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Find out more at  
**Rotary District Membership Seminar 2011-12**  
**20 August 2011 at 360 Urban Resort Hotel, Kuching**  
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# District Membership Seminar 2011-12

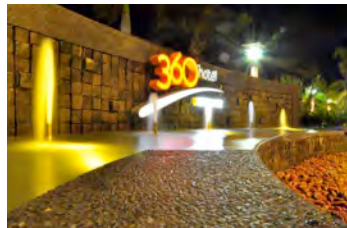
Incorporating Public Image and Fellowship

## Kuching, Sarawak

Venue: 360 Urban Resort Hotel



Membership



Seminar



Rotary PR



Fellowship

## Seminar and Dinner Registration

**Host Club** : Rotary Club of Kuching Central

**Advisors** : DG Hj Zainie Abdul Aucasa

PDG Dr. Wu Dar Ching

**District Chair** : PP Alex Eow

**Regional Chair** : PP Kho Ping

Email : [kp2839@gmail.com](mailto:kp2839@gmail.com) Mobile : +6012-8866866

Fax : +6082-414676

### Cost of participation:

Seminar and Celebrate Rotary Dinner RM50.00

Celebrate Rotary Dinner only RM40.00

### Payment Methods:

Cash, Bank Transfer or Cheque

Cheques should be "Crossed to Rotary Club of Kuching Central "

Public Bank Account : 3-1394145-28

Kindly email payment details to Rtn Alan Poh

### Registration:

**Rtn Alan Poh**

[alanpoh04@yahoo.com](mailto:alanpoh04@yahoo.com) Mobile : +6019-3509039

### Hotel Reservation:

**Rtn Richard Wong**

@ 360 Urban Resort [richardwong@360kuching.com](mailto:richardwong@360kuching.com) Mobile : +6017-2220533

### Golf :

**PP Leslie Phuan**

[leslie\\_phuan@yahoo.com](mailto:leslie_phuan@yahoo.com) Mobile : +6012-8861826

### Visit

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# 20 August 2011 Kuching



## SEMINAR PROGRAMME

### 20 August 2011, Saturday

Master of Ceremony : PP Kho Ping, RC Kuching Central

- 12.30pm Registration (*Participants advised to have their lunch prior to seminar*)
- 01.00 pm Welcome address by President Juergen Ertl of RC Kuching Central
- 01.05pm Opening Plenary Session "Membership Goals, Recent Trends and the Way Forward"  
by DG Hj Zainie Abdul Aucasa
- 01.25pm Keynote address "New Life in Rotary" by PDG Dr Wu Dar Ching, Advisor to District Membership Development Committee & District PR Committee, RI Zone 6B Coordinator, Public Image Resource Group
- 01.45pm **Session I – Making Rotary Relevant**  
**Session Chair: PP Erich Schneider, AG Group 6**
- Keynote address: "Making Rotary relevant through values" by PDG Dr. Philbert Chin
  - Panelist : "Young Rotarians Add Vitality to Rotary " by PP Dr John Chan
  - Panel Discussion chaired by PP Erich Schneider
  - Rapporteur: Rotary Club of Kuching Jaya
- 02.35pm **Session 2 – Using Rotary Brand to Attract PMET to Rotary**  
**Session Chair: PP Michael Yee, District Chair – Vocational Service**
- Keynote Address : "The Rotary Brand vs Other NGO's Brand- What's Great About It" –PDG Edward Burongoh
  - Panelist : "How to Communicate Effectively to Club Members" – PP Dr Un Chuan Hock
  - Panel Discussion chaired by PP Michael Yee
  - Rapporteur: Rotary Club of South
- 03.25pm Tea and Networking 1
- 04.00pm **Session 3 – Conflict Resolution for better retention**  
**Session Chair: PP Ravi Velu, District Chair – Fellowship & Recreation Committee**
- Keynote Address:"Addressing Membership Attrition Via Conflict Resolution" – DGN Lee Kong Hwee
  - Panelist: "How to encourage active participation without friction" by PP Ronnie Tan
  - Panel Discussion Chaired by PP Ravi Velu
  - Rapporteur: Rotary Club of Kuching
- 04.50pm **Session 4 – Good Rotary PR and Image for Membership Growth**  
**Session Chair: PP Andre Suharto, District Chair – Public Relations Committee**
- Keynote address: "Good PR Image for Rotary Growth " – PDG Fong Hoe Beng
  - Panelist: "Importance of PR to Rotary " – PP Sylvester Fong
  - Panel Discussion chaired by PP Andre Suharto
  - Rapporteur: Rotary Club of Kuching Central
- 05.40pm Closing address: "Trilemma of Membership Growth"  
by PP Alex Eow, District Chair -- Membership Development Committee
- 05.50pm Thank you address by DG Hj Zainie Abdul Aucasa
- 06.00pm End of Seminar

*20 August 2011 Kuching*



## “CELEBRATE ROTARY FELLOWSHIP” DINNER 20th August 2011, Saturday

Objective: To showcase and highlight the work of Rotary to potentials and friends of Rotary using the event to achieve both PR and Membership goals

Organised by: District Fellowship and Recreation Committee with the help of Host Club and Regional Chairs of the District Membership Seminar

Master of ceremony :  
PP Ravi Velu, District Chair, Fellowship and Recreation Committee

07.00pm	Cocktails
07.15pm	“Know Rotary” – Video of Rotary International
07.30pm	Welcome address by Hj Zainie Abdul Aucasa
07.15pm	Dinner Commences
08.00pm	“Rotary – In our Community” – PowerPoint Presentation of Rotary Clubs, Projects and Achievements specific to the respective region
08.20pm	Buffet Dinner Continues
09.15pm	Entertainment
10.00pm	End of Party



**ROTARY : REACH WITHIN TO EMBRACE HUMANITY**



*20 August 2011 Kuching*