

EastCoaster

The Bulletin of the Rotary Club of East Coast Bays

Tuesday 22 June 2010

Venue: Pupuke Golf Club,
East Coast Road, Mairangi
Bay.

Mondays 5:30 for 6:00 pm.

Secretary: Steve Jenkins

P O Box 35-102 Browns

Bay

President: Don Hall

Treasurer: Lynette Miller

<http://www.rotaryclubofeastcoastbays.co.nz/>



Attendance:

Inge Jenkins

Phone: 478 8467

Email:

jenkins@kiwilink.co.

Theme of the month:

Rotary Fellowship

NEXT MEETING:

28 June

6 for 6.30 pm.

Changeover

Partner's night.

Dress smart casual

Presidential Musings

It has been an interesting and rewarding year.

Many people and organisations are grateful for the hand that has helped to lift them up to achieve more than otherwise would have been the case. I believe that East Coast Bays Rotary can be proud of what we have achieved.

All this would not have been possible without the hard work of all members of our Club and those who support us; sponsors, friends, the general public, family, but most of all, our wives, husbands, partners; i.e., the significant other[s] in our lives.

Of course there is always a level of dissatisfaction: could we have done more, raised more money, done some things differently, responded to those around us differently, and so on. That is always going to be the case. There is always room for improvement and to undertake different tasks. But we did well!



I liked the last comments Jane Smallfield shared with us on Monday night 21 June which I would like us to ponder as we move into the John Pearson era:

- Do something [80% is better than 0%]
- Stay on target
- Exploit the opportunities
- Plan to try something new

I would add one more; we begin with what we have, the most valuable of all the resources available; you the members – volunteers, all ageing, all with finite resources of time and

energy; and yet without you there is no Club and no Charity work undertaken.

Thank you for allowing me to be President for 2009-10: it's been great!
 John, I hope you enjoy your year as much as I have enjoyed mine.
 Good luck. You have 100% support.

Don

If you cannot do your duty, it is your responsibility to arrange for a stand-in and to advise the President.

	28th June	5th July	12th July
DUTY			
Reception		Peter Davidson	Dick Daniells
Attendance	Inge Jenkins	Inge Jenkins	Inge Jenkins
Cash Desk	John Pritchard		
Fellowship	Warwick Moulton Dick Daniells Ian Collard	Dick Daniells Jim Mayo Rowena Pryor	Lynette Miller Jim Mayo Rowena Pryor
Stewards	Graham Rice Martin Reiss Warren Sanderson	Don Pratt Richard Alder Paul Asquith	Roger Carter Ted Brock Alan Astrop
Grace	Barry Perrow	Warwick Moulton	Gary Morgan
3 Minute Talk		Jack Mann	Graeme Lea
Intro Speaker		Roger Carter	
Thanks Speaker		Bruce Dunlop	
Parting thought		Peter Davidson	Dick Daniells
Host Student		Stuart Cowie	Don Pratt
Rotaract			
Guest Speaker Event	Club Changeover at Pupuke Golf Club	Sam Irvine GM Freeview Limited Future of Television	Club Forum

CONGRATULATIONS

Sandra McKersey for a very well deserved Queens Service Medal awarded in the Queens's Birthday Honours.

Sandra from the Whangarei South Club was DG 2001-02.

BULLETIN NOTES

CLUB MEETING - June 21st our reporter Gary writes:-

President Don welcomed us all to the meeting, his last full meeting as President!

3 Minute Talk – Barry McLean - Barry gave us “What’s new in my business and in my mind”. He stated that his business was very quiet as a result of little activity in the construction industry at present. Whilst the World Cup has produced some work, this is

now fairly well advanced. In addition the “leaky homes” saga has also produced some work, and whilst good for Barry it was clearly not good for the homeowners affected. Barry also told us that he had been recently elected as President Elect of the NZ Institute of Quantity Surveyors.

In “what’s on my mind” Barry told us of his impending world travels. On 14th July they leave for Vancouver for a month visiting family, on 11th August they join the Dawn Princess in L.A. travelling to Sydney. On 22nd September they visit Shanghai and cruise the Yangtze River and explore China. If that wasn’t enough they then have 15 days on the Diamond Princess visiting Korea, Japan, Vietnam, Thailand and Singapore. *(Clearly they are paying Quantity Surveyors far too much – Ed!!)*

CLUB NOTICES:

President Don – read a letter from the Governor General’s office thanking our Club for the gift basket and hospitality on his most recent visit.

Club Changeover – Don Pratt reminds us that this will be on Monday 28th June in the Club Rooms. As usual it is a partner’s evening 6.00pm for 6.30pm. Cost is \$30 per person i.e. an extra \$15 for members and \$30 for guests. If not already paid, please pay on the night. Dress is smart casual.

Sergeant’s Session

Again Sergeant Dirk was not able to be with us, so **Paul Asquith** again stood in his place. This week Paul singled out Nicole and gave her an ultimatum, another rendition of her poi dance or pay a fine! You guessed it, we were treated to another rendition of her poi dance. After covering the usual anniversaries and birthdays, Paul fined Barry Perrow, Sherida and Sue for being remiss when it came to undertaking steward’s duties, Inge for talking, Barry McLean a **\$10** fine for his trips, Steve for not supplying BP with a new gasket, Ted for the bomb disposal expertise recently shown in the forces, Bob for *still* unpacking, all smokers or reformed smokers, all educators for National Standards etc. Happy dollars included the All Whites win over Italy and Rowee for the support she received for the Brain Injury Support appeal week. Rodger won the raffle and Paul’s Sergeant’s session raised \$78 for the Sunshine fund.

Other Club Notices

Entertainment Books – Please remember that Rodger still has some books to be sold at \$65 each. All interested parties please bring their money next week.

Parting Thought – from Jane (standing in for Bruce Dunlop who forgot!)

“Bureaucracy is all about the status quo long after the status has gone” Anon.

GUEST SPEAKER

Peter Davidson introduced our speaker Jane Smallfield saying she was a delightful person who had worked in advertising PR and IT. She started her own business but now works for Swaytech.

Jane's title was 'Marketing and Advertising on a shoe string' or make the most of what you have got. Explore the challenges and identify the opportunities.

Important issues are to get new members, raising funds, staying relevant, and retaining sponsors. We may need to get out of our collective comfort zone.

What holds us back? The budget. Can't do it 100%. Other important things.

Build a plan and keep it tight. Be specific and don't expect perfection. Keep your name out there. Refine your message and test your ideas.

Publicity-human interest with a picture, say important facts in first two lines or do a deal with ads.



On line-get viewers to connect, drive traffic to your site.

Social media. Examples are-**twitter** average age 31 with 75 million users and **linked in** average age 40 and 19 million users.

Facebook has large numbers in the 40-44 age group.

Sponsorship and fundraising- go direct- decide who/where/way to connect. Create value- get sponsors logo out there on newsletter etc.

Ted Brock thanked Jane for her presentation saying she had made it relevant to Rotary.

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Message from the Bulletin Production team – Gary Morgan and Doug Dempster
Fellows, please remember to e-mail any notices or editorial to both Gary and Doug. As always your input is very much appreciated. Any changes to the roster, please contact George Wyman.