

THE UNLEY ROTARIAN

Meeting 3639 – 25 November 2008

unley.rotaryclub.org.au

2008 - 2009

Rotary Club of Unley Inc.

DISTRICT 9520
CHARTERED 17TH APRIL 1935



PRESIDENT: Jerry Casburn: 8295 8227 or 0407 646 396
SECRETARY: Anne Wehr: 8357 0486
ADDRESS: PO Box 18, Unley SA 5061
EMAIL: unley.secretary@rotaryclub.org.au
MEETINGS: The Club meets every Tuesday at The Old Orphanage Function Centre
Corner Goodwood Road & Mitchell Street, Millswood at 6.30pm.
Fellowship at 6.00pm

Our Last Meeting

Meeting No.	3639
Date	25 November 2008
Venue	The Old Orphanage
Guest Speaker	Graeme Smith: "Business Opportunities for Boomers and Beyond"
Sergeant-at-Arms	Bob Mullins
Chairperson	Geoff Hill
Guests & Visiting Rotarians	Genese Mullins, Wendy Gaborit (RC Mobilong, Public Housing Administration), Hon Member Ken Daly
Returning Rotarians	None
Apologies	Ron Schubert, Joan Reed, Natalie Bowen, David Middleton
Make-ups	None
Sick List	Ron Schubert
Attendance	72%
Birthdays & Anniversaries	Anniversary: David Payne 27/11 Birthday: Norm Wallace 27/11 Induction: Jim Newall 30/11
Departing Rotarians	None

Change of Venue for Next Week's Meeting on 2nd Dec.

The Rotary Club of Unley's next meeting on 2 December will be held at the usual time in the "Tiffins on the Park" restaurant at the Quality Inn on the corner of George Street and Greenhill Road (176 Greenhill Road, Parkside). Parking is available in the motel car park (enter from Greenhill Road or Anglo Road) and, if full, in surrounding streets (see President's Announcements).



President Jerry's Announcements

1. I would like to thank all those in the club who came to Joan and Ron's ex-motel on Sunday to help clear the rooms. Joan has sent her own thankyou but I would like to add my gratitude. It is great to see what friends can do when the need arises.
2. The AGM has been deferred to 13 January 2009 and nominations for vacant Board positions are hereby called (see Jerry's Jottings).
3. Today Bob Mullins, Chandra and I went in search of a new meeting venue for the Club. We think we may have found just the spot.

The Quality Inn at the corner of George Street and Greenhill Road (176 Greenhill Road, Parkside) has a part of the restaurant facing the parklands that can be closed off and they are prepared to let us have this on Tuesday evenings.

Seating accommodates approx 45 with a screen and data projector provided if needed; for larger meetings they would be prepared to turn over the whole restaurant area (seats 80 plus). There is also a separate bar area.

Coffee and drinks can be served after the meeting at their normal prices; you can enjoy fellowship until late.

Tiffins on the Park have agreed to provide a two-course meal of entrée and main (choice of fish or meat) or main and dessert, plus coffee, for \$20, so our dinner cost of \$21 and \$3 for non-diners remains unchanged.

For those who have allergies, etc, they are also prepared to try to meet any needs.

There is parking in the motel and, if full, the streets at the back of the motel are also available. Entry to the car park is from Greenhill Road or Anglo Road, alongside the motel.

While we will still have the option of some members attending and not taking a meal and they are willing to accommodate this. They are, however, a business and it would be great to keep the number of non-diners to a minimum. If you have any questions call Pres. Jerry or contact Naomi at the motel on 8291 7254 or email functions@tiffinsonthepark.com.au.

The menu for Tuesday night is:

Main: Pan Seared Sirloin Strips with asparagus and baby spinach with Hollandaise Sauce

Dessert: White Chocolate and Strawberry Pavlova

Freshly Brewed Tea and Coffee to Finish

Drinks: Purchase drinks from the bar with house wine at a reduced price of \$5.00 a glass and \$22.00 a bottle.

Spots

Lindsay England asked members who believe they have paid their subs for whole year to provide him with details of their payment. He also appealed to those members who have not paid their subs to please do so. Lindsay reported that unfortunately it is difficult to produce copy invoices at present and reminded members that the subs components are: Half-year Subscription \$100, Bulletin Postage \$15, Wine Raffle \$36 and TRF Centurion contribution \$50. New members are excused from subs until their first full half-year of membership.

Reno Elms updated members on the preparations for the Carols at the Rotunda on 14th December. The Carols banner is now on display over Unley Road at the Greenhill Road intersection. The event has been promoted on the radio already and next week the Messenger Press is running an article about the Carols, hopefully with a photo of Pres. Jerry, Reno, members of the band and some of the angels who will be appearing on the evening. Mavis Martin will visit all Unley Road shops to ask shopkeepers to display Carols brochures in their windows, but we also need helpers to do the same in Goodwood, King William and Fullarton Roads and Duthy Street. Hopefully the printing will arrive tomorrow, so please let Mavis know if you can help. Sheila is organising the distribution of the Colouring Competition entry forms to local primary schools next week. Mark Zada needs some help with catering arrangements with picking up the barbeque, purchasing drinks, etc. Reno also asked for help to collect bales of hay to use to make a safety corral (mash pit?) for children in front of the stage; Mavis volunteered Richard's services. Now we only have to pray hard for perfect weather.

Sheila Evans found a buyer for the one remaining ticket to the OSSAA fundraiser film night to see "Australia" at the Chelsea Cinema.

RYPEN & RYLA Report - Wendy Gaborit

Wendy Gaborit, Past President of the Rotary Club of Mobilong and District Chair of the RYLA and RYPEN Committee, provided an update on happenings with the RYLA and RYPEN programs. RYPEN, Rotary Youth Program of Enrichment is about to undergo an acronym change as it is unique to Australia and possibly New Zealand and is not an authorised program of Rotary International program, so it's name has to change and henceforth, in accordance with RI protocol it will be known as Rotary District 9520 Youth Program of Enrichment until a new acronym can be created, so please help by coming up with something!

RYPEN has been in operation for a considerable number of years and Wendy has found that the program has a positive impact on the participants, enabling them to take away various learnings that help to prepare them for their final years of schooling and to set goals for the remainder of their lives. It is a weekend camp that for the last few years has been held at the Woodside Scout Camp at Piccadilly. After some getting-to-know-you exercises the youngsters participate in a range of workshops around communication, leadership, team building, goal setting, challenging their own personal goals and precepts, and getting to face some physical challenges as part of a team, such as "Challenge Hill". The weekend is largely led by Directors who are selected graduates of the RYLA program. The Directors plan and conduct the various activities in conjunction with volunteer instructors and supported by Host Parents, who this year will be Janet and Rohan Singh from the RC of Unley. The Host Parents have an important role in helping participants with any cultural, religious or emotional issues during the camp.

Unley will be contributing \$1,000 to this year's program and will also be cooking the barbeque dinner for the RYPENians; all members of the Club are encouraged to attend the barbeque and represent Rotary to the participants. Rotary clubs can sponsor a "RD9520PEN" participant for \$175 each.

RYLA is a week-long activity aimed at young people 18-25 years of age which is more intensive, again with a range of presenters and challenges. The program covers the areas of public speaking, communication, team building, problem solving, leadership development skills, goal setting, etc. Lectures are held in the morning and in the afternoon sessions are held with the Directors to reinforce the learning outcomes. A graduation dinner is held at the end of the program. Next year's program runs from Sat 18th to Fri 24th April. Rotary clubs can sponsor a RYLA awardee for \$450 each.



Wendy Gaborit, Chair of the District 9520 RYLA and RYPEN Committee

Sergeant's Session

Brevet Sergeant Bob Mullins pleaded with members to laugh at his jokes this week as this would be his last appearance as November's Sergeant-At-Arms. Rex Martin won the wine and Mark Zada won the Lucky Square.

Jerry's Jottings



Annual General Meeting: First an apology; having stuffed up the AGM a bit, we will now have the AGM on Tuesday 13th January as part of our normal meeting and I would like to formally call for nominations for positions and will send a separate email message with a copy of the nomination form. Please feel free to nominate yourself or others for open positions, in the latter case please make sure you have the acceptance signature of the nominee.

Before covering the open positions I have spoken to **Ken Haines** this week and the pressure in his job is increasing with a frequent need to be out of town. He has asked if the club would accept his standing down from the role of Vice President and therefore President Elect next year. Traditionally the club has elected Board positions for two years, this would mean that along with the Vice President/President Elect position we would be seeking nominations for Secretary and two Directors as **Anne Wehr**, **Mavis Martin** and **Martin Cooper** have completed two years of Board Service. The current incumbents can renominate for positions.

We will try our potential new venue next week and I look forward to seeing as many as possible there. With no AGM, if he is still alive, Geoff Howland will be accompanying Rose (he nominated her without telling her) who will speak on their recent project in the Philippines. It should be a great night.

Yours in Rotary,

Jerry

Carols at the Rotunda Working Bee - Help Needed!!

A **Working Bee** will be held on Tuesday 9th December at The Old Orphanage between 5pm and 6pm, and 8.30pm and 9.30pm to pack lolly bags for the children and to insert Rotary brochures into the Carols programs. Any and all Unley Rotarians are asked to help during either or both times.

Guest Speaker: Graeme Smith

"Business Opportunities for Boomers and Beyond"

PP Geoff Hill introduced our guest speaker Graeme Smith to speak on "Business Opportunities for Boomers and Beyond". Graeme previously spoke to our Club in July last year on the topic of "Housing Australia's Seniors".

Since 1993 Graeme has increasingly targeted the consumer activity of mature age Australians to hone his expertise in marketing strategy and tactics, plan development and positioning, niche marketing, sales effectiveness and talent retention. After a corporate career, including 10 years with the Ford Motor Company and eight years in national sales and marketing roles, Graeme spent 15 years owning and operating franchise automotive dealerships, and since 1993 has been Managing Principal of Kaizen Consulting Group, including SeniorCoach.biz which assists Australian organisations to market to consumers aged 50+.

In concert with his role within SeniorCoach.biz, Graeme is an advocate for "helping Australia's Seniors stay put in their own homes forever". See Graeme's website for more details.

Graeme defined 'Boomers and Beyond' as people aged 44+ who today are numerically 25% of Australia's population yet control 50% of the total consumer buying power and own 75% of the country's financial assets, largely caused by an extended period of rising house prices and unprecedented



PP Geoff Hill presenting a RC of Unley pen to Guest Speaker Graeme Smith

levels of potential and actual inheritance. In their pivotal role as the financial, social and emotional epicentre of Australian families, boomers are the numerically largest age cohort in history and the most affluent, diverse and misunderstood of market segments. Their numbers are outweighed only by their spending power and their impact on culture and society.

As Australian companies leave behind their decades of youth obsessed marketing and employment recruitment strategy they typically approach the seniors market as one homogenous group with attempted segmentation limited to age as their chosen indicator of consumer behaviour. However, Graeme also segments that market by family commitments, financial position, health and mobility, lifestyle and work status.

He offered a word of warning to companies wanting to tackle the boomer generation as it was they who created consumer protection legislation and foot-in-the-door investigative journalism. Boomers are savvy to how marketing works and how to retaliate against a dubious advertising offer or promotional claim.

Graeme went on to outline the ten most dangerous myths of marketing to Australia's aging population and if any of this thinking persists in a business then alarm bells should be ringing very loudly.

The 10 Myths

1. Our company's product, brand or service doesn't specifically target the mature age market; therefore our business is not affected by Australia's aging population.

2. The senior market is a relatively homogenous group, but if it needs further segmentation, age is the obvious choice as an indicator of consumer behaviour.
3. It is statistically true that the median age of Australia's population is increasing but happening so slowly that it won't be an issue in the short term.
4. The Baby Boomers are so keen to spend their kids' inheritance that the marketing exercise to attract them is relatively straightforward.
5. While the marketing message and media selections may need to be modified for Baby Boomers, the physical product and packaging is equally appropriate for all age groups.
6. Older are not interested in technology and have no relevance in the current discussion of internet-based social networking activities.
7. There are no unique senior considerations when designing a website for the 50+ market.
8. Australia's seniors are keen to retire as soon as their financial position allows it.
9. A company's inability to attract and retain mature age employees is solely HR's problem; it doesn't impact our marketing and sales performance.
10. In marketing to older Australians, what we call them is unimportant; boomers, seniors, retirees, mature age, golden oldies, elderly citizens, the message far outweighs the nomenclature.

Graeme proceeded to comprehensively debunk each of these myths and explain the attitude businesses should be taking to the Boomers and Beyond. He then responded to several questions from the floor.

Chairman Geoff Hill thanked Graeme for his thought provoking talk and presented him with an Unley Rotary pen.

TOC H SOUTH AUSTRALIA INC.

Has much pleasure in inviting the members of the

Rotary Club of Unley

to our

Annual Guest Night

and

World Chain of Light Ceremony

to be held at

St Andrews Anglican Church

Church Street, Walkerville

on **Friday, 12th December 2008 at 7.30pm**

Guest Speaker: Mr Jock Stratton, SA President RSL

RSVP to Mary by 1st September, 2008

Phone: 8443 8076 Email: office@tochsa.org



Diary Dates

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|------------|---|
| Sun 14 Dec | Carols at the Rotunda |
| Tue 16 Dec | Christmas Dinner at Mt Osmond Golf Club |
| Wed 24 Dec | Joint Breakfast Meeting with Hyde Park and Eastwood Clubs at the Sturt Club; 7 for 7.30am |

Our Upcoming Meetings

Date	Venue	Time	Occasion	Venue Set-up/ Plaque Board	Sergeant	Attendance Desk
02/12/08	Tiffins on the Park, Parkside	6 for 6.30pm	Rose Howland: "Philippines Project"	Heather Kilsby	Bob Laws	Neesha Nandasena & Joan Reed
09/12/08	Old Orphanage	6 for 6.30pm	Darren Lehman: "Life After Cricket"	Alex Jonson	Bob Laws	John Peacham & Joan Reed
16/12/08	Mount Osmond Golf Club	7 for 7.30pm	Christmas Dinner Meeting Partners Event	Geoff Howland	Bob Laws	John Russell & Ron Schubert
Wed 24/12/08	Sturt Club Oxford Tce	7 for 7.30am	Joint Christmas Breakfast with Hyde Park & Eastwood	Geoff Hill	Bob Laws	Janet Singh & Chandra Sluggett
06/01/09	Old Orphanage	6 for 6.30pm	Steve Larkin: "The First Stolen Generation"	Mark Zada	Bob Laws	Glenys Ferguson & Ken Haines
13/01/09	Old Orphanage	6 for 6.30pm	Annual General Meeting ; plus Tony Wright: "The Man From Snowy River"	Anne Zada	Bob Laws	Geoff Hill & Geoff Howland

Apologies To: Anne Wehr on 8357 0486.

Rotarians, who are unable to attend as rostered, please arrange a swap or contact:

Sergeant-At-Arms: Bob Laws: 8223 6403; (M) 0438 865 305; e-mail: unley.sergeant@rotaryclub.org.au

Venue Set-up or Plaque Board: Bob Laws: 8223 6403; (M) 0438 865 305; e-mail: unley.sergeant@rotaryclub.org.au

Attendance Desk: Glenys Ferguson (H) 8379 8821

Members are urged to diarise when they are required to serve and then they will be unlikely to overlook their rostered service duty. For those members rostered on Venue Set-up and Plaque Board, the relevant paraphernalia can be found in the servery area of the Function Centre. Please remember to gather up all items at the end of the meeting and return them to the top of the cupboard.

Saturday Thrift Shop Roster: November 2008 - January 2009

Week No.	Dates This Month	Early Shift: 9am to 11.30 am	Late Shift: 11am to 1.30pm
5	29/11/08	Reno Elms & Bob Mullins	Neesha Nandasena & Ken Haines
1	06/12/08	Lindsay England & Rohan Singh	Mavis Martin & Stephen Westgarth
2	14/12/08	Stephen Baker, Greg McLeod & Kevin Rogers	Ken Haines & David Middleton
3	21/12/08	Glenys Ferguson & Anne Wehr	Joan Reed, Ron Schubert
1	10/01/09	Lindsay England & Rohan Singh	Mavis Martin & Stephen Westgarth
2	17/01/09	Stephen Baker, Greg McLeod & Kevin Rogers	Ken Haines & David Middleton
3	24/01/09	Glenys Ferguson & Anne Wehr	Joan Reed, Ron Schubert
4	31/01/09	Sheila Evans, Chandra Sluggett & Kevin Rogers	Martin Cooper & John Peacham
5	NA	Reno Elms & Bob Mullins	Natalie Bowen & Ken Haines

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Rotary Christmas Cakes & Puddings Now on Sale

It's that time of the year again when we look at ways to reduce our Christmas dinner workload and for gifts to give loved ones. Perhaps a Rotary Christmas Cake or Pudding shall suffice! Cakes and puddings cost only \$15.50 each and our Club makes a small profit on all sales.

To place an order, contact Janet Singh 8462 1054 (business) or email to singh.janet@sharedservices.sa.gov.au. Christmas Cakes and puddings will also be on sale at the Thrift Shop.



If Cats Could Speak ...



Rotary News

Advocacy paying off in India's polio fight Rotary World – October 2008

If strong gains continue against polio in Uttar Pradesh, the northern Indian state may not have to bear the stigma of being the poliovirus capital of the world much longer. In 2007, India's most populous state not only accounted for almost 40 percent of the country's 864 polio cases but also more than a quarter of all cases worldwide.

Eighty percent of Uttar Pradesh's 339 cases that year occurred in the Muslim community. But a Rotary-led initiative helped drop that rate to 16 percent of 48 cases during the first four and a half months of 2008.

Overseeing Uttar Pradesh's effort to end the disease is the Ulema Committee for Polio Eradication, established by Rotary International in 2007. (Ulemas are leading Muslim experts in Islamic law.) The group has distributed a booklet published by the India PolioPlus Committee to Muslim clerics and school representatives that links polio immunization to the duties of parents as explained in the Quran.

Ulema Committee members have also visited districts in Uttar Pradesh with large numbers of polio cases to convince parents that the vaccine is safe and consistent with Islam.

"When we went to the slums, Rotary went with us. Rotary tried to understand the background of the resistance," says Nita Chowdhury, principle health secretary of Uttar Pradesh, explaining that Rotarians worked with other nongovernmental organizations to create an advocacy plan for the area. "Rotary is able to do this work because of the conviction people feel flowing from their actions."

Around the Rotary World Rotary World – October 2008

Sewing machines to Nicaragua: A cooperative of seamstresses in the mountain village of San Juan del Rio Coco received six sewing machines and fabric from the Rotary Club of Rancho Bernardo Sunrise (San Diego), California, USA, in 2007. The co-op has used the pedal-operated machines to provide free sewing lessons to over 40 women, who have used their skills to produce and sell clothing. Casa Materna, a village shelter for expectant mothers, is using one machine to teach women to sew cloth diapers and blankets. Rotarian Nasrin Barbee led the San Diego club's effort to raise US\$2,500 for the sewing machines and other supplies for Casa Materna.

Mobility in Italy: The Rotary Club of Chiavari-Tigullio in February presented a wheelchair-accessible van to the Centro Benedetto Acquarone, a Roman Catholic health and assistance center serving 100 people. Provided with funds from the club, District 1780 (France), and The Rotary Foundation, the US\$47,000 van transports seven passengers, including two in wheelchairs. Within the last 10 years, the club has also helped fund two other accessible vehicles for nonprofit organizations.

Libraries across Turkey: Forty villages have received more than 30,000 books as a result of Turkish Rotarians' efforts to set up libraries across the country. The Rotary Club of Bursa-Tophane, with support from District 2440 and several other Rotary clubs, has delivered books and cabinets worth US\$60,000 to areas previously lacking libraries. Rotarians collected books from households and government facilities and enlisted other organizations to work toward establishing 150 libraries by the end of 2008. The club also sent 400 Turkish books and CDs to the Rotary Club of Ramos Mejia Sur, Buenos Aires, Argentina, for its multilingual library project.



Jokes of the Week

How to get the kids home for Christmas

An elderly man in Perth calls his son in Sydney and says, 'I hate to ruin your Christmas, but I have to tell you that your mother and I are getting divorced; 35 years of misery is enough.'

'Dad, what are you talking about?' the son screams.

'We can't stand the sight of each other any longer,' the old man says. 'We're sick of each other, and I'm sick of talking about this, so you call your sister in England and tell her,' and he hangs up.

In a panic, the son calls his sister, who explodes on the phone. 'Like heck they're getting divorced,' she shouts, 'I'll take care of this.'

She calls her dad immediately, and screams at the old man, 'You are NOT getting divorced! Don't do a single thing until I get there. I'm calling my brother back, and we'll both be there on Friday. Until then, don't do a thing, DO YOU HEAR ME?' and hangs up.

The old man hangs up and turns to his wife.

'Okay,' he says, 'they're coming for Christmas and paying their own airfares.'

One Liners

Two blondes walked into a building.....you'd think at least one of them would have seen it.

Phone answering machine message - '...If you want marijuana, press the hash key...'

A guy walks into the psychiatrist wearing only Glad Wrap for shorts. The shrink says, 'Well, I can clearly see you're nuts.'

I went to buy some camouflage trousers the other day but I couldn't find any.

I went to the butchers the other day and I bet him 50 dollars that he couldn't reach the meat off the top shelf. He said, 'No, the steaks are too high.'

My friend drowned in a bowl of muesli. A strong currant pulled him in.

A man came round in hospital after a serious accident. He shouted, 'Doctor, doctor, I can't feel my legs!' The doctor replied, 'I know you can't, I've cut your arms off'.

I went to a seafood disco last week...and pulled a muscle.

Two Eskimos sitting in a kayak were chilly. They lit a fire in the craft, it sank, proving once and for all that you can't have your kayak and heat it too.

Remember our Rotary theme for the year:
Make Dreams Real