The Haggis fights back.
Burns Night was a success. It was good to see Inner Wheel and Rotary working and planning together. Knights of Haverigg provided a meal so the ladies were happy without the cooking and the men were happy without the washing up! Johnnie Swales piped the Haggis in for it to be addressed by Tom McCafferty. The piping produced some feelings of emotion amongst the ladies. The Address to a Haggis is a poem written by Burns to celebrate his appreciation of the haggis. As a result Burns and Haggis have been forever linked. The words can take time to learn.
“Fair fa’ your honest sonsie face,” translates as “Fair and full is your honest, jolly face”

At the end of the evening Both Inner Wheel and Rotary had added to their Charity funds to the tune of £32.

Book Club.
Buy-ology
According to Wikipedia, Buy-ology is claimed to be a result of the author’s three year neuromarketing study on 2,081 people to identify the effect of brands, logos, commercials, advertisements and products on them. The study was funded by seven corporations, including GlaxoSmithKline, Hakuhodo, Fremantle - and Martin Lindstrom. The study evaluates the effectiveness of logos, product placement and subliminal advertising, the influence of our senses and the correlation between religion and branding.


Buy-ology: Truth and Lies About Why We Buy (2008) is a bestselling book by Martin Lindstrom, in which he analyzes what makes people buy. The author attempts to identify the factors that influence buyers' decisions in a world cluttered with messages such as advertisements, slogans, jingle and celebrity endorsements. Lindstrom, through a study of the human psyche, explains the subconscious mind and its role in deciding what the buyer will buy. Lindstrom debunks some myths about advertising and promotion. Time named Lindstrom as one of the world's 100 most influential people because of his book.

111,111,111 x 111,111,111 = 12,345,678,987, 654,321

Secretary: Chris Gibson; Eachwyck, The Green, Millom, Cumbria. LA185HZ.
Tel: 01229 773284; Email: chris.gibson@btinternet.com

Club Website: www.millomrotary.org
I was in the express lane at the store quietly fuming. Completely ignoring the sign, the woman ahead of me had slipped into the check-out line pushing a cart piled high with groceries. Imagine my delight when the cashier beckoned the woman to come forward looked into the cart and asked sweetly, "So which six items would you like to buy?"

Wouldn't it be great if that happened more often?

Walking for Health.
This need not be boring! The picture shows a river walk along the River Gelt near Warwick Bridge which is on the Carlisle to Hexham road. Only 3 miles long it is very picturesque with plenty of plant and animal life to see. Treat a walk as a detection experience with binoculars for the forensic work.

The fungus in the picture alongside is Scarlet Elf Cup. This is widely distributed in the Northern hemisphere but rarely seen. Your Editor saw it near Featherstone Park where it grows on moss covered rotten branches but only in the winter.

The picture of a bird is not common these days although they have been seen in a flock of 5 million in the past. It is a brambling. It was spotted near a garden where the owners had a good supply of bird feeders and were inundated with birds.

How to achieve good vision while driving during a heavy downpour.
We are not sure why it is so effective; just try this method when it rains heavily. This method was given me by a Police friend who had experienced and confirmed it. It is useful...even driving at night. One method used by Canadian Military Drivers for years.

Most of the motorists would turn on HIGH or FASTEST SPEED of the wipers during heavy downpour, yet the visibility in front of the windshield is still bad.....

In the event you face such a situation, just try your SUN GLASSES (any model will do), and miracle! All of a sudden, your visibility in front of your windshield is perfectly clear, as if there is no rain.
Meetings and Events for February 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Event</th>
<th>Action</th>
</tr>
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<tbody>
<tr>
<td>7th February</td>
<td>Trackside</td>
<td>Council, Reports and Business</td>
<td></td>
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<tr>
<td>14th February</td>
<td>Trackside</td>
<td>Club speaker is Bryan Whitaker</td>
<td>Changes in Farming</td>
</tr>
<tr>
<td>21st February</td>
<td>Trackside</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28th February</td>
<td>Network Centre</td>
<td>Computers for Rotarians</td>
<td>Chris Driver</td>
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Duty Host and HUSTLE
Please read the Duty rota for meetings. When it is your turn in February and March 2019, please try to baffle fellow Rotarians and relieve them of £1-00. Also please provide a small prize for the winner. Please remember that if you are unable to attend you should find someone to take your duty.

If you are unable to get to a Rotary meeting.
In the first instance please let Carole Pogrel know. 01229 773144 or carolepogrel@hotmail.com
After 10-00am on Wednesday please ring Brockwood direct to cancel your meal on 01229 772329

If you need to contact members; login at ‘Members login’; go to ‘Contact and search’ then ‘Club members’.

The Four Way Test.
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?

The Object of Rotary is to encourage and foster the idea of service as a basis of worthy enterprise and, in particular, to encourage and foster:
- First. The development of acquaintance as an opportunity for service;
- Second. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society.
- Third. The application of the ideal of service in each Rotarian’s personal, business and community life.
- Fourth. The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

February 2019 Menus for Rotary meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Menu</th>
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<tr>
<td>7th February</td>
<td>TBA</td>
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<td>14th February</td>
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<td>21st February</td>
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<td>28th February</td>
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Millom Be-Wellfest Working Group

Progress report.

This major event will be held on the 6th April 2019.

A venue has been agreed and found at an affordable fee. Refreshments will be provided and be available to the public from 11.00 GMT. The use of a vintage bus for transporting people is likely in addition to a local mini-bus.

Falls prevention specialists are expected to be on hand. Information will be circulated to the public in our corner of Cumbria via various existing Newsletters.

A special programme for farmers is planned and greatly welcomed. A considerable number of specialists will require individual rooming and a plan of these is in preparation.

There is a need for a comprehensive risk assessment and this is in hand. First Aid cover is being arranged.

Advertising via leaflets and banners is underway.

Tombola and raffle prizes are being obtained.

Volunteers will be needed to act as stewards and provide refreshments. Please feel so inclined!

The use of the Smoothie Bike will require 3 volunteers.

Display space for Shelter Box and Water Survival Box will need to be arranged to ensure display and smooth flow of people around the displays.