



ROTAGEN

The Bulletin of the Rotary Club
of Letchworth Garden City

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QUIZZICAL

Congratulations to our Quiz team of Alan Goodwin, Peter Harkness and David Green, who beat Letchworth Howard and Inner Wheel in the recent Triangular Quiz. Our team scored 74 points, with Howard and Inner Wheel close behind on 69 and 67 points respectively. As a result, Inner Wheel will organise the quiz next year. The new format was well received by the audience, who participated with enthusiasm, although none of the audience teams was able to outscore our “official” team.

The quiz was perhaps a useful “warm-up” for our participation in the District Quiz Final at Swaffham on 20th May. Supporters are welcome. We wish the team a successful evening.

Finally, an apology from your editor to Bob Mills, who **was** one of the members of our quiz team in the preliminary round of the District Quiz at Royston, but who was “transformed” into Brian Marshall in my report in the April “Rotagen”. Sorry Bob!

The picture shows President Bob handing Alan Drylie a gift to thank him for his efforts as quizmaster for the Club over many years.



DISTRICT GOVERNOR'S NEWSLETTER - APRIL 2009

Andrew Carnegie said of Edinburgh "There is no habitation of human beings in this world so fine in its way as this – the capital of Scotland"

He obviously didn't see the complete chaos and disruption of Princes Street as it is today as they prepare to bring trams back to the city for the first time since the original network closed in 1956!. While we were there, there were mumblings and grumblings about millions of pounds in bonuses being paid when not even one meter of track had been laid – so much for the credit crunch!

The reason for being in Edinburgh was, of course, the RIBI Annual National Conference, foreshortened this year to a day and a half because of the imminence of the RI Convention at Birmingham in June, but nevertheless it was an enjoyable Conference overall and once again it was featured live on BBC television with the Young Citizen of the Year Awards.

It is at the Business session of the Conference that the Club voting delegates elected by you as club members ratify or decline as the case may be, the resolutions put forward to the Conference so you do have an influence on the way forward for our organisation.

Without doubt the subject that raised the most discussion was the agreement of the budget and the proposed levy for the Membership Campaign and this did eventually receive the approval of the Conference. Your General Council had made a decision to cease support for the Roadshow with effect from September this year and an amendment to the budget to continue that support was defeated.

Just as the worthy citizens of Edinburgh hope that the current chaos will eventually become an integrated transport system that is fit for a modern world in the future so we hope that this Membership Campaign will make people more aware of Rotary and the wonderful work that it does and encourage the younger generation targeted who want to be more involved in the community to become Rotarians and enable us to give more Service above Self to those in need throughout the world. Although the campaign will be concentrated on specific areas in the initial impetus it will cover the whole of RIBI over a period and the material will be available to all Clubs.

Don't forget that Rotary International is descending on these isles in June this year with the RI Convention in Birmingham on 21st – 24th June – the 100th Convention. The numbers are encouraging but the proportion registering from RIBI, the host country, is disappointing. It is not too late to register either for the full conference or as a volunteer and be part of what will be a truly international event. Go to www.rotaryconvention2009.com for details.

*Peter
District Governor 2008/9*



Dorset teenager crowned Rotary Young Chef 2009

Talented Hailey Vickers from Chariton Down proved she could stand the heat in the kitchen when she beat off stiff culinary competition to win the grand final of the 2009 Rotary Young Chef.

Sixteen year old Hailey, who goes to The Thomas Hardy School in Dorchester, wowed judges with her tasty three course meal of pan-seared scallops on a bed of spring pea risotto to start with, followed by lamb roulade served with olive oil mashed potato, confit tomato and mushroom with char-grilled asparagus and rosemary flavoured jus, and finished off with natural yogurt pannacotta served on a bed of rhubarb and ginger compote and light rhubarb consomme for dessert.

Pupils from schools across Great Britain and Ireland tantalised the taste buds in the grand final of Rotary Young Chef in Hitchin, Hertfordshire on Saturday 2 May, each cooking a healthy three-course meal for two people in two hours with a budget of

just £14.

This year, more than 4,000 budding young chefs, aged 17 and under, took part in local and regional competitions, all culminating in the grand final that saw eight regional winners battling it out for the overall title.

Winner Hailey, said: "I'm so excited about winning, this really means the world to me as my passion is food and I want to follow my dream and do something in the food business when I finish school. It has taken over a month of planning and practicing to make sure that my menu was just right, which has been difficult to fit in around my exams. But I am delighted that all the hard work paid off on the day against such stiff competition."

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JOHN SAMUEL (DGE) REPORTS FROM SAN DIEGO

On Sunday 18th January I registered for the Rotary International Assembly at San Diego in California. The assembly starts with a presentation of the flags of all the countries represented there. It is quite staggering to see more than 200 flags massed on stage, but when you realise that Rotary is represented in each of these countries it becomes obvious how international and how large this global organisation of ours really is.

The morning and afternoon always started with a plenary session which was followed by discussion groups of twenty people, who differed from day to day.

It was here that I met many of the 533 District Governors Elect from around the world and realised that many of us had the same worries, the same aspirations, and that all of us wanted to do the job of serving our District to the best of our ability.

Certainly there were some differences. The American lady who invited twenty people to a dinner party and on that one night got ten of them to pledge \$250,000 each to Foundation. There is no way I can aspire to that in East Anglia. Another District Governor had Clubs which spoke four different languages. Three of these were in the "old" Yugoslavia where often Muslims and Christians had difficulty meeting in the same room. There were many cases where flying was the only practical way of making a club visit.

What was clear to me from these group discussions was that while it was the task of RI to fund and drive the polio initiative, the peace scholars, the matching grants, publication and PR, the biggest and most important part of Rotary work is still carried out at Club level. Much of this work is unknown outside the local Club and I can remember as AG in both 1080 West and North West how amazed I was at what their clubs achieved in their own locality - and often with relatively few members.

Rotarians, I would encourage you to continue this excellent service you provide to the community throughout East Anglia - after all, that is the face of Rotary to the man in the street.

Now let me return to San Diego and tell you a little more about the incoming RI President John Kenny. John Kenny is a Scot, an ex RIBI President and a lawyer by profession.

On Monday, at the RI Assembly, John Kenny made his opening address at which he revealed his theme and policies for the year.

The main emphasis on LITERACY, HEALTH, HUNGER and WATER remains unchanged. This will continue to give you a very broad scope to map out your Club Programme.

John Kenny has not introduced any new programmes nor set any unrealistic new goals in the area of membership for the coming Rotary year. He is simply relying on you as responsible Rotarians to see to it that we have more fully paid members in 1080 at the end of the year than we had at the beginning.

In addition Rotary International has developed a strategic plan with seven priorities

1. **Eradicating Polio**
2. **Advancing the recognition of Public Image of Rotary**
3. **Increasing membership numbers and quality**
4. **Emphasising Rotary's unique vocational service commitment**
5. **Implementing strategic planning to ensure continuity**

The strategic plan is designed to strengthen and highlight the core values of Rotary: service, fellowship, diversity, integrity, and leadership.

Service, because Service Above Self is our primary motto, and our reason for being.

Fellowship, because fellowship is why Rotary was founded. It is every bit as relevant today as it was in 1905; Rotary will only have a future if Rotarians look forward to every club meeting and every Rotary event.

Diversity, because our diversity is our strength.

Integrity, because if Rotary is about anything, it is about attaining and holding high ethical standards in business and private life. Rotarians' dignity and honesty should and must be translated into our business practices and everyday dealings. This must be done universally by every single Rotarian, because just as a reputation takes a lifetime to build and a moment to destroy, so can the good name of all Rotarians be damaged by just a few.

And leadership, because as Winston Churchill said, the price of greatness is responsibility. And the responsibility for Rotary is yours.

Because ***The Future of Rotary Is In Your Hands.***

Although the strategic plan was approved by the RI Board, John Kenny emphasized that its implementation depends on you. No RI President can invite members to join your club. The RI Board cannot organise and promote a fundraiser in your town or village.

In Rotary, everything begins and ends with our clubs. Our clubs in 1080 work within their community, they work in cooperation with other clubs, and with the support of various Foundation grants. But at the end of the day, everything that we accomplish is done through the strength of individual clubs. And so each club must have the autonomy to serve where and how it can serve best.

John Kenny said, "I have always thought it important to bear in mind that Rotary is a voluntary organisation, composed of people who are all themselves leaders. Every Rotary club is and must be autonomous, the senior leadership of Rotary International exists not to control but to motivate and guide."

Everything we do in 1080, everything we achieve, all the money we gather, begins in our own clubs. We have an urgent task to renew and increase our membership to secure our future. But the future of Rotary will not be shaped at RI headquarters in Evanston—it will be shaped in each and every Rotary club and it is for each of us - as Rotarians - to do what is necessary to keep Rotary strong. Because it is our daily actions, and our daily decisions that determine the course of Rotary for us all.

My responsibility to this district begins with you all in this room and I know that

every good president supported by worthy club officers will produce a strong club which, in turn, will benefit the members, the District and the community it serves.

Fellow Rotarians, I look forward to both serving you and receiving your support to help us to meet the challenge laid down by John Kenny. Where Rotary in District 1080 will thrive or falter, whether our service will mean much to many or little to a few, whether Rotary is known with respect or seen as a relic of days gone by—all this is up to us.

Let us strengthen our fellowship in district 1080, our integrity, and the work we do to help those less fortunate than ourselves. We cannot achieve that alone, but we can do it together.



FOUNDATION

The role of Foundation at Club level is to encourage and support initiatives such as PolioPlus, Ambassadorial Scholars, Group Study Exchange and matching grants.

We have an annual commitment of raising something like £50 per member which goes to support the above. It is suggested that members volunteer £10 when paying their membership fees and the remainder comes from a range of initiatives e.g. the sale of Christmas cards and Rotary calendars, 15% from the Rotary Walk and gift aid. We are currently on target to achieve this.

However, at the start of the current Rotary year it was officially announced that the Gates Foundation was giving \$100 million towards our campaign to eradicate polio. Rotary International agreed to match this and RIBI agreed that each Club would contribute £500 each year for 3 years.

In a further gesture at the RI Assembly Bill Gates announced that the Foundation would give a further \$255 million. RI agreed to add an additional \$100 million, giving a grand total of \$550 million. RIBI announced that 70% of the initial amount had already been collected nevertheless clubs would now have to raise £500 each year for 5 years.

For the current Rotary year most of this will be raised by sponsoring the Foundation Committee for the Letchworth Rotary Walk. Further monies will be raised at the St Christopher's Summer Fayre to which we have been invited, by the sale of old mobile phones and copier cartridges and from the proceeds of a frugal meal.

Our Club has also hosted Cate Ortman, an outstanding Ambassadorial Scholar from Illinois, USA. The visit once again confirmed the value of these scholarships.

Roger Buckley



Membership Campaign Update

I am delighted to confirm that the proposed New Member Campaign was approved with an overwhelming majority at the Business Meeting during last weekend's Conference in Edinburgh. (Full details of the [Business Meeting](#) can be found [here](#).)

We now have the go-ahead to start planning the campaign in detail, bearing in

mind that it is a 'pilot' campaign designed to reach and attract our key target audience - men and women in business and professions aged 30-55, who are keen to do voluntary work.

£150,000 in advertising terms does not go far, so we need to select carefully the areas across England, Ireland, Scotland and Wales that are best suited to carry the campaign. To do this, we need to identify areas where there are already clubs where our target audience will fit in well and be happy, whilst establishing which of these areas allow us to reach our target audience with advertising cost-effectively.

This process will take a few weeks and will involve the RIBI Communications and Membership Services Committees, who will in turn involve their teams at district and club levels. Your General Council will also be involved along the way and will make the final decisions.

Inevitably, not all clubs or districts will have the benefit of the advertising support but, irrespective of this, all clubs need to continue to work hard to attract new members from men and women from all walks of life (including 'community leaders') and of all ages.

But for those areas that will see the campaign, we need a totally 'joined-up' journey for our potential members - from seeing the advertising, to going to the RIBI website to find out more, to filling in their contact details including postcode, which will allow them to choose from a selection of 'open events' to attend. Here, they will meet Rotarians just like them and find out about nearby clubs where they will fit in and thrive or, if there are no suitable clubs in their area, groups of people can look at setting up their own new club with help from another club.

All clubs will, of course, be able to take advantage of the new 'tool kit' of materials design specifically to attract new members, some of which were on view at Conference and all of which will be available over the next few weeks from the ROSS shop in the normal way. Keep an eye on this website for more details soon. These materials will include DVDs, leaflets, posters, pull-ups etc.

*David Bryant
Head of Marketing and Communications*

GARDEN CITY WALK

Tim and Gill Jeeves will be hosting the post-walk gathering at 2 Gorst Close from 6.30pm on Sunday 20 May. The usual arrangements will apply re the bringing of food, drink, cutlery, glasses, etc. Their barbecue will be available for those in "macho" mode.

