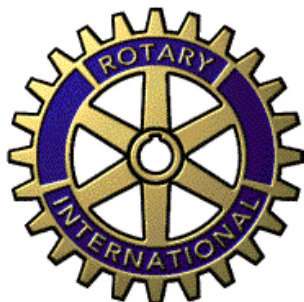


R. I. District 5340 Newsletter



THE COMMUNICATOR JANUARY 2004



Lend a Hand

“JANUARY – Rotary Awareness Month”



WELCOME

ROTARY WEEKLY QUICKBITS

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www.rotary5340.org/quickbits



District 5340

California USA

Below are **SOME INTERESTING ARTICLES** from
“ZONE 22 MEMBERSHIP NEWSLETTER”

Mike Stelman

Governor D-5340

BRANDING ROTARY, RIMC Chris Offer

We are all familiar from the sports pages and feature news stories with Vancouver’s GM Place, Ottawa’s Corel Centre and Toronto’s Air Canada Centre. Corporations have paid large fees to have these buildings “branded” with their name and logo. This is common across the US and Canada and many other countries. The millions of dollars paid for branding these buildings puts the corporation’s name in front of the public by indirect reference when a sports or other event at the building is publicised.

Rotary clubs can spread the good word about Rotary by “branding” projects with the Rotary name. There is a very close correlation between increased membership and the profile of the local Rotary

clubs. In communities where Rotary has a high profile the per capita ratio of Rotarians is always much higher than communities where Rotary lacks a community profile or is even invisible.

There are many examples of Rotary parks, Rotary sports centres and Rotary arts centres spread around the world. As we approach our Centennial, there is the opportunity to further “brand” Rotary. There will be thousands of new Rotary projects. How many will have Rotary in the official name and the name used by the public?

Branding can cause corporations difficulty. The Ford Centre for the Performing Arts went into receivership, followed by a great deal of litigation. This was not the type of branding Ford Motors was looking for when they paid to name the centre.

The Rotary name and logo are protected trade marks. There are clear guide lines on how the Rotary name can be used by Rotary clubs. It is important to use the Rotary name carefully and in accordance with RI policy.

In 2003 a Vancouver Island service club, not Rotary ,built a seniors housing project. Seniors purchased an apartment with a buy back option. A separate legal entity was set up to build and run the project. However, the service club’s name and logo were used on the building and to sell the apartments. The project ran into financial difficulty when all the units could not be sold. The service club members watched TV news stories and photos in the paper of seniors in wheel chairs protesting in front of a sign with their club’s name and logo. A quagmire of legal problems followed.

This is why Rotary International assertively protects our name and logo. Carefully planned and executed projects with the Rotary brand will not run into problems and will enhance Rotary’s image in the community.

When Rotary clubs build or help fund parks, playgrounds, a hospice, women’s shelter or any of the diversity of wonderful community projects we build, we should attach the Rotary brand to the project. At the early stages agreement should be reached with the park authority or other groups we partner with to name the initiative “Rotary” park, house or centre. If Rotary is a major funding partner or donating many hours of volunteer labour our contribution should be recognized with our “brand.” For far too long we have accepted a plaque, which we pay for in the corner of our projects. Agreement on naming the project “Rotary” needs to be reached in the very early stages of the venture not just prior to the grand opening. Start referring to the park, playground or building as “Rotary” in all press releases and communications from day one.

Branding projects is often a challenge for Rotary clubs in urban areas. In smaller communities the local ball park or a sports centre is often called Rotary Park or Centre. When the sports scores are broadcast on the radio station there is a reference to “Rotary.” Urban clubs need to brand smaller projects or find unique ways to serve the community and brand the venture with our name. This can be accomplished.

Recently the Rotary Clubs of Vancouver and Vancouver South (D5040) in partnership with the University of British Columbia named a new plaza “Rotary International Plaza” outside International House. International House was funded by Rotary in 1955 as a project for Rotary’s 50th anniversary. The plaza is now the universities’ official location for welcoming visiting foreign dignitaries. See www.rotaryzone22.org for the complete story and photos of this project.

Attaching our name to our community projects does increase our profile. The outcome of a higher profile is more members. More members means more community projects and more service. The community and Rotary are better off when projects have the Rotary brand.

Outrageous & Unreasonable! *Maureen McDaniel*

Could YOU sponsor one fine Rotary member in the next 12 months? 18 months?

Would you? Do you think other members of your club could and would do the same?

If you threw a “yes” anywhere in there, then you and I are rolling the same numbers. And if my math is as good as yours, then we’ve just agreed that it’s possible for our clubs to almost double in size over the next 12 to 18 months.

Outrageous? Sure! Unreasonable? That’s relative! If your club’s growth has lacked lustre, then sometimes the jolt of an outrageous, over-the-top idea is just what the Membership guru ordered.

One simple way to create big ideas. Get a membership task force together, or do this with your board, or perhaps your whole club. The method is simple: Ask, and keep asking, these questions:

Without regard to whether we think it can work:

- • What could we do? (No holds barred! Crazy ideas allowed!)
- • What more could we do? And then what more?
- • What could we do that would be absolutely astonishing (crazy, out of the box, unheard of)?
- • What ideas do we have that would completely surprise and delight your members?

Then ask:

- • Among those actions, which ones do we love? Which ones make our hearts sing? Put a star by those items!
- • Of those star items, which ones do we choose to do?

Now ask:

- • If these actions work 100%, what will be the result? (positive and negative) What if they work 50%?
- • What if these actions work little or not at all . . . what results might we have from the endeavour?
- • How will we deal with the positive results? The unexpected? Any negative results?

Here are a few examples of BIG ideas that could put your club’s membership growth on Rotary steroids:

- • Every member sponsor a member by (pick a date 3 months away)
- • 2 to 4 new members a month
- • 50 people at “Bring a Friend” Day
- • Each team of two (or five) members will sponsor 1 or 2 members a month for three months.

A new club culture around membership: Once you start to play with BIG, BIG ideas, your club begins to take a different stand with regard to membership. Something shifts, even if everyone doesn’t buy in. Once a core of people makes the commitment, members gain enthusiasm — and visitors want some of that.

Benefits, whether you hit your crazy goal or not: Say you set a goal that your average rate of growth will be one new member per one existing member. Suppose that only 20% of your members sponsor a new Rotarian; and others are strongly supportive. Through words and actions, they contribute to creating an inviting, irresistible environment in your club. Your club grows by 33% . . . And has a new culture that supports sustained growth and retention. That’s a WOW!

Beyond the predictable: A hundred years ago, the Wright brothers had the outrageous, unreasonable notion that a machine could lift human beings into the sky and return them to earth in one piece. Today, scientists still argue about exactly how it's possible. This tells us that just because an idea is astonishingly unreasonable, that doesn't mean it won't work. It might . . . with results that are wonderfully, outrageously beyond the predictable.

Maureen McDaniel is the D5130 Membership co-chair & can be reached at rotaryyes@aol.com. This article was first published in the D5130 membership newsletter in the Winter 03-04 issue

Declaration of Rotarians in Businesses and Professions

The Declaration of Rotarians in Businesses and Professions was adopted by the RI Council on Legislation in 1989 to provide more specific guidelines for the high ethical standards called for in the Object of Rotary:

As a Rotarian engaged in a business or profession, I am expected to:

- • Consider my vocation to be another opportunity to serve;
- • Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;
- • Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
- • Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
- • Recognize the honour and respect due to all occupations which are useful to society;
- • Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
- • Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;
- • Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

How To Grow Rotary PDG Richard Clarke

In Rotary, the first service club in the world, membership not only matters, it is all there is, for without members Rotary would not exist! Hence, our constant calls to action to recruit new members, to reach out and offer the hand of friendship to other men and women.

Rotary, including our District is bucking the trend and is not shrinking, like other service clubs. It is growing but ever so slowly. This is not because our efforts are minimal, the opposite is true. During the last two years, we inducted more than 400 new members in our district. That took a lot of dedicated work on the part of Rotarians in virtually every club. Unfortunately, we lost an almost equal number of Rotarians.

So, while we need to keep up the good work we are doing in recruiting new members every club needs to do more to retain the members they have already.

Having made the effort to attract someone to your club, it is a shame to lose them two years later because they have not become engaged in Rotary.

Some clubs put a lot of effort into the retention of existing members. Like a new employee, someone has to take the responsibility to orient the new member to your club and our Rotary world. It is often a matter of “walking the talk,” do not just say they are welcome - show it. Invite the new member and his or her spouse if they have one - over to your home for dinner. Accompany them to their first fellowship in your club so they will feel comfortable.

Have the new member be part of the meet and greet team at your club meetings for the first month - it will help them learn the members’ names and get to know each other.

Do involve the new member on committees right away. Don’t make them choose - how will they know which is the best committee for them? Don’t leave them on the sideline. People join Rotary to get involved and make a difference - they can have a meal anywhere.

Survey your members from time to time and see what is working well in your club and what is not.

Don’t leave your new members to learn about all that Rotary has to offer to osmosis. It will take way too long. Have an active program in your club to educate members on every aspect of Rotary.

One-way of ensuring that a new member becomes involved in your club and stays, is to assign a mentor. Someone who can answer their questions as the months roll by, keep in contact with the member and make sure they are getting involved. Although this role has often fallen to the sponsor, sometimes it is much better to have someone else in the mentoring role.

One of the bad habits of many Rotary clubs is that they wait until filing the semi-annual report to report new members. Don’t. The longer you wait to notify the District and RI of your new member the longer the wait before the *Rotarian* shows up in their mail box. Delaying registering the new member is counter-productive - do it right away.

As we head towards our second century of service, the world needs Rotarians more than ever so we need more fellow Rotarians so we can *Lend a Hand* to all who need our assistance.

PDG Richard Clarke is the D7070 membership chair. Contact him at clarker@sympatico.ca

The Messenger is as Important as the Message When Telling the Rotary Story

Who speaks to the media is as important as the message that they are delivering. When you have the opportunity to spread Rotary’s good news story remember to select the right Rotarian to deliver the message.

The image of Rotary the public has is a result of the message and the messenger. If your club is trying to recruit younger members and more female members you can get that message out by having younger members and female members as the spokes person for the club when there is an opportunity to speak the media.

The message may be about a fundraising project or selection of Foundation Scholar but the secondary message is who is a member of Rotary.

A photo in the newspaper or a clip on TV of young female Rotarians sends a very important message about who is a Rotarian.

VIP members of your club can also assist in getting the message delivered. If the mayor or other well know person is a member of your club have them participate in delivering the Rotary message. Be careful the Rotary message is not lost in their celebrity status or cause they

represent.

An untapped source of new members

A study in 2002 by the US Census Bureau reported that during a typical week about 7% of US workers (9.3 million people) worked at home at least part of the time. Two thirds of these people worked only at home.

The growing number of home based businesses and people working at home is an opportunity for Rotary. Home based businesses are an untapped source of Rotary members.

- ◆ ◆ The Census Bureau found that:
- ◆ ◆ 50% of those who worked at home were self-employed and 54% were women
- ◆ ◆ 52% were employed in executive, administrative, managerial and professional occupations
- ◆ ◆ They had high levels of education, 52% had a bachelor's degree or higher.
- ◆ ◆ Average annual earnings were about \$15,000 a year higher for this group.

Census Canada reports that 8% of the Canadian work force works at home.

It is clear that there is a large pool of potential Rotarians waiting to be invited to join Rotary. Like Adam in the 'Adam' cartoon home based workers need social contact outside of the home. Adam finds his at Starbucks. Many people will find the fellowship, the community service opportunities and the networking offered by Rotary an ideal enhancement to their home based business.

Most Chambers of Commerce maintain a category of members with home based businesses. This list may be a treasure trove of new members

ATTRACTING YOUNG MEMBERS TO ROTARY

The minimum age for admission into Rotary is "adult". How adult is defined is up to each Rotary club. Never forget that Paul Harris was 36 in 1905 when he started Rotary. There is a need in all Rotary clubs to recruit young members. The reasons young business and professional people are attracted to Rotary are the same that attract most people. However, there are some specific ways to attract younger members and ways to ensure they never want to join.

Which column represents your club's approach?

How to attract young members to Rotary:

- Have active local and international service projects and actually do hands on projects.
- Have members who are motivated, enthusiastic and not burned out.
- Young members attract young members. Keep a balance of young members and female members.
- Provide opportunities for members to become involved with hands on programs.
- Provide an economical approach to Rotary membership.(lower cost meals or no-meal club meetings)
- Ensure members represent a range of ages, careers and backgrounds that represent the demographics of the community— in other words apply the classification principle.
- Have members who are open to new ideas.
- Have family social events.

- ☑ Develop a club web site. The internet is the primary source of information for people under 30.
- ☑ Networking opportunities are very important for young business leaders and professionals.
- ☑ Younger members are interested in service projects that address needs such as AIDS, environment or homelessness.
- ☑ Offer young members club leadership positions that enhance their resume.

How not to attract young members to Rotary:

- ☑ Don't involve new members in the operation of the club or in club leadership positions.
- ☑ Ensure the club dues and meal costs are kept high.
- ☑ Don't involve families in club activities.
- ☑ Don't invite young members to sit at "your" table.
- ☑ Keep the club membership disproportionately older retired members.
- ☑ Make gender and racial jokes or comments as part of the meetings.
- ☑ Sing WW I songs at Rotary meetings.
- ☑ When ever a new idea is suggest say, "We tried that once and it didn't work."
- ☑ Concentrate on fund raising from members rather than hands on service projects.
- ☑ Waste time at committee meetings with rambling discussions that never come to a conclusion.

Recruitment & Promotional Video

A unique Rotary video has been produced by DGE Dick Drew and Rotarians in District 5020. The video shows Rotary projects and programs and suggests compelling reasons why prospective members should join Rotary.

Footage for the video was compiled from a series of thirty commercials which were professionally produced by SHAW-TV and were aired on cable TV. The series ran 125 times each week for thirty weeks in 2002. During that time the Rotary story was exposed to the public 3750 times.

Each commercial highlighted a Rotary service project or program. The series was funded entirely by local advertisers, Rotarians and Rotary clubs.

When the series ended the producers recognized the tremendous value of the video and felt it should be put to use in a compact and powerful "Recruitment" video for clubs to use.

The video contains valuable historic footage from Rotary International and video of Rotary programs around the world.

This project demonstrates what can be accomplished locally at nominal cost. By showing local projects there is significant appeal to a regional audience.

To obtain a copy of the video contact Dick Drew at

dickdrew@shaw.ca

An Objective Led Me On *Peter Komander*

"Frequently have the words been heard: You little thought that Rotary would become the world-wide power for good that it is today.

You build better than you knew. Very true, my friend, and yet while in the very beginning the road was not all clear all the way ahead there was an objective which led me on."

From the Forward to "My Road to Rotary" by Paul P. Harris 1947, published in 1948.

Today we call this "Goal Setting". The goal does not have to be totally clear and defined. But an idea or a vision that can be worked on, developed and moulded into something. That something may not be quite what we thought of at the outset but will certainly be something that satisfies the "need to create something" that we had at the beginning.

The desire and passion that set Paul Harris on his way to form Rotary came from an original thought. The same idea drove the development of Rotary into what it is today, the "Goal" that Paul Harris had set. Not then specified, probably nothing like he thought it would be. But then again everything and more than he thought it would be. Everything and more that he, or we could imagine.

Peter Komander, is member of the RC of Five Dock, Sydney Australia, D9750.

This item is from Rotary's Global History Fellowship (An Internet Project) For Rotarians, Spouses and Rotaractors. www.rotaryhistoryfellowship.org

District 5340 represented at the Tournament of Roses Parade



She is called the pride of Blythe Rotary. An athlete, scholar, community volunteer, member of clubs and organizations and Interactor. Marlo Grace Barron, a 4.0+ grade point average student at the Palo Verde High School in Blythe represented District 5340 as she rode on the Rotary International Rose Parade float on New Year's Day.

Ms. Barron is a senior and member of the National Honor Society and the California Scholastic Federation. She has received numerous scholastic and academic honors in subjects including Biology, Spanish, Reading and Writing. She is a Second Lt. In Jr. ROTC and has received cadet ribbons for academic excellence, student government, good conduct, double varsity athletic participation, and has been named Top Female Cadet in JrROTC with the highest grade point average.

Her interest is not confined to cadet duties. Ms. Barron has been active in 4-H and the Colorado River County Fair, having served as a Fair Ambassador. For three years she had a lamb project, one year of horse project and as a member of the National Junior Horticulture Association she has won the NJHA Grand National Award in the demonstration contest and the National Award in the speaking of Horticulture.

Athletics have not escaped Ms. Barron. She has competed and lettered in Triathlon, Track & Field, Swimming, and Soccer, winning awards in Triathlon Distance competitions and Track. She holds the school record in the two mile at 13.08 and one mile at 6.12. She is Red-Cross certified in First Aid, CPR, and Life Guarding, and has served as a life guard at the Blythe City swimming pool.

There is more! Ms. Barron won First place for her science project at the Inland Science Engineering Fair in 1999 and 2000, and her project placed third and fifth respectively at the California State Science Fair.

Ms. Barron has been an active part of the Palo Verde High School Interact Club and has been serving as President for the term 2002-2004. This deserving young person is looking forward to an acceptance at one of the service academies where she intends to complete her college education.

District 5340 Rotary Club Highlights

Each month, an Assistant Governor will highlight items of interest from each of his or her clubs. If there is anything you would like to share with your fellow District 5340 Rotarians, please contact your club's Assistant Governor for that recognition.

From: Carl Skaja

Escondido Sunrise

The Escondido Sunrise Rotary continues to be one of the most active Clubs in the District. This year they are building a cabin for handicapped children at Lake Dixon in Escondido. They hope to have the project completed by April 1 of this year. In addition, they are building two homes in Tijuana, starting a village bank in South America, and have participated in the Thousand Smiles project. Recently, they hosted a Christmas party for underprivileged children where they not only gave them Christmas presents but also shoes and haircuts.

Encinitas- La Costa

This Club is sending five members to India for the polio eradication efforts. Additionally, they gave \$6,000 to the Insight Vision Center where children are tested for hearing problems in order to detect and prevent learning disabilities. This Club also funded a women's center in Jalalabad, Afghanistan. Further, \$4,000 was donated to provide counseling for children of abused mothers. This outstanding club is having a golf tournament as a fundraiser in May.

Poway

The Poway Rotary Club has been heavily involved with the fire relief efforts. To date, Poway Rotary has raised and given away over \$104,000 to fire victims. In addition, they have given away toys, clothes, and tools to victims of the fires in Julian and Cuyamaca. In addition, this Club is building a playground for the Boys and Girls Club in Poway. For the Holidays, Poway Rotary served and delivered meals to senior citizens as well as needy children and families in the Valley and Midland schools. Among other activities, Poway Rotary is participating in the dictionary distribution project with other Rotary Clubs in North County. Recently Poway Rotary hosted 7 Rotarian ladies from its Sister Rotary Club Waling-Waling Davao, D-3860 Philippines, and is co-partners in Matching Grants with this all women club. Poway is consistently one of the most active Clubs in District 5340.

Escondido East

The Escondido East Rotary is continuing its busy ways. This Club is sponsoring the San Pasqual Academy, which is a boarding school for foster children. Specifically, the Club spends time mentoring the children and money supplying the school with learning materials. Additionally, the Club has donated books to a health care clinic that have been prescribed by doctors for reading to children during their formative years. Of course, this Club remains active with the Thousand Smiles program by making lunch for the volunteers during the February trip.

Family of Rotary Ideas

Here are some thoughts regarding Family of Rotary.
We need to be more proactive in promoting the Family of Rotary.

Overall, we need to rethink the way we look at a membership. It's not just an individual joining, but it's a family that's joining the club. Here are 5 suggestions:

1) Induction -- it should dignified and include as many family members as possible (club pays for meals). Estimated cost: \$100-200/year for meals.

2) Potluck -- for families every 2 months at a different Rotarian's home or business. Play table games, sing and visit (low key on the alcohol). Zero cost.

3) Attendance -- allow other family members to attend meetings or activities in place of the main member and get credit for it (this also should be true for companies and corporate memberships). Zero cost.

4) Guests -- Club encourages members to bring one family member to lunch once a month. Don't wait for the 5th Wednesday. A grand son or daughter may not be visiting for the "5th Wednesday of the month."

5) Birthdays/Anniversaries -- personally invite the spouse to the meeting and present the couple with a \$15 bouquet, and pay for spouse's lunch. Estimated cost: \$750/year for flowers, \$500/year for meals

In Rotary Service,
PDG Bob Tomko

It is imperative that Rotary keep pace in a world that is changing with such velocity. The great challenge we face is to grow not just in quantity but in quality. We need men and women with a calling to serve—to use their hands, minds, and hearts to make this a better, happier, more just world. We need people of goodwill of faith, of enthusiasm.

Paulo V.C. Costa, RI President 1990-91

A ROTARY AFRICAN SAFARI EXPERIENCE AUGUST 2004

Letaba Camp.

This tranquil camp in the world famous Kruger National Park is beautifully sited on a bank above a great sweeping bend of the Letaba River. It offers spectacular views across sand and water to Mopane tree forests and the distant purple Lebomba foothills. Sitting in the shade of large spreading trees along the perimeter fence you will be treated to close-up views of elephant, waterbuck and bushbuck feeding in the undergrowth below. Accommodation will be in comfortable traditional thatched cottages each with its own toilet and shower. Walking trails in the company of Kruger Park Rangers will depart each day from, and return to the same camp. You will have the opportunity to come into close contact with nature and experience the sights, sounds and smells of the African bush. The aim of the safari is to bring you in touch with the splendour of the natural environment and the problems confronting its survival. We hope to light a fire in your heart to do something about the future of our environment both in your workplace and in nature. The Pietersburg Rotarians will be catering for your every need in providing sumptuous bush cuisine and the all important beverages. The food will be hot, the beers cold and the company warm.

The walking trails are conducted on foot and although every care is taken to ensure your safety an element of danger exists. Participants should therefore be fairly fit and able to walk

approximately 6kms (4 miles).

Kings Camp.

This exclusive lodge is set in the famous Timbavati Game Reserve, now part of the greater Kruger National Park. With its unique African ambience, Kings Camp offers guests the opportunity to experience the bushveld in a charming and intimate setting. Luxurious thatched bungalows have been decorated with style, they are spacious and have air conditioning, a mini bar and quality en-suite bathrooms. Choose a good book from the curio shop, relax in the stylish lounge, sip a cocktail at the bar or cool off in the refreshing swimming pool. Spot a variety of game from the comfort of the thatched viewing deck overlooking the waterhole. Game drives in open Land Rovers give guests the chance to share the unspoilt wilderness which is the domain of Africa's Big Five namely lion, leopard, rhino, elephant and buffalo. Antelope species and the elusive nocturnal creatures spotted on evening drives add to the diversity of the area. Brilliant bird life abounds. Enjoy memorable evenings in the reed boma around a crackling log fire, under the canvas of the dazzling African night sky.

Itinerary Rotary Safari August 2004.

August 21st.

After arriving at Johannesburg International Airport you will be met and welcomed by Rotarians from the Rotary Club of Pietersburg. You then leave for a 3 hour journey to Polokwane (Pietersburg) where you will be home hosted by Rotarians. You will have the opportunity to have a short rest to recover from your travels followed by an informal dinner with your hosts before the real adventure starts.

August 22nd.

After breakfast with your hosts we take you into the Polokwane Game Park to gain your first sighting of African Antelope and elusive Rhino. After lunch there will be an opportunity to do some shopping for African curios. Tonight you will attend a dinner to meet the members of the Rotary Club of Pietersburg.

August 23rd.

An early start will be made for the Kruger National Park accompanied by Pietersburg Rotarians. After passing through Magoebaskloof, a very scenic mountainous area, and descending to the Lowveld you will pass through tea and banana plantations en route to the Kruger National Park. We enter the park at Phalaborwa Gate and proceed to Letaba Camp viewing game along the way. A picnic lunch will be taken en route at Masorini inside the Kruger Park. After orientation and a game drive with sundowners, dinner around the campfire will bring this day to a close.

August 24th.

After early morning coffee and rusks, a walking trail in the African bush with Kruger Park Rangers is next on the agenda. The spoor (tracks) of animals will be discussed, animals will be sighted, the Ranger will be very knowledgeable and have information about the flora and fauna. On return to the Camp brunch will be ready for you after which you may rest and relax in the camp. An afternoon game drive along the banks of the Letaba River will provide the opportunity to view the herds of elephants that congregate near water during the dry winter season. A night game drive and private bush braai deep in the African bush around a camp fire will end a memorable day.

The Rangers are extremely experienced people and your safety during the whole time you are on a walking trail will be their prime concern.

August 25th.

Another early rise before departing on a walking trail or game drive followed by a champagne breakfast on the banks of the Letaba River to the sounds of hippos grunting in the nearby pools.

A good day to visit the wonderful elephant exhibition or browse in the curio shop in the camp. An evening game drive followed by a traditional South African braai will complete another exciting day.

August 26th.

After a leisurely breakfast you depart for the trip through the Kruger Park, sighting game before arriving at the exclusive Kings Camp which is situated in the famous Timbavati Game Reserve. You will be met with a welcoming drink by the friendly and attentive staff who will pamper you during your stay. Late lunch will precede an evening game drive before returning to the Lodge for a sumptuous dinner.

August 27th & 28th.

These days will be spent fulfilling the promise of the Lodge that, during your stay you will get close up views of the Big Five, Lion, Leopard, Elephant, Rhino and Buffalo so the cameras must always be ready. Game drives are taken on open Land Rovers but there will also be the opportunity to relax by the swimming pool, in the bar or on the viewing deck to watch the animals coming down to drink at the waterhole. Traditional South African meals will be served in the relaxed atmosphere of the reed boma while listening to the mysterious sounds of the African bush.

August 29th.

Reluctantly it will be time to depart for Polokwane (Pietersburg) where you will again be hosted the Pietersburg Rotarians stopping at curio shops and places of interest along the way. The farewell dinner this evening ends the Safari which will leave you with many new friends and some wonderful experiences.

August 30th.

Today you can arrange city tours or visits to other attractions plus shopping opportunities if you so wish before leaving for the airport for the flight home. Transport to Johannesburg International Airport which is 3 hours away will be arranged.

Please note that add-on tours to Cape Town, Victoria Falls or any other destination can be arranged should you wish to extend your stay.

Costs

The cost of the Safari is only US\$1950.00 per person sharing.

(single supplement US\$550)

All profits generated will be used towards the Rotary International Polio Plus Project which aims to eradicate Polio throughout the World by 2005.

This covers:-

1. All transport from arrival at Johannesburg International Airport and during the whole Safari and return to Johannesburg International Airport.
2. Entry fees to the Kruger National Park and Timbavati Game Reserve.
3. All accommodation and food at both Letaba Camp and Kings Camp.

Please note not included are:-

1. Airfares to and from Johannesburg International Airport
2. The cost of alcoholic drinks and/or telephone calls etc. at Kings Camp.
3. Any add-on tours or special visits to other attractions.
4. Tips and gratuities to Rangers and Staff.

A minimum deposit of 50% is payable on registration on a "first come first served" basis. Full payment can be paid on registering if you wish but your account must be paid in full by 21st May 2004.

Please address any further queries that you may have to:-

RTN Charles Hardy at charlois@mweb.co.za

Registration Form
for
THE ROTARY CLUB OF PIETERSBURG UNIQUE AFRICAN SAFARI

Surname..... Initials.....

First Name.....

Partners name.....

Member of the Rotary Club of.....District
(if applicable)

Postal Address.....

.....

..... Post Code.....

Telephone number.....(H).....(B)

..... (F).....(E-mail)

Any special requirements.

.....Dietary.

.....Other.

I have paid a 50% deposit of US\$.....
or (delete as appropriate)

I have paid the full amount of US\$.....

By cheque made out to Rotary Club of Pietersburg and mail to Rtn Charles Hardy, PO Box 1204, Polokwane 0700 South Africa

or by electronic transfer into the Rotary Club of Pietersburg account at the Standard Bank of South Africa, Polokwane, Main Branch.

Account number 330047027.

Sort code 2548

Account name The Rotary Club of Pietersburg.

Swift Code. 2BZA-2A-JJ

Signature.....

Please e-mail, fax or post this completed form to:-

RTN Charles Hardy. charlois@mweb.co.za

Tel 27 15 295 4154 (H) 27 15 299 8520 (W) 27 15 299 8602 (F)

**4th FRIENDSHIP CONFERENCE
& WHEELCHAIR DISTRIBUTION
UNITED STATES – MEXICO
HOTEL QUINTA LAS FLORES
CUERNAVACA, MORELOS
FEBRUARY 5 - 8, 2004
DISTRICT 4180**

THURSDAY, FEBRUARY, 5TH

12:00 – 19:00 – REGISTRATION AT QUINTA LAS FLORES HOTEL

14:30 - ROTARY SESSSION OF CLUB ROTARIO CUERNAVACA
ALL ROTARIANS ARE WELCOME TO JOIN THE CLUB FOR LUNCH. COST OF
THE LUNCH: US\$ 20

16:30 - CULTURAL EVENT: YOUNG SYMPHONIC ORCHESTRA OF CUERNAVACA

19:00 - COCKTAIL – HOTEL QUINTA LAS FLORES

FRIDAY, FEBRUARY, 6TH

07:30 BREAKFAST AT THE HOTEL

09:30 LEAVING TO TAXCO – ABOARD THE BUSES - WHEELCHAIRS DONATION -
TAXCO DOWNTOWN

12:00 WHEELCHAIRS DONATION - DOWNTOWN

14:00 LUNCH

15:30 SIGHTSEEING TAXCO DOWNTOWN

18:00 RETURN TO CUERNAVACA

SATURDAY, FEBRUARY, 7TH

08:30 - GRAND OPENING
- NATIONAL ANTHEMS
- INVOCATION: MARILU MORA
- WELCOME MEXICO: DG RAFAEL MORA CARBALLAR
- WELCOME USA: DG DON SCHILLER

09:00 **CONFERENCE OBJECTIVES :**
FRIENDSHIP, OBJECTIVE OF THIS CONFERENCE
PDG JULIO MEDINA MORALES

09:30 **IMPLANTED MATCHING GRANTS PROJECTS PRESENTATION:**

GROUP 1. – PUBLIC SERVICES: Library Furnishing, Labs Equipment, Sound
Systems, Food, Poor Relief, Community Banks, Potable Water, Low Cost Housing etc.

GROUP 2. – HEALTH AND MEDICINE: Hospital Equipment, Nursing
Houses, Dental Practice, Breast Cancer Control,. E.Rs Equipment, I.C.U. Equipment, Pediatric
Surgery, Diagnosis and Test, Rehabilitation Center Projects, Nutrition Programs and Health
Education etc.

GROUP 3. – ENVIRONMENT, AGRICULTURE AND

TRANSPORTATION: Anti-polution Programs, Conservation and Clean Water,
Recycling, Re-Forestation, Emergency Response Center, Food Banks, alternate Crops,
Handicapped Transportation, Ambulances, Fire Trucks etc.

GROUP 4. – PROJECTS FOR HIGH RISK GROUPS: Rehabilitation

Workshops for Alcoholics, drug Adicts, Children Living in the Streets, Juvenile Orientation, Computing Centers for the Handicapped etc.

AND OTHERS.

- 11:30** - **ABOARD BUSES TO THE WHEELCHAIRS DONATION EVENT - CUERNAVACA DOWNTOWN**
- 12:30** - **WHEELCHAIRS DONATION EVENT - CUERNAVACA DOWNTOWN**
- 14:00** - **LUNCH AT PLACE TO BE ANNOUNCED**
- 16:30** - **RETURN TO THE HOTEL**
- 17:00** - **ELECTION FOR THE HOST CITY FOR THE 6TH FRIENDSHIP CONFERENCE USA-MEXICO | - COMMITTEE LEADERS ON CHARGE: EDG 2004/2005**
- 17:45** - **CLOSING CEREMONY - RECOGNITION DELIVERY**
- 20:00** **MEXICAN FIESTA AT THE HOTEL**

SUNDAY, FEBRUARY, 8TH

- 09:00** **ECUMENICAL SERVICE AT THE HOTEL**
- 10:00** **BREAKFAST – FRIENDSHIP BREAKFAST**
- 12:00** **VISITORS HAVE THE OPTION TO STAY MORE DAYS IN CUERNAVACA FOR SIGHTSEEING, PREPARE FOR THE TRIP BACK OR REST**
- **OPTION: VISITORS CAN ABOARD A BUS TO ACAPULCO AND LEAVE MEXICO FROM ACAPULCO INTERNATIONAL AIRPORT.**
 - **IF YOU NEED HELP TO MAKE RESERVATIONS, PLEASE, CONTACT US.**

THANKS FOR YOUR COMING.

WE WILL SEE YOU SOON,

AT 4TH FRIENDSHIP CONFERENCE USA – MEXICO

COSTS: US \$ 200.00

Includes: ALL MATERIALS, TRANSPORTATION TO THE EVENTS, ONE COCKTAIL, TWO LUNCHES, TWO DINNERS ROUNDTRIP TRANSPORTATION FROM MEXICO CITY AIRPORT TO CUERNAVACA

Option: CUERNAVACA TO ACAPULCO – IF YOU LEAVE MEXICO BY ACAPULCO AIRPORT - INCLUDED) US\$ 80 MORE TAXES/NIGHT WITH BREAKFAST AT HOTEL QUINTA LAS FLORES PRICES IN ACAPULCO HOTELS ARE AROUND US\$ 70/NIGHT PLEASE, SEE WITH YOUR TRAVEL AGENCY ABOUT PLANE TICKETS – ARRIVALS AND DEPARTURES.

***** ATTENTION: CHANGES IN THE PROGRAM MAY OCCUR**

We want to hear from our clubs Rotarians...

Is there something going in your club that you would like to share with your fellow clubs in District 5340? To get your news into the district newsletter and/or onto the district web site: Send your text items (150 words or less) to **Julie Walker** at julie@wc-ms.com Be sure to include Rotary in the email subject line!

Send photos (jpg only) to **Bob England** at englandb@cox.net

To post items on the web site calendar: go to rotary5340.org and click on the calendar. At the bottom of that page, there is a line regarding submitting items. Click on **Dale Bailey's** name.

Bob England, Editor