open market place as it were. There was huge panic within, in my case, Norfolk County Council based in Norwich in the East of England, as there was no guarantee that the all available central services would be purchased and consequently there was no guarantee that Local Authority financial books would be balanced.

What the authority did was to make redundant many of its employees including some 25 quite highly paid education advisers who covered all aspects of Education Provision. I was one of those Advisers. At this time I was spending half my work with music development and half with supporting a number of schools over the whole of the then recently new National Curriculum.

The authority in its wisdom decided that the professional involvement and responsibility of an Art, English language and Music adviser could be undertaken by a one person who it transpired had little or no experience and knowledge of the Arts as an intrinsic aspect of teacher and student development.

What to do then?

There's an organisation here in Australia known as the Australian Music Examination Board. It makes available opportunities for students of all ages to have their mostly individual performances assessed by professional independent musicians.

I work for such a body and as an examiner I'm described as a professional independent musician and in searching for continuing employment and wanting to use my knowledge and experience I was invited to join the panel of UK based Trinity College London as an examiner where I am involved with examining the full range of instruments at all levels.

Emyr Evans

In the examination room a grade 1 recorder candidate might be followed by one who is wishing to participate in an examination, leading to our highest qualification, the FTCL, the passing of which might assist an instrumentalist in being considered for a position say here in Australia in a State professional symphony orchestra.

Whilst the work is often carried out in difficult circumstances, sometimes having to spend a lot of time travelling, visiting various countries for me has been very stimulating and it's not been too difficult to gain a thumbnail sketch of the places being visited. Travel broadens the mind and rules OK.

I've visited many countries and had all sorts of interesting experiences. I've met lots of lovely people and it's not been difficult to keep in touch with them.

I'd like to give you a brief description of what Trinity College London offers.

As I said earlier Trinity College operates very similarly to the AMEB here in Australia. Your children may have done external music examinations and whilst they might have taken Trinity exams there's a likelihood that they would have done AMEB.

From an organisation point of view Trinity has local representatives who receive applications from teachers/candidates, to be assessed in most instruments including singing, strings, brass, woodwind, piano, electronic keyboards and organ, orchestral percussion and drum kit.

Am I an expert performer on all these instruments? Of course not, but with a mixture of knowledge, experience, involvement, guidance and support from training procedures we're able to provide a well informed judgement on the quality of a performance.

The number of candidates and the amount of time needed to do the examining are communicated to London where the appropriate amount of examiner time is allocated. And it's really big business with almost 200 music examiners available to visit some 40 countries many of which might be described as formerly colonial. Trinity also administers Rock and Pop as well as Speech and Drama examinations.

The requirements of the exams are that in addition to performing normally three works on their instrument, candidates have to do some technical work, various option tests including sight-reading, improvisation, musical knowledge and aural tests

The outcome is that they are given a distinction, merit or pass mark and in certain circumstances a below pass/fail mark.

over

Emyr Evans

So I've been doing this work for almost 20 years now and when I take my leave from the Club for extended periods you might now know why?
I'd like to reflect about some of the countries I've visited

Australia

'Experienced musicians needed for extended overseas music examiner tours' was the advertisement I responded to, and before I knew it I was on the plane to Cairns and working my way down the Queensland coast via Townsville, Mackay, Gladstone, Bundaberg to Brisbane and then hopping down to Sydney for three weeks.

Nowadays I don't get invitations to examine in Australia unless there's a crisis caused by sickness or something because I'm told that the Australians don't think that they're getting a proper examiner if they get one who's living here in the country. But I am the only examiner who lives in the country

Brunei

The partnership of Shell and Sultan collaborate with the Sultan's share being 50% and in effect he needs to do nothing except collect the money and spend it. Needless to say no one pays tax in Brunei – rather like the situation in Dubai.

There was a very interesting situation some years ago when UK was in serious financial difficulties and Maggie Thatcher who had a good relationship with the Sultan persuaded him to act as guarantor to safeguard the UK national debt. The Sultan quickly agreed and that financial disaster was averted which gives an indication of his wealth.

Hong Kong

I love HK because of the vibrancy of the area and you get to know where to get the best bargains in clothes or electrical goods or whatever. Sometimes the goods are pirated but still work – most of the time.

There's an excellent transport system which is a delight to use and I do need it to be able to travel to various music examination locations.

Singapore

Rather like HK I'm very comfortable in Singapore

Korea

Language problems

Taiwan

Again language problems and very similar to Hong Kong with high rise blocks, and a local representative who is very charming but doesn't speak English.

Emyr Evans

India – No significant language problem and I've been all over India

Ageless buildings like the Taj where you gasp as you proceed through one of the gateways and access the area. It's a massive complex and an area which lifts your spirits.

Elderly woman on her way to a funeral pyre

I was more recently in Amritsar to see the Golden Temple which would need to be on anyone's tourist itinerary whilst in India

Obviously corruption mostly of the gentle variety exists and it happens everywhere - see you on Tuesday. Grade IV violin candidate

Candidate kissing my foot and leaving an envelope filled with rupees

Welsh account in Meghalaya State capital Shillong. Asked me to help choose the hymns for the Sunday service Welsh Chapel. Welsh missionaries build the chapel and doctors build the local hospital.

Parsis

Some Parsis were main figures in establishing the Indian Nationalist movement. The rich Parsi families contributed enormously to establish institutions of all kinds in India. Even today some of the bigger finance houses in India belong to followers of this religion. Always considered people with great integrity but numbers are dwindling

They are less than 0.02% of India's population but their contribution to India is much more than their proportion in India's population.

The Parsis believe that fire, water, air and earth are pure elements to be preserved and therefore they do not cremate or bury their dead ones but leave them on high towers Towers of Silence, specially built for this purpose, to be eaten by hawks and crows.

Gardens in Mumbai were built over the Mumbai reservoir which provided drinking water because the vultures were dropping bits of flesh into the water.

Ireland - in the North as well as in the Republic
Some horrific experiences. City Hall Belfast. Arts Council. Not unusual to hear bombs going off in the city

Bombs on the windowsill and elsewhere
Knee capping

Cookstown bar invasion. Revenge attack
Always a strong military presence

Emyr Evans

Malaysia

The first time I was in Kuala Lumpur they told me I wouldn't be needed on the Monday because of the King's birthday and after some thought and advice I took myself off to the duty free island of Langkawi and became a tourist – something that doesn't occur very often on my trips.

South Africa – love it

Katin/Lion's Head/signal hill - red sails in the sunset

Churchill relates in his book The Young Winston that he was present at the Relief of Ladysmith and he mentions that the city hall clock tower had been damaged during the Siege and I was able to confirm after my visit that the tower was still affected.

Seen the cemetery in Mafeking

No visits to cities after dark especially Joburg – black taxi journeys

Sri Lanka

I'm supposed to be visiting Sri Lanka again this year followed by the Maldives. The last time I was there in Sri Lanka there was a state of emergency because the Tamil terrorists were still active and there were incidents involving bombs in Colombo, a city which was sand-bagged.

But visiting elephant orphanages was delightful and fascinating to visit tea plantations

When I heard that the England cricket team was in SL I was pleased but whenever I was free they were miles away. Can't win them all the time

New Zealand

Where the flying in and out of Auckland in successive journeys on small Fokker planes always gives me motion sickness.

But people are very friendly with lots of great things to do in the country

Dubai

Indian/Pakistan men crawling along the central reservation weeding the grass

No tax

Too many electronic keyboards!

Emyr Evans

UK I'm not asked very often to examine in UK now because it's expensive to bring me from Australia and there are plenty of examiners who dislike too much travelling

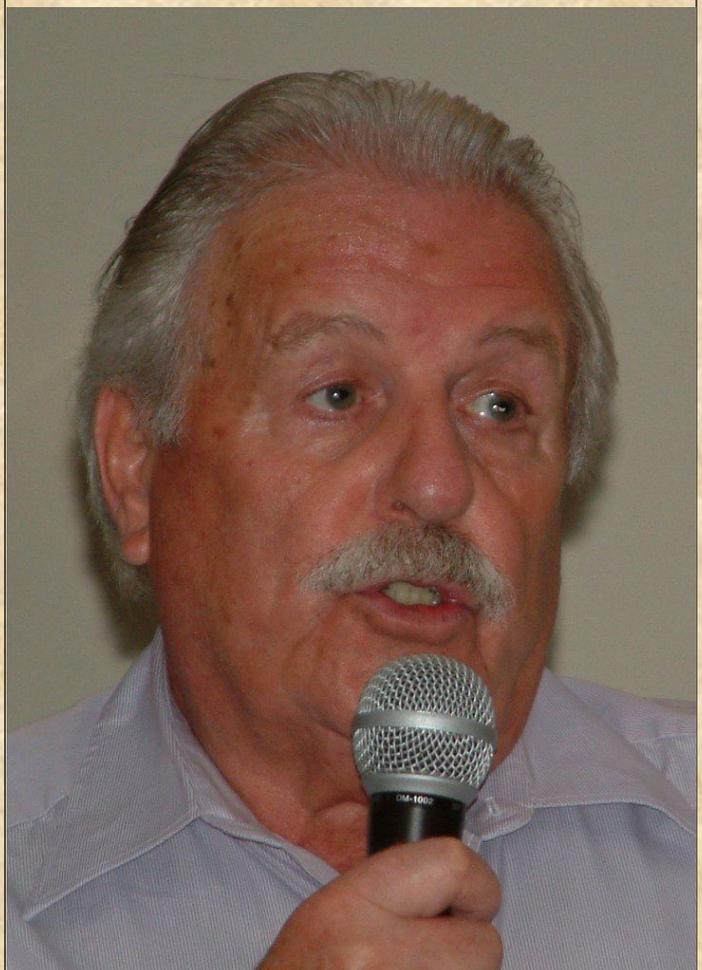
West Indies – saw some cricket British Cayman, Barbados, Jamaica, Antigua - Everton Weeks

Often in Malaysia

Finally you can understand how it is that I think that my cultural and geographical perspectives are reasonably sharp but Adele still hasn't offered me a job!

Thanks for listening!

Our Emyr Evans



Ross Lambert Social Media

Social Media for You, Your Business and for Rotary
"If everything seems under control,
you're just not going fast enough."
~ Mario Andretti

Social Media for the Voyeurs, our elite group of Senior Boomers and beyond who are stealth fully watching Social Media with great interest, disbelief and at times criticism.

For your business, let me tell you if you are in business today and you don't have a serious Social Media presence within the next two years you will have a serious problem in your business.

Tonight I set out to give an overview of how important Social Media is becoming in this world today. How important Social Media is to communicate with your children, your grandchildren, your friends and family in Australia and around the world.

Just fifteen months ago Social Media was not playing an integral part of business. Today it is the fastest, most accurate, most cost effective way of marketing any product or service.

By June this year there will be 1 billion Facebook accounts around the world. If Facebook was a country today it would be the third largest country on planet earth. Here in Sydney we have more than half the entire population with a Facebook account. Whether you love it, or hate it, you can't ignore it. Facebook is a sustainable model that is today a substantial part of our personal social lifestyle and is growing at a rate of knots.

3 Steps to Get Up and Running on Facebook

Step #1: Create It

If your business does not have its own free Facebook Brand Page yet, simply take 10 minutes today to set one up.

Go to <http://www.facebook.com/pages/create.php>, follow the directions, enter your business' description and some photos, and you're done. Don't spend too much time on this right now, just get one up and running quickly to start.

Then, ask friends and family members in your contact list (your email contact list or Facebook friends you already have) to 'Like' your business and become a fan. Your immediate goal is to get 25 fans, at which point you can ask Facebook for a 'vanity URL.' In other words, you will be able to choose a custom Facebook address to give people, rather than the lengthy one they give you.

To do this, go to Facebook.com/username and follow the instructions.

Then what?

Step #2: Grow Your Fans

The next step is to work on getting found by more people, so you're not posting to an empty room. You want maximum results for your efforts!

Here's 3 helpful ways to increase your Fans over time:

Give your customers your Facebook web address. You can print it on your business cards, signs, and other marketing materials you use. Give them your vanity URL to find you directly, or at the least, tell them you're

Ross Lambert Social Media

on Facebook and what they will get there (discounts, updates, fun, etc.) and they can search for you once they're there.

Run Facebook Ads. You've seen those ads with pictures on the right sidebar as you use Facebook. Did you know you can run them, too? Just go to Facebook.com/advertising and follow the instructions. Facebook gives \$50 vouchers for ad credit for new advertisers-you'll see them in business magazines or various online ads from time to time. Use one of them or kickstart your campaign for \$50-100. Send the traffic to your Page and see how many likes you get. Make sure to note your Cost per Visit and Cost per Like. Sometimes it's only a few cents each!

Incentivise sharing. Your goal is to get people to participate in the Facebook discussions you start with your posts. This will happen naturally as you engage your fans, covered next. But it also helps to *give people something* in exchange for Liking your Page or sharing it with friends. You can do this by offering a free report, checklist, video, discount, coupon, giveaway raffle, or anything else to motivate them to spread the word.

Step #3: Engage Your Fans

Okay, so now what do you post and when? And how can you take care of this quickly with all your other business projects and tasks going on?

My advice is to start small and keep it simple. Commit to making one simple post per day, which can be as short as 1-2 sentences. It helps to sit down and write them in one sitting, over 15 minutes or so, rather than logging on every day and starting from scratch.

Once you have written the next week or two of Wall posts in advance, you can use a free service like Postcron.com to schedule the day and time they appear, so you don't have to remember to log in and do it manually each time.

The best times to post are just before people most typically visit Facebook; a recent study on social media revealed that these peak times are at 11:00 am, 1:00 pm and 3:00 pm (Eastern Time), with Wednesdays being the most popular day of the week.

Publishing your content a few minutes before these times keeps it in the public's eye when the most people can see it and participate.

And here are some ideas to get you started writing posts: Post photos...people love them! Take photos of your customers, your location, yourself, your employees, and your events. Each of them gets attention, describes you better than 1,000 words, and gives you something interesting to post without having to be super-creative.

Ask Questions. This invites a response, especially with questions like "What do you think?" or adding "Tell us why" following a Yes-or-No question.

Show behind the scenes. People are always intrigued by mystery and want to know what really goes on in a business behind closed doors. So show them! You can give your fans updates on your business' plans and what you're working on now, show photos from behind the scenes, and more.

So there's the list! Create your page, grow your fans, engage them continually, and you will have opened up a new avenue for increasing customers, relationships, and sales.

Remainder of 2011-2012 Calendar

DATE	Speaker (BM = Board meeting)
Monday 16 April	DVD on new ideas in Rotary plus open forum for members to speak their mind
Saturday 21 April	Trivia night
Monday 23 April	Robin Millar, Financial Information Service, Centrelink – Topic: Retirement Options
Monday 30 April	Patrick Haynes: "Huskies in the Antarctic in the 60's"
Monday 7 May	Ross Lambert Social Media BM
Monday 14 May	Ivan Cribb, Member - Topic: Life Story
Monday 19 May	Red Shield collection
Monday 21 May	Hat day
Saturday 26 May	dinners-for-eight
Monday 28 May	John (Kenny) Aitken—some interesting new moulding equipment
Monday 4 June	BM
Monday 11 June	Queen's birthday – no meeting
Monday 18 June	
Monday 25 June	Changeover