



Rotary

Governor's Newsletter

Voices 3310

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District Governor's Message

Rotary Awareness

January is Rotary Awareness Month. What exactly do we mean when we use the term 'Rotary Awareness?' Are we talking about making the public (i.e. non-Rotarians) aware of what Rotary is and what Rotary's vision and mission are? Or are we talking about ensuring that Rotarians are fully aware of the workings of the Rotary organization so that they can explain what Rotary is to their friends and acquaintances?

I used to think that it must be all about making the public aware of what Rotary is doing to make the world a better place. Rotary Awareness is therefore all about Public Relations. This was reinforced by RI recognition of the importance of Public Relations when it made Public Relations one of the five important committees under the Club Leadership Plan. To this end, Rotary International has provided an impressive array of resources to ensure that all Rotary Clubs who lack PR savvy do not suffer from lack of knowledge! Rotary's public image campaign, "Humanity in Motion" provides ready-made public service announcements and other media ready tools for use by Rotary Clubs in their local media.

Rotary International has also made available a wide selection of videos highlighting Rotary's work around the world. These videos can readily be viewed at www.youtube.com/rotaryinternational. Rotary's PR campaign highlights Rotary's global drive to eradicate polio, international education and peace, literacy, clean water, hunger and youth.

At the District level, every club should be aware of the importance of Public Relations. We must strive to make the public aware of what we are doing to help the needy in our community. We cannot assume that the public know our vision and programs. To this end, it is vital that every club build up a good relationship with the media. The first phase of the District Membership Seminar held in Kota Kinabalu, Tawau, Kuching, Singapore, Johor Bahru and Malacca where Rotarians were encouraged to attend and 'learn-contribute-PR-fellowship' has been successfully concluded. The seminars taught much about the importance of PR and the difference it can make in attracting new members to Rotary.

I am now also of the opinion the Rotary Awareness must also emphasize the importance of making sure that all Rotarians are fully conversant with our own organization. All members, particularly new members, must be fully informed of Rotary's mission, object, programs and activities. Rotarians must seek opportunities to further the aims and accomplishments of Rotary through their contacts and to inform others about what Rotary is.

I look forward to learning more about our club's projects and accomplishments through the local media, radio and television and other social media. See you on Facebook!!

"REACH WITHIN TO EMBRACE HUMANITY"

HJ. ZAINIE ABDUL AUCASA



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As a schoolboy, if December represented total freedom during the school holidays, January meant going back to the grindstone. However, we were always consoled by the fact that Chinese New Year is just round the corner. The first signs would appear in my maternal grandfather's shop which would be filling up with mouth-watering Chinese New Year goodies from Hong Kong. We knew also that he would be stocking up on various types of firecrackers for us children. The first day of Chinese New Year meant a red packet and firecrackers and it was invariably the firecrackers that excited us more!

It was also a time when my Dad would start stocking up on aerated soft drinks, something all of us children look forward to with great anticipation once a year. The Sandakan Aerated Water Co. offered Orange, Sarsi, and Ice-Cream Soda, the last being my favourite. They came in one litre glass bottles firmly strapped with jute, twelve to each strap.

My hometown of Kota Kinabalu, once known as Jesselton, was once aptly described by my secondary school geography teacher as a "long thin town with big fat prices". The first civil servants who came over from Peninsula Malaysia can all testify to the truth of this observation!

Between then and now, Kota Kinabalu has undergone tremendous changes. All our favourite haunts have all gone, buried under concrete and tarmac. The old fish market where I used to work cleaning fishes is now a long way from the sea. Our old house in Kampung Air was pulled down and the sea reclaimed for construction of shop-houses. Often, nostalgia overcomes me and I feel lost in my own hometown. I lament the fact that much of the history and culture of Kota Kinabalu has been lost.

Our District Governor Haji Zainie however, has done much to record the history of an iconic part of Kota Kinabalu - Jesselton Point. Realising the importance of recording the history of Jesselton Point before it's too late, he gathered together a team of researchers and they began to delve into the history of Jesselton Point. Through the museum, the archives and private individuals, they uncovered and put together a history of Jesselton Point. Thus it was that what began as a 'suitable deep water anchorage' more than a hundred years ago has now been transformed into a modern jetty and meeting point for tourists and locals alike.

The research material, already in book form, will hopefully be published in the not too distant future. It is an important reminder that the past is very much a part of the present and the future. In the same way, Rotary International has invested a lot of resources in preserving the history of Rotary. Rotarians must constantly be made aware of Rotary's beginnings and it's constant evolution. We are after all, a living organisation.

"Reach Within to Embrace Humanity"

PP Chio Cheng Leng
Chief Editor.

DG'S VISIT TO THE ROTARY CLUB OF KUCHING CENTRAL 7TH JANUARY 2012



Being welcomed upon arrival at the Kuching International Airport by Assistant Governor Dr. Leonard Ng, District Governor Nominee (2) Tuan Haji Andre and Presidents and representatives of all four clubs in Kuching.



Meeting of the R C of Kuching Central.



DG Haji Zainie giving his address to the club.



DG Haji Zainie presenting the Vocational Service Award to Dr. Intan Gudom.



Pres. Juergen handing over the 20 bicycles to Nanga Klassen primary school headmaster David.



Celebrating the birthday of AG Dr. Leonard Ng and PP Sim Cho Pong.



DGN2 Tuan Haji Andre Suharto receiving his PHF.



PP Sylvester Fong receiving his PHF pin from DG Haji Zainie.



Three recipients of PHF from R C of Kuching Central.



Rtn Ng Yaw Hwa receiving his PHF certificate from DG Haji Zainie.



The spouses at the welcoming dinner of DG Haji Zainie and DFL Hajjah Kalimah.



Spouses of members of R C of Kuching Central who plays pivotal roles in the club with DFL Hajjah Kalimah..



Members of the R C of Kuching Central with DG Haji Zainie.

DG'S VISIT TO ROTARY CLUB OF KUCHING SOUTH 9TH JANUARY 2012



Breakfast meeting with President Samuel and his team. Also present is AG Dr. Leonard Ng.



Thank you President Samuel for the gift. Also in the photo AG Leonard and charming spouse Geraldine.



Donation of computer to a school.



Chinese New Year goodies for the Salvation Army Boys Home.



Here's an Ang Pow for you!



Gifts for an old folks home.



Dinner with Pres. Samuel and members of R C of Kuching South.



DG presenting a gift to President



Cake and tart making in club First Lady Annie's bakery.



At last, we've done it!

DG'S VISIT TO ROTARY CLUB OF KUCHING JAYA 10TH JANUARY 2012



Meeting the President Michael Woods and his team. In attendance is AG Dr. Leonard Ng.



Meeting in session.



Presentation of Vocational Award.



Exchange of gifts.



Very nice gifts ... Hajjah Kalimah and I will definitely wear them!



One for the album with the members of the R C of Kuching Jaya.