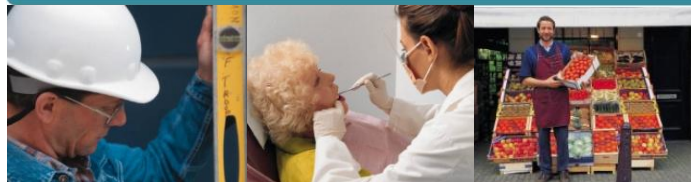


Rotary International in Cumbria and Lancashire



WE'RE FOR COMMUNITIES



ARE YOU?

Issue 3 - 2013/14
September 2013



Hello and welcome to my latest newsletter. I've been fascinated by the fact that several Clubs have bespoke chairs, just one of the many aspects of my visits that are making them all so special and individual.

The Charter season is almost upon us, so the crafting of speeches will now be even more important. I'm giving no clues to those of you who have sweepstakes on the length of the speeches, but I am more than happy to take account of the theme of each individual evening. Do give me as much notice as you can so that I can help contribute to the success of your birthday events.

October is Vocational Month

As an organisation that prides itself on ensuring we have representatives from all the business and professions in our communities we are uniquely positioned to make use of the skills and experience we have for the benefit of our local and international communities.

We are an organisation that is well respected in our communities. Part of that respect is developed because of our Four-Way Test the, non-partisan and non-sectarian, ethical guide for Rotarians to use in their personal and professional relationships.

Of the things we think, say or do

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

So how can we make the most of this aspect of our Rotary life on a day to day basis? Here are a few suggestions:

- Draw up a skills database of your club members and then invite them to share it with others through their "My Rotary" profile on the new RI Web Site.

- Find out what your local community, Schools or local Councils would like from us.
- Look at ways in which you can promote Rotary's ethical stance in your community.
- Hold discussions in schools on the Four Way Test and ask 'can it always be adhered to?'
- Invite local businesses to your club meeting to take part in a discussion on Rotary's ethical stance and the 4 Way Test.

An interesting insight into the development and use of the test can be found at <http://thefourwaytest.com/about-2/>

Leadership Seminar 1st October 2013



Our skills, knowledge and life experiences can also be used for the benefit of our Clubs and District. The Leadership Seminar being held on the 1st October at the Crooklands Hotel, Nr M6 36, is a great way of finding out what this might mean for you, your Club and our District teams.



We have former RIBI President and RI Director Gordon McNally joining us for the evening. Gordon is Chairman of this year's Rotary Institute in the UK and brings a great breadth of experience to share and inspire us with.

If you have ever felt that you would like to get more involved in the stewardship of this great organisation of ours please book your place soon. You can find out more on the District web site by clicking [here](#) or going to the following web page;

rotary1190.org/Leadership & Development/L&D Events

District Conference March 2014



Bookings are coming in really well for next year's District Conference in Newcastle, 7th to 9th March 2014. Please remember that as well as booking your accommodation you need to complete a registration form and send it with a deposit of £50 per person to Brian Pollitt at Fleetwood. You can find the form [here](#) or going to the following web page;

rotary1190.org/District_Conferences/Booking_Page_2014

As you will know the theme of the Conference is "Sustainable Communities" and the programme is developing well. Speakers already confirmed are listed on the District web site but will include Rotakids from Hayton School, near Brampton, Jo Berry from Building Bridges for Peace and Eric Knowles from the Antiques Roadshow.



Arrangements are being made to have over 30 stands in the Showcase. In addition we have been working with colleagues in District 1030 to have a showcase of Rotary related activity in Newcastle City centre on the Saturday. Rotary will well and truly be in town.

On the Saturday evening we will be entertained by the Swing Commanders. Many of you are well acquainted with this lively band of musicians who are increasingly in demand all around the country. Their web site boasts that "If it swings, they can, and will play it!"

More details of the weekend will be provided as the programme is firmed up in the next few months.

Health Mela at Leyland



Wendy & I attended the second Leyland Rotary Health Mela on the 14th September and were extremely impressed with the scale of the event and the effort the organisers had put in to make it a success.

A Health Mela is a resource for the continual improvement in health awareness and sustainability of our local communities. It provides an opportunity to strengthen partnerships and alliances with community professionals, and allows for more integration of a

positive approach towards health education, and an improved understanding of services offered by the health service.

The National Forum for Health and Wellbeing, based at the Gujarat Hindu Society in Preston, say that Melas' "generate a positive climate that influences how the community forms relationships, makes decisions and develops its values and attitudes. Healthy, well-educated people can help to reduce inequalities in society, thus contributing to the health and wealth of the population at large. It also allows the community to get active in improving the quality of life style."

You can find out more about Health Melas by clicking [here](#) or using the link below

<http://www.nfhw.org.uk>



As we all know one of the key areas of focus for Rotary is the health and well being of communities locally and internationally and we should embrace this approach to helping some of the more "hard to reach groups" in our communities get the support they need.

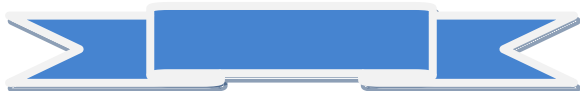
I am looking forward to attending the next event on the Fylde Coast on the 5th October and would encourage Rotarians in the area to volunteer some of their time on the day. It's a really good way of using our skills and expertise for the benefit of others in Vocational Service month. Please let the organisers at Blackpool Palatine Rotary Club know what support you can give.

A further event is to be held in Preston next May but as part of our district wide defibrillator appeal I want to encourage Clubs to set up more of these Melas or Health Fairs in the rest of the District. If you would like to find out how and why please let me know and I can put you in touch with the appropriate person to help you.

DG's Community Appeal - what next?

The immediate need is for Clubs to start to identify where the defibrillator units are in their local communities. A form was issued to Clubs at District Council for recording these and Catherine Doyle & I look forward to receiving the results from you.

We are also investigating the potential to fund some of the defibrillators and complementary activity with the help of a Foundation Global Grant. Once your Club has decided if it would like to help with the appeal please let me know and indicate the probable amount of funding. This will help us prepare the Global grant application. More information is available on the DG's Web pages



Welcome to new Members

- Burnley Pendleside – James Haycock
- Cockermouth – John Grainger
- Fleetwood – Malcolm Lewis
- Grange over Sands – Nigel McCulloch
- Great Harwood & Rishton – Andrew Beaghan
- Kendal – Margaret Belk
- Preston – Lynn Andriotis
- Preston Guild – Dorrett Conway
- Preston Guild – Philip Aindow
- Kirkhan & Rural Fylde – Peter Fairclough
- Windermere – Ian Corrie

and transfers

- Great Harwood & Rishton – Patrick McGinley
- Leyland –Annette Ramsden
- Leyland – Ronnie Coutinho
- Padiham – Dave Alexander

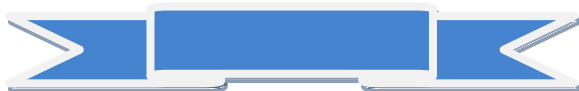
and welcome back

- Blackpool Palatine – Brian Beesley

Congratulations to

PDG Alan Dodds, Rotary Club of Windermere, and Barbara on their recent wedding.

Please do let myself and District Secretary, Gil Riley know of your new members so that I might write to them welcoming them into Rotary.



Bassenthwaite Rotary Club took an innovative approach to PR over the August Bank Holiday providing visitors to the top of Latrigg near Keswick with refreshments and a chat.

It also meant that Wendy & I got some much needed exercise on a beautiful sunny day during this busy year full of extra lunches and dinners.

The Changing Image of Rotary

At the District Council Meeting on the 12th September members were introduced to some of the changes being made to the Rotary brand image.

Further information will be made available to Clubs in due course but the modernisation process is now underway and you will start to see changes in the way in which Rotary International (RI) and RIBI material looks.

Those of you that have taken an interest in the various Rotary web sites will have already started to see changes in the look and usefulness of the RI site. Please let us have feedback on the new site.

In particular our brand signature, the image that says we are a part of Rotary International, used on email signatures, letter heads and business cards has changed. I include it here as I am aware that there are some concerns about the use of Rotary Gold on a white background.



You don't need to make wholesale changes to your administrative and PR materials just yet. I would suggest we wait and see what the guidance from the RIBI team says about the use of the various logos etc.

In the meantime the new Visual Guidance is available on the RI "My Rotary" Web Site at

<https://www.rotary.org/myrotary/en/visual-and-voice-guidelines>



Facebook

District Web

DG Blog

Twitter

Thank you for all you continue to do for Rotary

Kevin

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www.randomrotarythoughts.blogspot.com

