



The Miner's Lamp

Bringing the Light of Service to the Community and the World Through Rotary



21 June 2011

Volume 27 Issue 6

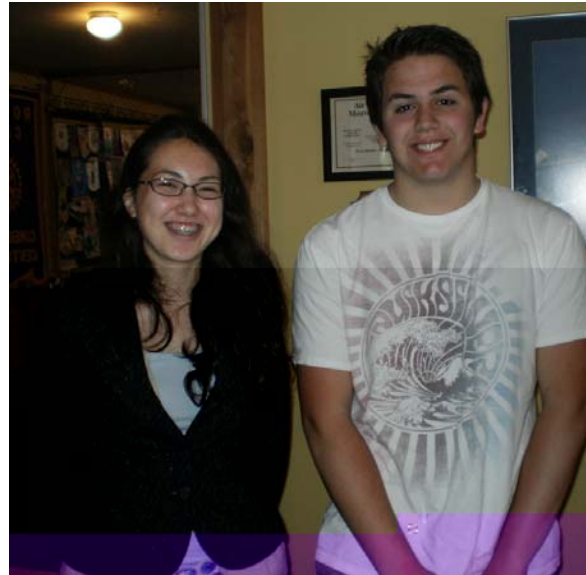
The Month of June is Rotary Fellowship Month

In This Issue

RYLEA Students	1
Announcements	2
Rotary Moment	3
Attendance	3
Birthdays & Anniversaries	3
Parting Shot	4
June Programs	4
Chuckle Corner	4

Rotarians around the world have formed fellowships, groups with specific interests in common. They meet in many ways: at conferences, at conventions, on the Internet, etc. Check them out at: rotary.org

RYLEA Students



Our guest speakers on Tuesday were Isfeld students Michelle Law and Tommy Cole. Michelle, a grade 11 student and Tommy, who is graduating this year, attended RYLEA at Pacific Lutheran University in Tacoma in March of this year. Both students thanked the club

for the opportunity to attend and explained how much they enjoyed the experience. In the four days of the conference, they listened to 13 motivational speakers, participated in several leadership development games, attended an ice cream social and a dance. Both agreed that the food at the PLU cafeteria was great. Between 200 and 300 students from British Columbia and Washington State attended RYLEA this year. Michelle will continue with her education at Isfeld, graduating in 2012 and Tommy is off to Vancouver to study filmmaking. Both have been active in the school's Interact club, which is sponsored by the Rotary Club of Comox and Tommy is planning to stay involved in the service of others through a Rotaract club in Vancouver. The future is in good hands!

Announcements

Too many people spend money they haven't earned to buy things they don't want to impress people they don't like ~Will Rogers

- Jill Cornwell is always interested in suggestions for speakers: jcornwell@shaw.ca Jill is also accepting donations of good books for our library at Cumberland Lodge.



- **From President Alan:** Ride for dad was a huge success with \$590 raised through the club for prostate cancer research. Please pay President Alan if you pledged. David S circulated a beautiful piece of jewellery destined for our Extravaganza Italiana. A letter from the Cumberland Lodge thanking us for providing the funds to purchase cognitive skills equipment for the residents.
- Linda reported on our very successful rhodo sale on Saturday, which netted \$3970. Another \$1400 will be added from pre-sale sales. All proceeds will go to Jeneece Place. Plans are to hold another sale in September, the weekend after Labour Day.
- Kim circulated a form to solicit volunteers as greeters for the coming year.
- Next week the newsletter editor will be Kim and Adri will be looking after the A/V equipment.
- **June Greeters:** Adri Pretorius and Alinda Ware.
- **Greeters' Duties:** Arrive by 6:30 AM, set up room, greet everyone as people arrive and hand out badges, help with visitors' name tags and make-up cards. Return room to original setup.

Rotary Moment

Rotary Clubs Hold Signature Events



The Rotary clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, hold a barbecue networking event every year, full of food, refreshments, and live entertainment. According to Bill Pollard, a member of the Churchland-Portsmouth club, thousands of people attend the event, with each club netting about US\$10,000 to support local projects and programs. The Rotary Club of Calcutta Uptown, West Bengal, India, is best known for helping provide eye care, computer centers for youth, and improved sanitation in rural areas of the Bengal region. Many Rotary clubs are known in their communities for one big project or event that sets them apart from other groups. Whether it's an annual dinner that raises funds for polio eradication, or a park clean-up, your club's signature project or fundraiser can help promote Rotary's public image as an action-oriented service organization. "Several small projects leave no mark, but one larger project leaves a signature," notes RI Vice President Thomas M. Thorfinnson. "A great way to promote Rotary's image is to have a significant project or a significant fundraiser that is a very public event in your community and to do that event or fundraiser consistently over the years." The Rotary Club of Kenosha West, Wisconsin, USA, holds an annual sports tournament to raise money for the club's charities. This highly anticipated event involves youth from the entire community. The club promotes the tournament prominently on its website and includes videos from previous years. The club's online membership directory, which includes photos, shows many members in their tournament uniforms. Here are a few tips on how to create a signature activity. Also check out what other Rotarians have had to say on the topic in Your Voice, Your Solution.

Identify. Decide on a public event and its purpose, such as to raise funds for The Rotary Foundation or to involve members of the community in a local service project.

Publicize. Include your Rotary club or district in the name of the event, following the RI guidelines for using the Rotary Marks. Use social media and press releases to publicize your event and the work of Rotary and build interest and excitement.

Connect. Assign club members to help answer questions about the Rotary club and its projects during the event to form connections with the general public. Distribute take-away information such as What's Rotary? as well as pamphlets or business cards linking to your club's website.

Repeat. Hold the event annually to build recognition. As awareness grows, more community members will participate and the event will become increasingly successful. You may even attract new members to your club.

Source : Rotary International News Courtesy : eFlash_Rotary

Attendance

21 Cumberland Rotarians attended our meeting on 21 June Visiting Rotarian: Michael Syer of the Rotary Club of Strathcona Sunrise. Guests: Isfeld student counsellor, Barb Clement and Michelle Law and Tommy Cole, RYLA participants and guest speakers.

Birthdays & Anniversaries in June 30 Judythe McQuillan. Anniversary: 8 Kurt and Sheila Nielsen.

Best wishes to all from our club.

Our best wishes to everyone.

Parting Shot

While at the RI Convention in New Orleans David and Kathy bought a gift for PE Deb.

21 - Gem Minro - Amarak Society

28 - Terry Smith with an update on the Liberia Project

Chuckle Corner

From 1955 - It was becoming more difficult to bring home a week's groceries for \$10!

1