



# K O O N G G A

Bulletin of the Rotary Club Of Ku-ring-gai Inc - Chartered 6th February 1959

Volume 56 No. 27 3 February 2014

Rotary monthly theme: February: World Understanding

## This week

### Sheryl van Nunen Ticks and allergies



Dr Sheryl van Nunen is a clinical immunologist, an Associate Professor at the Sydney University Medical School and a member of the Department of Clinical Immunology & Allergy at the Royal North Shore Hospital.

Sheryl serves on the committee of Tick-induced Allergies Research and Awareness ('TiARA'), a research fund established at RNSH which aims at making it easier for patients to live with tick-induced allergies, while researching ways to prevent and cure tick induced allergies.

Sheryl will talk about the research she has carried out into tick bites and their consequences, prevention and cure and the work of TiARA. This is a subject of particular relevance to those who live in Ku-ring-gai, who may be at risk from ticks.

## Last week's visitors

Last meeting President Tony welcomed our guest speaker, Joy Aimée, and Rob Hall's wife Adrienne.



President Tony encouraged members to register on the Rotary International Convention website to home host Rotarians visiting for the Convention in June. Home hosting is an excellent way to get to know Rotarians from other countries and share experiences. Several of our members have already registered to host visitors.

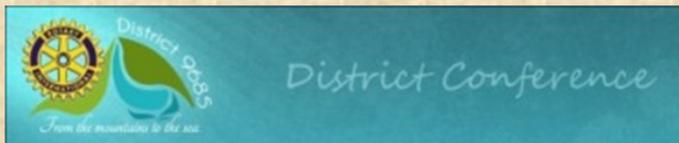
Greg Newling enthusiastically supported President Tony

and also encouraged members to volunteer to assist with running the Convention and to host visiting Rotarians for the 'Host Hospitality Night' on Tuesday, 3 June.

## Bobbin Head Cycle Classic

Peter Kipps presented a summary of the results of marketing of 'The Bobbo' to date. Highlights included:

- A majority of registered riders rode the event last year.
- Of new riders, 40% came from the 'Spring' and 'Gong' rides; 29% through Facebook and 10% through advertising in bike shops.
- 75% of registrants have applied for the 104km ride, 11% for the 80km ride and 13% for the 57 km ride.



Details of breakout sessions at the District Conference on Sunday, 23 February have been announced, as follows:

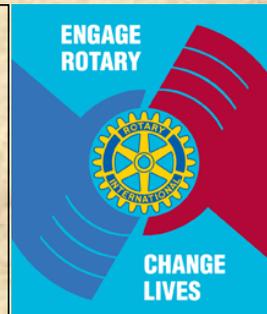
- Rotary and sustainability - an interactive discussion – Patrick Longfield & Richard Whiley
- How to bring healing to a child through ROMAC – Philip Smith
- How your club can change lives with RAWCS - Miriam Jacka, Phil Isaacs and others
- Women in Rotary – Lucy Hobgood-Brown
- How to attract tomorrow's Rotarians and our next generation of Leaders – Bryan O'Shannassy with PDG Philip Archer
- The Concise A-Z of the Rotary Foundation – PDG Tony Castley
- Take a Stand - Stop Bullying – PDG Jennifer Scott

The sessions will offer an excellent chance to share experiences, learn from others and make new friends in the process.

You will be able to catch up with the latest developments and ask questions about specific programs and procedures.

## In this issue

- This week: Associate Professor Sheryl van Nunen - Ticks and allergies
- Last week's visitors;
- Rotary International Convention
- Bobbin Head Cycle Classic; District 9685 Conference
- Last meeting: Joy Aimée - How to write a best-seller
- Next week: Pride of Workmanship Awards
- Calendar of events; Club officers; Club committees



The club meets every Monday 6.30pm at West Pymble Bicentennial Club, 2 Prince of Wales Drive, West Pymble. Visitors welcome. [www.kuringgairotary.org.au](http://www.kuringgairotary.org.au)

Rotary International  
Theme 2013-2014

## Last week's speaker

### Joy Aimée How to write a best seller



Joy Aimée is a freelance writer, coach, editor and publisher who assists others to tell their story, whether business or personal. She has owned and operated her own business for over a decade. An inspiring coach, mentor and speaker she regards every client's writing 'voice' as unique and precious. She is motivated by a desire to assist others in realizing their creative dream.

Joy started her talk by thanking the club executive, and particularly Michael Tyler and Rob Hall, for the invitation to speak on the topic of "How to Write a Bestseller." Using the poetic license for which she is renowned, she expanded the topic to encompass how publishing has changed in the last ten years since the advent of the internet and eBooks, and how to access more of your innate creativity!

In discussing the frequent misuse of the words 'best seller', Joy pointed out that these days anyone can write a manuscript, turn it into PDF, put it on a website somewhere and describe it as a "world-wide bestseller". This is often the ploy of those wanting to sell online courses or products. These simple eBooks are often badly written and have had little or no editing.

Traditionally, a best seller in Australia translates to sales of more than 5,000 books. With access to global eBook retailers, Australian authors can now access a world-wide market without prohibitive freight costs or the necessity of finding a publisher in every country.

Joy's company, A&A Book Publishing, offers its authors national distribution of hard copy (print) books through its distributor Dennis Jones & Associates. A&A used to distribute its eBooks itself, selling off Amazon, iTunes, Kobo and Sony. However, it has recently done a deal to distribute them through Dennis Jones as well, as they have relationships with many more international eBook sellers, including libraries all over the world, and Australian-based eBook retailers such as JB Hifi and Big W. This means that A&A's authors now have access to an even greater national and international marketplace.

Of course, recent bestseller success stories such as the Harry Potter series, "50 Shades of Grey" or "The Da Vinci Code" capture everyone's imagination. Joy likened being the author of one of those successful books to winning the lottery; for every winner, there are millions of losers. In fact, that ability to tap into the next Big Thing is a combination of timing, luck and accessing your own brilliant ideas.

Accessing brilliant ideas involves getting rid of the "monkey chatter" that clutters up our minds with a million different thoughts and distractions. One of the exercises Joy teaches my clients, and that she presented to the club members, is designed to clear the mind so that productive writing and creative ideas can emerge. Called "The Brain Drain pages", this simple technique

works as follows:

1. Use a pen and paper. (A computer won't work, as the letters must be formed manually for the desired result.)
2. Write for 5 minutes or 6 pages, whichever comes first.
3. Simply write down your thoughts as you have them. Don't judge them, just write them down. If you miss one, let it go and move on to the next.
4. When you have finished your 5 minutes or 6 pages, put them away **without re-reading**. After a month, you can take them out and re-read them. You might be surprised at how many situations you had worried about have resolved. You might also be interested in the ideas that start to come through your writing.
5. As a variation, try using your non-dominant hand (for most of us this is the left hand). As the left hand accesses the right side of the brain which is where creativity and intuition reside, you might be surprised over time at the results you achieve. Another variation Joy likes to use is unlined paper, and/or coloured paper. It is less like school and more like fun if you can write unrestricted by lines or white paper. Some authors (Bryce Courtney was one) favour the use of yellow legal pads).

## News of past member

At the last meeting Past President Pat Skellet was reported to be recuperating in Lady Davidson Private Hospital. Hopefully she will have recovered and returned home by the time of publication.

## Next week

### Pride of Workmanship Awards

Next week we take the opportunity to congratulate a number of people who demonstrate an exceptional attitude in their work.

Pride of Workmanship is a project instigated in 1975 by the Rotary Club of Pennant Hills.

The Pride of Workmanship Program enables managers in our society to help employees achieve the goal of job satisfaction and publicly recognize them for their efforts.

Participating businesses promote the Pride of Workmanship theme of "Do it once — do it well" throughout their organization and nominate employees worthy of recognition, not only within the organization, but the wider community. Nominees of the Pride of Workmanship Program are presented with a trophy in recognition of their achievements.



## Calendar of events

February	10	Pride of Workmanship Awards
	17	David Bennett - Shaping suburbia: towards the suburbs of the future
	23	(Sunday) Inaugural District 9685 Conference - venue: the Concourse, Chatswood
March	23	(Sunday) Bobbin Head Cycle Classic
June	1 - 4	Rotary International Convention - venue: Olympic Park, Homebush
	3	Rotary International Convention Host Hospitality Night

## Club officers and committee chairmen 2013-14

### Board of directors

<b>President</b>	Tony McClelland
<b>Vice President</b>	John Aitken
<b>President Elect</b>	Tony McClelland
<b>Secretary</b>	Geoff Hungerford
<b>Treasurer</b>	Graham Maslen
<b>Director - Membership</b>	Roger Desmarchelier
<b>Director - Public Relations</b>	Michael Midlam
<b>Director - Club Administration</b>	(Vacant)
<b>Director - Service Projects</b>	John Aitken
<b>Director - Rotary Foundation</b>	Graham Timms

### Service committee chairmen

<b>Club Service</b>	(Vacant)
<b>Vocational Service</b>	Michael Midlam
<b>Community Service</b>	Ross Lambert
<b>International Service</b>	Greg Newling
<b>Youth Service</b>	Joy Newling
<b>Bobbin Head Cycle Classic</b>	Peter Kipps
<b>Sergeant-at-Arms</b>	Greg Newling

## Club committees 2013-14

**Bobbin Head Cycle Classic:** John Aitken, Ross Egan, Peter Kipps, Tony McClelland, Michael Midlam, Adele Mitchell, Graham Timms

**Club History:** Malcolm Braid, Tom Jackson

**Club Service/Club Administration:** Geoff Hungerford, Graham Maslen, Michael Tyler (Koongga Editor)

**Community Service:** Lou Coenen, Gary Dawson, Roger Desmarchelier, Ross Egan (Daffodil Day), Bob Elsworth, Rob Hall, Chris Hoch (Red Shield Appeal), Geoff Hungerford (Markets) Caroline Jones, Nick Kenyon, Ross Lambert, Loïc Lacombe, Jack McCartney, Michael Midlam (Bowel Scan), Frank White (Markets)

**International Service:** David Forsythe, Graham Maslen, Adele Mitchell, Greg Newling, Peter Tang

**Membership:** Roger Desmarchelier, Dilys Geddes, Linda Lam-Rohlf

**Public Relations:** Michael Midlam

**Program:** Rob Hall, Ross Egan

**Rotary Foundation:** Graham Timms

**Vocational Service:** Michael Midlam

**Youth Service:** Malcolm Braid, Emyr Evans, Greg Goodman, Bob Ivey, Tom Jackson, Linda Lam-Rohlf, Joy Newling, Ted Price