

PLANNING FOR THE INSTALLATION

Last week's meeting was on the installation of the new board of directors for the year 2011-2012. For those of you still in the dark, the installation is on the 2nd of July 2011 at the Imperial Hotel in Subang Jaya.

The theme for the night is "The British Empire" so come suitably dressed. Let's all pitch in and make Tina's installation a memorable one.

It was good to see our former past president, Roland Low, at the meeting bringing with him a pleasant surprise - his daughter's, Candice, wedding cards.

As the days are drawing closer to the end of June I seem to have a writers' block - I cant think of things to write. For all the trepidation, I did enjoy my year as President. It's a big thank you to all the members of RCKJ.



Have a good week ahead.

**Shanti Yanasakaran
President**

TODAY'S PROGRAMME

SOCIAL MEDIA TIPS FOR CLUBS

Facebook
Rtn Kong Hin Yew



Rotarians continue to find creative ways to use social networking to strengthen their clubs. Rotary clubs have used Twitter, Facebook, and other social media to promote events, find Rotary Youth Exchange participants, or connect with high school students who want to form Interact clubs.

CLUB DIARY

- 15 May District International Youth Exchange Seminar
D'Villa Residence

Vocational & SNG Committee Meetings

Deadline for Membership Development & Extension Awards
- 17 May Wesak Day
- 19 May Weekly Meeting
Road Safety

Community & FOC Committee Meetings
- 22 May RI Convention, New Orleans (until 25 May)
- 26 May Weekly Meeting
Marine Mammal Research & Conservation in Peninsular Malaysia
Louisa Ponnampalam

There's even a Rotary Fellowship aimed at building friendships and support service through safe and effective social networking. Recognized by the RI Board in June, The Rotarians on Social Networks Fellowship has grown from an initial 488 members to almost 970 in 79 countries.

If you're daunted by social media, start with these tips developed by a panel of Rotarians during RI's social media webinars:

1. View websites and social media as part of your public relations and marketing budget. Your online presence should not be an isolated expense or something for the "techie" person of the club to work on alone. It should have the club's support.
2. Go online before you start your own social media page, and see what other clubs and organizations are doing. Note what you like and what you think would work well for communicating to the community.
3. Develop a communications plan. This includes identifying an intended audience, goals, and a message.
4. Update your page regularly with photos, videos, and text. Plan to update your Facebook page at least once a week.
5. Designate moderators. Check all social media sites for spam or other inappropriate comments nearly every day. Distribute the moderation duties among several people.
6. Look professional. Social media pages are a reflection of your club. Check your spelling, and use the Rotary emblem correctly.

BIRTHDAYS & ANNIVERSARIES

Birthdays
None

Anniversaries
15 May Tina & Gideon

BOARD OF DIRECTORS 2010-11

President
Shanti Yanasakaran

Vice-President
Khoo Swee Keng

Immediate Past President
-

President Elect
Tina Yeung

Honorary Secretary
Peggy Lee

Honorary Treasurer
Chow Chee Ping

Club Administration Director
Leslie Yeap

Vocational Service Director
Alex Tan

Community Service Director
C S Ong

International Service Director
David Goh

Service to New Generations Director
-

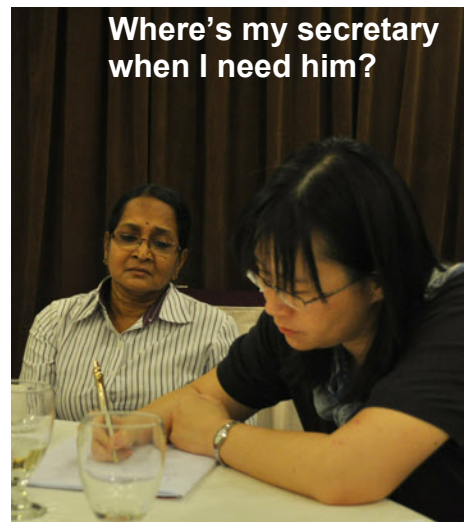


MEETING ON 5 MAY 2011

It was a very casual meeting last week. The programme for the day was a briefing by Tina on the upcoming Installation Dinner. There were only nine of us present, so it was literally just a round table meeting with none of the usual formalities.

Various matters relating to the installation were discussed and duties delegated. Among other things, we noted that we were reaching the maximum numbers possible as the hall in the hotel can only seat at most 120 people. There will be a raffle draw, with possibly a camera as a first prize. Tina is still finalising who will be the guest of honour. We were very happy to have our past president, Roland Low, join us for the fellowship. And our congratulations to him on his daughter, Candice's forthcoming nuptials.

The Rotaractors were also present, and they held their own meeting.



Club Administration

Leslie Yeap
CB Tan
Emily Chin
Michael Chong
Mutsuko Itohara
V Thillainathan
Zuby Esser

Membership

Tina Yeung
Josephine Pang

Public Relations

Tina Yeung
Edward Pon

Vocational Service

Alex Tan
CB Tan
Hari Yanasakaran
Lynn Abdullah

Community Service

CS Ong
David Goh
Emily Chin
Josephine Pang
Klaus Beurkner
Peggy Lee

V Thillainathan

KW Wong
Zuby Esser
Sharm Morthi
Sanjeev Balasingam

Free Outpatient Clinic

V Thillainathan
Chow Chee Phing
Hari Yanasakaran
Khoo Swee Keng
Peggy Lee
KB Lai

MAKE YOUR OWN "THIS CLOSE" AD

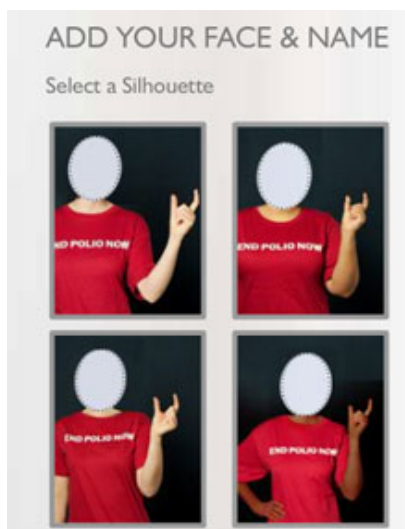
Rotarians can now show their support for polio eradication by creating their own "This Close" advertisements and joining an online gallery of supporters worldwide.

At ThisClose.net, Rotarians and the general public can select from a variety of silhouettes making the "This Close" gesture, then add their faces by uploading a photo from their computer, webcam, or Facebook. The ads will appear automatically alongside the hundreds already posted in the online gallery.

Visitors can share their personalized family through e-mail and social Facebook. They can also add ads from around the world, and see the charge to raise awareness of

Rotary's "This Close" ads were Assembly. Print ads have since run USA Today , the Chicago Tribune , Rotarians who attended the 2010 RI Montréal-Trudeau International

The ads feature a growing roster of cochair of the Bill & Melinda Gates Desmond Tutu, a Nobel Peace Prize Chan; golf legend Jack Nicklaus;



"This Close" ads with friends and networks such as Twitter and personal messages of support, view which regions are digitally leading polio eradication.

introduced at the 2010 International in several publications, including and the Wall Street Journal Asia . Convention also saw them at Airport.

public figures, including Bill Gates, Foundation; Archbishop Emeritus laureate; action movie star Jackie and conservationist Jane Goodall.

You can use the campaign in your community to increase support for Rotary's US\$200 Million Challenge, the ongoing effort to match \$355 million in challenge grants for polio eradication from the Gates Foundation. Here are some tips:

1. Create a personalized ad at ThisClose.net and share it on Facebook.
2. Download "This Close" materials from the media center or customize an existing "This Close" ad to promote your club's polio fundraising efforts. Learn more in " How to Create a 'This Close' Public Service Announcement."
3. Incorporate "This Close" materials into your plans when applying for a 2011-12 PR grant.
4. Seek donated or discounted placements from your local newspapers, outdoor advertising companies, and television and radio stations.
5. Invite a local celebrity to participate as a "This Close" ambassador. Ask the person to attend polio fundraising events in your community.

Rotary International News, 10 May 2011

International Service
David Goh
Edward Pon
James Shiono
Klaus Beurkner
Mutsuko Itoharu

Rotary Foundation
Khoo Swee Keng
Chow Chee Phing
Zuby Esser

Service to New Generations
-
Leslie Yeap
KW Wong
(Interact)
KB Lai (Interact)
Lynn Abdullah
(Rotaract)
James Shiono
(Rotaract)

Nominations
KW Wong
Khoo Swee Keng
Edward Pon
Leslie Yeap
Peggy Lee
Lynn Abdullah
Josephine Pang
V Thillainathan
David Goh

THE 4-WAY TEST Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?