



Rotary Club of Billerica

News



Best Club Website
in District 1240
2014-15 & 2015-16

May 2015

“Service Above Self”

Memories Are Made Of These



I am just old enough to have stood on the terraces at White Hart

Lane and seen Jimmy Greaves weave his magic round opposing defences, who in those days were seriously trying to break his legs. That was in the ‘60s. Greavsie, now happily recovering from a severe stroke, is 75.

Geoff Duke was another great sportsman. I never saw him ride at a race track, but I remember him very well as an amazingly talented motor cycle rider who could take a tighter line through curves than any of his competitors. His obituary was published today. He died aged 92. He achieved fame in the ‘50s.

Most men who fought in World War II – or the women who contributed so much on the home front – are now in their late ‘80s or early ‘90s. That was an event of the ‘40s. I was three on V.E. day. My memories are not significant and I am now 73. Most people are younger than me and have no direct memories of that war.

The people at the top, who made the big decisions, died long ago.

But we have their memoirs – no doubt suitably glossed up to cast them in a better light.

So, as we go through the 70th anniversary of V.E. Day and, later this year, V.J. Day, with its atomic bomb legacy, what are my feelings? What are yours?

For me, it is an overwhelming feeling of thankfulness. My parents were both “home front” people. My father, a linguist, was employed translating German broadcasts in other languages into English. His nearest thing to action was shovelling earth on to an incendiary bomb that landed in our back garden.

Sue’s father joined the RAF as an electrician and was one of many people who discovered that you could keep your tea warm on a microwave radar set. Both of them have died and the only memories of them in the war are what they have told us.

I am thankful for the millions of men from our country – and other countries – who confronted our enemies in battle and beat them. We have one such as a member of our club. Let us take care of him and make sure he knows we are grateful to him. If you know any others, make sure they know they

Nepal Earthquake Appeal

See Page 3 for details of our support of Mayflower’s Appeal

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are not forgotten.

Memories are fading as that generation dies out. But let us hold in memory the stupendous achievements of our fathers’ generation in what they overcame to give us peace and for us to be able to toast “Rotary and Peace the world over”.

By Michael Ginn, President.

PS Many of you have enquired about Sue after her fall in Belfast. That plastic skin they put on her facial wound has done a superb job. She is picking up well and is grateful for the love and concern.

District Projects - You can help!

The Big Quiz - Be a Record-Breaker!

District Governor, Stan Keller has reminded all clubs, that means us, about the Big Quiz Day next month. It is happening on Saturday June 6 at Southend United FC's ground at Roots Hall from 12 noon to 4.00pm.

It is designed to raise enough money as possible from all clubs in the District. Proceeds will go to the Lancaster Special Needs School in Southend.



Sponsors agreed so far include: Waitrose, Alton Garden Centre, Mercedes Benz, Chelmsford, Ian Rankin Dental Surgery and the Phoenix Fund.

As Stan says: "There is still time. We need more. Every club should try to raise £250. We need people to actually go not just buy the tickets. Publicity is vital. Please put a leaflet in every possibly outlet libraries, surgeries etc."

Full details are on the Rotary District website at: tinyurl.com/RotaryBigQuiz1

Rotary Ride 2015



It is just over a month until the Rotary Ride takes place, and we're delighted to see

we've already had lots of interest in the event, with more rides being registered everyday.

Rotary Ride 2015 is happening on Father's Day, 21st June to raise awareness and money for prostate cancer. This event, organised by Rotary in Great Britain and Ireland, has huge potential to change awareness of prostate cancer across the country and raise significant sums to tackle the disease. The Rotary Ride 2015 has been developed to help tackle the fact that one man dies every hour from prostate cancer, and there is



probably not a club within Rotary

that has not been affected by this disease.

This is a unique day and an opportunity to get on your bike to raise awareness as well as raising important funds to tackle prostate cancer and create history for Rotary.

Inner Wheel

Red Was Colour Of The Day

Hello Rotarians, when nine of us attended our Districts 40th anniversary in the palatial pink marquee at Hylands House on May 20, since it was a Ruby celebration we were told: "Wear a touch of red." And how that helped to brighten up a chilly day!

We were one of the 25 inaugural clubs when our District was created out of District 8 in June 1974 at a time when Rotary District 1080 also divided, becoming District 1240. There were two Billericay members on the first Inner Wheel district executive as editor and overseas chairman.



At Hylands, four large picture boards displayed old and new photographs of the clubs. My contribution of two have appeared

in your newsletter. Some clubs brought albums and all attending signed the district guest book. To the background of all-day music, we met up with many old friends and enjoyed a wonderful tea, including the cutting of the sponge

and fruit celebration cake. Later came something a little stronger as, after the closing speeches, we toasted District 24.



And if you find a yellow or blue balloon in your garden, it probably came from us One of our founder members, Sylvia Hathaway (seen here in lilac) helped launch our part in the celebration balloon release.

By Maya Gupta, Inner Wheel correspondent

Rotary Aid for Nepal

An Appealing Effort

“Now I have arrived in Nepal, I can’t believe what I’m seeing. The situation is absolutely shocking - roads ripped open, rubble as far as the eye can see and frightened people everywhere. With temperatures dropping to zero, we urgently need Rotary’s help to shelter families from the rain and the cold. Rotary’s support could literally make the difference between life and death. ShelterBox’s first teams are already in Kathmandu and our tents are being used right now as outdoor clinics to help the wounded.” So reported Becky Maynard, a ShelterBox response volunteer just a few days ago.

Nobody can doubt the terrible devastation wrought in Nepal and the Rotary Club of Billericay Mayflower, our daughter club, responded by organising a collection at Billericay’s Waitrose store



on Saturday May 2nd. Members of our club were only too delighted to support this initiative and Ed Harrison, Keith Wood (and wife Gillian), Norman Bishop, and Peter Greene were amongst those “Shaking a Tin” – or more accurately, a bucket, to encourage shoppers to make a donation.

Of course there were those who walked past quickly, but most people wanted to stop and give something. The minimum was three 1ps from a shopper who had run out of cash but wanted to give what she could, the maximum, and not by any means unusual, were several shoppers who gave £20 notes. Members did a one hour stint on the collections as the buckets got heavier and heavier.

The shoppers were most encouraging. *“I’ll give when I come back and have more change”* said a few, AND THEY DID. *“I’ll give to Rotary*

because I know none of it goes in administration, and it all goes to help the Appeal” said another. Not sure though about the one who said *“You’ll get more money if you sell your body”*. Not quite believable when addressed to a septuagenarian!



Thanks to the initiative of the Rotary Club of Billericay Mayflower, and Shoppers’ generosity - over £3200 was raised in one day and money is still coming in. The DGE in Nepal has confirmed this money will be managed through the Rotary organization in Nepal.

All Double Dutch To We Brits

On a wonderful four-day cruise on the canals of Holland for Jan and myself, our courier put down us Brits:

“You English, lovely people but you denigrate our wonderful country and language when you say everything is “Dutch”..... Dutch cheese, Dutch love, Dutch courage.... Dutch comes from a version of “Deutsch”. We are Netherland-

ers, not German. Even in the World Cup we are described as Holland. It should always be Netherlands.!” Point taken!

None of which stopped hundreds and thousands of Japanese, Chinese, Asians, Koreans and Europeans invading the wonderful Keukenhof Gardens for a brilliant spring bulb show - and the orchid house is spectacular. And the



Windmill Museum, to Volendam, and a canal tour of Amsterdam completed a wonderful break.
By Trevor Bond

President's Day On the Bluebell Line

This is what you get for electing a train buff as your President.

On Sunday June 14th we will depart by coach at 09.30 from the Coach and Horses Pub in Chapel Street, travelling to Sheffield Park Station on the Bluebell Line. The coach will park in the car park for the Bluebell Railway.

We will have a carvery lunch (£10



Taking on Beer for the Buffet car

East Grinstead and back, and/or visit Sheffield Park Gardens

each) in the station. After lunch, we can travel by train to

(N.T.), which are about 800 yards up the road from the car park. Also, 5.2 miles away is the village of Piltdown where that great scientific hoax was pulled off in 1912 and fooled the scientific establishment for 40 years.

Return is scheduled for 5 p.m. to allow time for the train and a visit to the gardens etc.

Our Son Mark - Our Thanks

Club members will know about the dreadful accident which recently befell Patrick and Carol Rothon's son Mark out in Australia. They will be delighted to hear that Mark is making remarkable progress towards his recovery. Mother Carol has been with Mark for the last month and arrived back on May 8.

They say "Carol and I have been overwhelmed by the kind thoughts and good wishes sent to

us for Mark. It has been a distressing experience for all concerned and by good fortune Mark

was air lifted to one of the best University Hospitals in Australia.

The Alfred Hospital could not have done more in caring and operating on Marks injury.

He is now at home making a good recovery and has been told it will be around 6 months before he is up and about again.

Carol is now back home and was

able to help with day to day family life, school runs and Childrens clubs etc.

Carol knows Geelong as well as Billericay.

We are both very relieved and thankful that Mark did not have a permanent injury as we found on line many people lost limbs in similar circumstances.

So thank you every one , your good wishes were appreciated .

By Carol & Patrick Rothon

Speakers' Corner

It was George Bernard Shaw who once wrote: "To be a newspaper journalist is to hold a ticket to the front seat of life."

One of those ticket holders, Trevor Bond proved its validity when he spoke to fellow Rotarians in the Billericay Club about the words of wisdom he had heard from sporting greats and their ability to utter them in public.



In his customary self-effacing way, Trevor claimed to abhor his own talents as a public speaker,

Trevor's view from the top

but it was clear that from the lofty heights of his sports journalism he had listened well to the words of the giants of the game.

It was not a case of name-dropping for the sake of it, Trevor has not only rubbed shoulders with them but employed many top names in sport.

This former sports editor of the Sunday Telegraph and a similar senior role at the Mail on Sunday (the man I met on his first day in journalism and shared desks in a little office in Grays 58 years ago and a lot of our life since then)

knew when to spot a good story and when to pass on their words of wisdom to others. We were privileged to hear some of those words as Trevor recounted the utterances of others.



He is shortly to relinquish his the role he has held as speaker finder for the Rotary Club of

Billericay for the past five years.

With the chequered flag in sight he could have found no more well-informed speaker than himself.

By Peter Owen (Mayflower Club)

A Young Man Of Courage and Hope

We all feel humble when a young person talks to us about overcoming disability and then going on to achieve success.

Adam Fontaine, now 23 years old, was seven when he had his first stroke and only eight, ten months later when he had his second.

Sixteen years on, he was part of the GB Paralympic shooting team at the 2012 Olympics in London. Proudly, he says: "I was there."

Rio de Janeiro, Brazil, beckons in 2016. Adam will be hoping to "be there" as a member of the GB Team and to win a medal. "Any colour," he says, "just something to bring home."

It is a brave and wonderful story of a young man who has fought through adversity to be a contender and a competitor. He hails from



a list of achieving Basildon athletes - London Marathon winner, Eamon Murphy, decathlete Dean Mooney and current gymnastic star, Max Whitlock.

They were all able bodied and complete within themselves. As Adam admitted when he talked to us on April 27, "I never expected to live and to achieve what I have." He was told he might not survive,



How Rotary has played a part in helping an Olympic talent.

that if he did, he might never walk again. So, he can now walk – and admits: "That's a blessing." But it has left him disabled and partially paralysed on his left side. His left arm remains incapacitated.



He said; "I know that some of you Rotary members shoot. You know what a difference that makes."

Medals in Swimming and Table Tennis

He schooled in Basildon at St Teresa's Primary and moved on to Chalvedon school, and at sixth form college (now Basildon Upper Academy), and now lives with his mother on the Fryerns Estate.

He confesses "I owe a great deal to Rotary and to the Basildon Concord Rotary Club." Danny, who was also a welcome guest at our lunch with Adam, told our Newsletter: "I suppose I am his "keeper". I am delighted to support him and I am so proud of Adam. He is not only a brilliant athlete but a lovely young man."

After Adam had explored -and won - medals in swimming and table tennis - it was Betty Jeffrey, herself a national disabled rifle shooter, and organiser of the Basildon Disabled Sports and Social Club, who urged Adam to take up the sport.

Proud Moments

The rest is history. He has competed in numerous national, international and world events, Highlights include world cup gold, equalling the then world record with a maximum score of 600/600.



One of his proudest moments: Winning the Stroke Association's Children and Young Person's 2006 Courage Award. "It's why I am so passionate about supporting stroke awareness. To prove that, he went to the House of Commons in 2007 with the Stroke Association to raise awareness about children with strokes. And in 2008, he was awarded the Evening Echo's "Special Achievement Award".

So there you have it, a wonderful young man of courage and ability. He has won medals – bronze, silver and golds individually or as a recognised member of the GB team. But, perhaps more importantly, overcoming his disability passes on the message to thousands of other children that they can have hopes and aspirations.

Rio awaits him.



He is an outstanding example of how disability can be overcome. We applauded him and we wish him well.

Oh, My Hat! Another Feather in Rotakids' Cap

You have to hand it to Quiltonian Rotakids – they've done it again. They devised a series of "hat events" - a Mad Hatters" day to raise, in 24 packed hours, as much money as possible for Brain Tumour Research.

Only 1% of all cancer donations go to research into preventing brain tumours and holding "hat events" reminds everyone of the urgent need to eradicate and prevent this deadliest type of cancer. How did they do it? Firstly, there was an "I can't take my hat off" challenge – (within reason!)



James Ilesley presents our Rotary Club Donation

Imagine! Wear a hat continuously for 24 hours from noon May 20th.

Quite a challenge! But the children were up to it. One girl said "I wore a hat all the time, even in the hot-tub!"

At the end of the Twenty four hours, no school lunch. Hurrah! Instead a Mad Hatters Tea-Party and, after that a "make a hat in 60 minutes" competition and a "hat parade" - best hat won as pupils went to "Pick of the Week". And charity funds were boosted by official hat badges and pins on sale over the two days. Each pupil donated £1.00 to take part – all great fun. Total raised (including a contribution from The Rotary Club of Billericay) £502.46. Well done RotaKids!

The planned "Beat the Goalie Challenge" had to be postponed. Why? Because the children were very excited by two sur-



prise visitors. Both Lauren Platt who achieved fame last year as a finalist in the X-Factor TV show and Lewis Platt who is part of the "Entity Allstars" dance group presently appearing on Britain's Got Talent, dropped in to see the schoolchildren. Lewis was previously a pupil at the school.



They went round all the classes to meet the children and went to the school radio station Quiltonians FM, to be interviewed by the children. A series of children interviewed Lewis first with questions about when he was at Quilters and his experiences on Britain's Got Talent. "What was the best dance competition you've been in", they asked. "It must be Britain's Got



Talent" was the reply. They even asked what was the most annoying thing that Lewis found about his sister, and that was Well that's a story for another day!

Then the spotlight turned to Lauren who was interrogated about her time on



X-factor and her plans for the future. "I first started singing at 8" she said. Asked why she entered X-Factor, she replied. "I was on Britain's Got Talent, and I had four yesses, but I didn't make the cut for the finals, so they rang me up and asked me if I wanted to enter X-Factor – so I did!" When asked about her plans she talked about song writing in collaboration with others, and her new project, a blog which can be found on <http://websta.me/n/laurenplattnews111>



District Assembly - Writtle May 9, 2015

Gift To The World and Unlocking Futures

Our Club was represented by President Mike, IPP Keith, Peter Greene, James and myself.



DG Stan Keller opened the morning and announced next year's RI theme is "BE A GIFT TO THE WORLD".

Visiting Speakers

Ellie Goff, Director for Care Farming UK talked on "Wellies on Butterfly Lodge Education Centre" (www.wellieson.com)

Jonathan Porter, one of two Rotary Global Grant Scholars in our district and currently studying at the U of E, talked about his experiences working for the Canadian Red Cross in Botswana, and for UNICEF in the Central African Republic and Burundi.



Catherine Butt, a Community Fundraiser for **Hope and Homes for Children**, a charity founded in 1994 which has raised £3m through Rotary in the last 20 years, reported a new Rotary-supported project UNLOCKING FUTURES aims to transform the lives of young adults leaving orphanages in Romania.



Mike Adams from **ECDP (Essex Coalition of Disabled People)** spoke briefly about this organisation, run by disabled people for disabled people. ECDP would like to work with Rotary Clubs on events like quiz evenings.

Rotary

DG Elect Alan Clark highlighted initiatives in the District and challenged the speakers to become Rotarians. Membership is in decline in the northern hemisphere. One more push is needed to eradicate polio.



AG Nick Sillitoe exhorted us to support The World's Biggest Quiz to be held at Southend United Football Ground on Saturday June 6 with the aim of getting into the Guinness Book of Records and promoting Rotary Awareness.

Awards - We won the Best Club Website award for the second year running - see report on Page 10.

Our daughter Club won the best Club Bulletin and Paul Harvey (Bishop's Stortford Club) received a Regional Service Award for his work on polio eradication.

Breakout Sessions

Public Relations - Peter attended this. It included PR best practices,

and tips on how best to use computer technology focussing on the District Website (David Cope) and Social Media (Peter).

Other ideas: a LARGE presentation cheque (rewritable) for use in donation ceremonies? Place 1240 News and Club Bulletins in libraries etc. Always give one to every visitor? Try to include the Rotary roundel on a poster/banner in every photo? Have Rotary "stickers" to give out at every event.

Joint PR session with Membership - make more reports/appeals on radio, use Facebook and Twitter, and broadcast an appeal for help with stewarding an event - one club had subsequently converted eight "helpers" into Members. Always carry something with you about Rotary/your Club, e.g. the "Rotary is..." leaflet or a Rotary Business Card.

Youth Service - James attended this. The theme for next year's Young Photographer and Young Writer competitions is "The world is beautiful". Also discussed was moving the dates of Youth Speaks competitions as they clash with exams in many schools.

Our Club got an honourable mention from PDG Peter Dowse on how to start a **RotaKids Club** and he commented on how successful it was. James has accepted a request to run the **Young Photographer Competition**. **RYLA** - it is difficult to get schools involved, we should try colleges and scouts.

Foundation - IPP Keith attended this and handed over the Memorandum of Understanding signed by President Mike and Ed.

Secretaries & President's - President Mike attended the Secretaries session, and Ed attended the session for Presidents Elect which encouraged us (continued on page 11)

An Unexpected Hobby

President Mike reveals his secret Passion!

For a period, our editor and myself shared some challenging and enlightening sessions at the Writers' Club under the eagle eye of the lovely Ivy (a.k.a. Elizabeth Woodford – 22 plus novels) on cold winter's evenings. We read our words, were scrutinised, and praised or damned as Ivy and company saw fit. It was great fun. So, when this month, I was given free range to write on what I liked, those experiences came back to me.

English and I have never got on very well. I scraped English 'O' level and failed English Literature. But I do enjoy writing. Slowly - I could never get my thoughts down as fast as my mind was advancing. Then came the word processor. Who remembers Wordstar, Symphony and other

such products? For me, they were like a get-out-of-jail card. As a two-fingered typist, I could get along far quicker than with a pen in my hand.

It meant also I could develop a new hobby which was to write books. Our editor will confirm that I have written several. The one I gave him to read a few years back involved a lady astrophysicist who killed people as a side-line (beats writing!). That has been my trademark – try to think of a person who has an interesting trait and put them in extraordinary situations.

Not real people, so you can make up horrors for them to encounter. In the last book I finished, our heroine was on a cruise ship that got hit by a monster wave two days out of Honolulu. If the plot

peters out, I can kill someone to liven it up. I can have a lot of fun thinking of things to happen and I can bring people in from past plot lines when I need someone to add an extra dimension. For example, Janet*, the mass murderer, has turned up in the current book – reformed and as a churchwarden!

I got fed up when trying to work a historical novel set in the time of Julius Caesar's assassination. So I stranded them on the island of Bali and finished the plot there. They never got to Brisbane where I intended, because I couldn't think of a way to get them there – and Brisbane did not exist in 40BC. So I write about current people who don't exist and live locally.

Needless to say, none of my books is published and I don't intend them to be so.

But it's my hobby – what's yours?

A Star is Born!



Members Peter Strong and Peter Greene attended the workshop at the Gateway 97.8 radio studios in Basildon Eastgate on May 16th.

A most interesting experience! Not only an exposure to the way a community radio station works,



but also insight into what makes a good radio program and particularly how to construct an item which the station would want to broadcast.

Chairwoman Yvonne Williams and Danny Lawrence made us very welcome, giving their valuable time to make the day so relaxed and memorable

Then, on top of that, a hands on opportunity to record an item, for broadcast in a live item the following week. Peter Greene provided the input on the RotaKids Mad Hatters Day, and Peter Strong



wrote and did the broadcast.

The session ended with a talk by David Fenn with hints and tips on getting better publicity for our clubs. His club's success in this area provided us with good ideas on how to improve our exposure. Watch this space!

Based on the success of this workshop, another workshop is already planned provisionally for September.

Land of Mists and Superstitions

*Peter Strong
reflects on a
mystical venture*

My wife Christobel's research and online booking during the Summer of 2014 paid dividends. We set our own parameters, e.g. maximum three hours walking per day, Western style toilets essential, and Ethnic Travel Vietnam (ETV) of Hanoi tailored a group itinerary for just three of us, Christobel's sister joining us from Cape Town. Our ambition was to visit the ethnic peoples of North Vietnam – many had migrated south over the centuries fleeing persecution in China. We travelled light from the U.K. – only one cabin sized case each to last us a month as we intended visiting Thailand as well.



On March 2 we arrived in Hanoi by Vietnam Airlines from Suvarnabhumi

Airport, Bangkok. ETV had booked us accommodation at the "Golden Sun Suites" in Hanoi's Old Quarter, an improbable base for our 18 day tour but proved to be a 'boutique hotel' of exceptional quality (highly recommended).

On the first morning of the trip



ETV provided us with a female guide/interpreter from the H'mong tribe together with a young male driver and a comfortable Ford mini-bus stashed with ample packs of bottled water to last for the duration.



We travelled widely from Lao Cai near the Chinese border and Sa Pa in the north-west to Ninh Binh and Halong Bay in the east. Occasional light showers but no two days were alike, each involving some driving, and walking where the terrain permitted, along narrow pathways, through remote

ramshackle villages, flooded rice fields, and the most enchanting countryside. We reached inaccessible settlements on foot carrying backpacks for our overnight necessities and bottled water, leaving our luggage in the driver's care.



No view of the loo

Nights were spent with ethnic host families living in wooden stilt houses and lodges. After sharing an evening meal we would find ourselves dosing down on palliasses, often on the floor, and covered with heavy, embroidered duvets against the cold night air. As such, and sharing the space with other travellers we were promptly outside our comfort zone. Visiting the loo after lights-out could prove challenging – by torch light

(continued on Page 10)

A Vietnam Visit (continued from Page 9)

crossing creaking floors trying not to disturb the other guests, negotiating the external staircase, and crossing a yard under a cold and starry sky to find the latrine.

At Halong Bay we had a sea-going



junk and its seven crew members to ourselves for 24 hours, anchoring for the night between the spectacular and mysterious islands of the Gulf of Tonkin where every view offered a striking photo opportunity. The food on board was sumptuous – with an excellent chef and waiter service!

Ho Chi Minh remains the adored national saviour who led the communist resistance against the American invaders. His embalmed remains are viewed in his gigantic Russian Mausoleum where respectful crowds queued quietly under the gaze of the white guards, as did we. His portrait is still on all Vietnam's paper currency (now in plastic!!) In Kho Muong village our enthusiastic host

had been a decorated Viet-Cong fighter and proudly displayed in his house a large framed 1960's photograph of himself in military uniform. Like the majority of the population he was a Buddhist.

Female farmers

It was spring, and in the foothills the scenery was majestic with many a huge lake, ancient river course, or dramatic ravine necessitating a photo-stop.



Diverse varieties of blossom trees abounded and in the mountains the clouds were often low and the towns, the likes of Sa Pa, could be shrouded in swirling mists. Many of the ethnic peoples remain



hugely superstitious of natural phenomenon and death. In remote districts the water-logged and green sprouting rice fields stretched as far as the eye could see while the farmers, usually female, bent double methodically tending their paddies. We saw no mosquitoes or rabid dogs but the food was reliably excellent and we had no tummy upsets in four weeks of travelling, and that in spite of sampling the "street food"! Such is my resume of an amazing cultural experience amongst the friendly and inquisitive people of this poor country, although we did see the occasional Bentley, Range Rover, Mercedes and BMW on the streets of Hanoi – such is the modern face of communism!

Website Tops Awards Again

Win one, lose one! It was the District Citation and Awards ceremony at the District Assembly on May 9. We were hoping that we had a chance in the Newsletter award section, replacing our 2014 website award one for our newsletter, published for the first time last year. But, instead, we won the website award for the second year running and this time, organiser and co-ed-



tor of the club's newsletter, Peter Greene was there to collect the award personally.

Peter said: "It was totally unexpect-

ed. It never crossed my mind we could win it a second time, so I'm absolutely delighted"

Congratulations, Peter!

If we couldn't win the newsletter award, then who better to do so than our daughter Mayflower club, edited by a journalist of many year's great standing, Peter Owen? Peter retires as editor this year. Congratulations from all the Rotary members who lunch!

Club's Facebook & Twitter Exposure

Our website publicizes everything we do as a club and stores Minutes, Newsletters etc for members to access at any time. But, it's only accessed by members of the public who know about us and want to know more. They can find us with Google but need to enough to want to do so. We don't have an on-line presence which attracts new people to find out what we do and who we are. So, following a presentation to the club, we started a Facebook



Page for the club in 2012, as a further shop window of what we do, and an advertisement in a new environment. We try to link every Facebook post back to the website to drive more website traffic. We've recently extended this with a Twitter Account.



Although Twitter is more limited since it restricts posts to only 140 characters, it has the merit of allowing hashtags (items preceded by a "#") and addresses (items preceded by an "@").

Why does this matter?

Because if we put a hashtag e.g.

#Rotary or #RotaryGBI in our tweet, then it will be picked up by everybody who follows the "Rotary International" and the "RIBI" Twitter Accounts. Or if we use #Gazetteseries or #Echo_Newspapers then the Tweets will be picked up by everybody who follows these papers, etc. Alternatively, using @Gazetteseries or @Echo_Newspapers addresses, then these tweets come to the attention of the Gazette, or Echo. So, we can broadcast items to these sources and bring items to their attention which they might not have otherwise found. If we want greater demand for our concerts and fundraising etc. then this is a way of reaching an audience we otherwise wouldn't reach.

How does it work?

Our Facebook Page now has 65 followers. Our Twitter Account is followed by 26 people, but this includes Billericay Street Pastors, our local town councillor, Gateway 97.8 Radio, and Rotary in Essex, etc.

But that's not all, every post to Facebook, generates a Tweet of the first 140 characters of the Post, so by phrasing the post appropriately, and including Hashtags, we can insure that the Tweet reaches the audience we want, and since every Tweet links back to Facebook, it drives traffic to our Facebook page and what we are saying on it.

How effective is this?

Some of our recent posts were on the Gazette Rotary News Page and the Big Dinner. These reached 45



people and 102 people respectively on Facebook.

But Twitter generated Tweets which were seen by our twitter followers, and they can "retweet" them to everybody who follows them. So, for example, the tweet about the Rotary Page was Retweeted by Billericay Street



Pastors to all its 910 followers. A short post gives us exposure to over 900 people with whom we have never communicated.

Similarly, a post about our Young Photographer going on to win the District Final was retweeted by two accounts, one with 302 followers and the other with 686 followers, so again, a single post reaches nearly 1000 new people.

District Dimension

But that's not all, because we "follow" the District "Rotary in Essex" Twitter Account, our Facebook posts show on its Facebook Timeline, and are seen by everybody who "likes" Rotary In Essex, and then it automatically generates a Tweet to all the Rotary in Essex Twitter followers.

It is very early days, but this approach shows promise!

By Peter Greene

District Assembly (continued)

to think about the sustainability of projects and not just their initial funding.

It was suggested that we send our Newsletter to the local Council for

Voluntary Service (there are 12 CVS across Essex).

We were reminded that Rotary Club Central can be a Club's archive.

DG Elect Alan plans to donate the cost of his meals on official visits to Hope and Homes for Children, his chosen charity of the year.

By Ed Harrison

Something to Brighten your Day

Does this sum up your frustration with computers???

Please enter your new password:
"cabbage"

Sorry, the password must be more than 8 characters.

"boiled cabbage"

Sorry, the password must contain 1 numerical character.

"1 boiled cabbage"

Sorry, the password cannot have blank spaces.

"50bloodyboiledcabbages"

Sorry, the password must contain at least one upper case

character.

"50BLOODYboiledcabbages"

Sorry, the password cannot use more than one upper case character consecutively.

"50BloodyBoiledCabbages ShovedUpYourA***,IfYou-Don'tGiveMeAccessnow"

Sorry, the password cannot contain punctuation.

"ReallyAngry50BloodyBoiledCabbagesShovedUpYourA***IfYou-DontGiveMeAccessnow"

Sorry, that password is already in use.

More Internet Jokes - this time from Parish Magazines.

The sermon this morning: 'Jesus Walks on the Water.'

The sermon tonight: 'Searching for Jesus.'

At the evening service tonight, the sermon topic will be 'What Is Hell?' Come early and listen to our choir practice.

Low Self Esteem Support Group will meet Thursday at 7 PM .
Please use the back door.

Club Tit-Bits

Congratulations and Happy Birthday to club stalwarts Trevor Bond and Norman Wilson who had their birthdays last month on the 2nd (Trevor) and 19th. (Norman). And also to three members whose birthdays fall in May, Keith Wood on the 17th, Norman Bishop on the 19th and Ben Curtis on the 22nd.

Raising the Volume !

Rotarian and club member Paul

Carr's annual Gig in the Garden this this year is packed with dynamite! Paul says: " You will not want to miss out on this. Something totally different - and bring a torch!"

It is all happening on Saturday, July 18 at Emmanuel Church from 6.30pm. Paul says: "Bring a picnic (and a blanket) and be prepared to be blasted by the High Voltage Big Band playing swing, soul, classics. Why torches? Paul adds:

"That's for a spectacular Last Night of The Proms scene. Waving Union Jacks and bunting... please bring them."

Tickets under £5.00 (under-13's free). All proceeds to charity to be confirmed. Watch this space.

If you want to support the event, send cheques to:

Paul Carr, The Rectory, 40 Laindon Road, Billericay, CM12 9LD, made payable to:

"Emmanuel DDC"

Rotary Club of Billericay – Forthcoming Club Meetings and Club Events

Location - Reids Billericay



We meet on Mondays at 12.45 for 13.00

On a month's fifth Monday, please check the

website.

Reids, 66-68 Laindon Road, Billericay, Essex, CM12 9LD Tel: +44 1277 632378

June 1

Speaker Maria Corder - Solicitor

June 8

Speaker Norman Wilson USAF WWII

June 8 (18.30 - 20.30)

Council and Joint Services Meetings

June 15

Business Meeting

June 22

Club Assembly Meeting

June 29

Handover Meeting

Other dates for your diary:

June 10

Kids Out Day - this year at Tropical Wings, Sth. Woodham Ferrers

June 14

President's Day Out - Bluebell Railway and Sheffield Park & Gardens

July 12

Billericay Mayflower Summerfest Sun Corner

July 12

Billericay Fun Walk - Barleylands