



Pagoda



Service Above Self

They Profit Most Who Serve Best

Issue № 6 - 10 August 2010

Published Weekly

This Week

Tuesday 10th August 2010

Tonight's Speaker: Beatrice Camp

America's current Consul General in Shanghai, Beatrice Camp, began her three year posting in September 2008. She has previously served in Beijing, and has been able to develop a great insight into China and Chinese culture, and the ways in which China's relationship and interaction with the US has evolved over an eventful few years.

Her time in China has coincided with some crucial events in the two countries' histories. Beatrice's postings allowed her to witness incredible reactions to Obama's appointment as President; while the Chinese edition of the "The Audacity of Hope" sold more than 130,000 editions in China, the English language version and "Dreams from my Father" have both become firm favourites with street vendors, and Obama T-shirts are also popular. In 2009, Obama visited China and spent much of his stay in Shanghai, and Beatrice has also met Hu Jintao.

She has seen at first hand China's rapid change and development during an extraordinary few years of financial chaos, Olympic Games, earthquakes and the Expo, and she has watched the consequences of those events played out on an international stage.

This year, Beatrice has been working hard to make the USA contribution to the Expo a memorable one. The queues are a testament to the pavilion's success – thousands of visitors wait several hours each day to see what's inside one of the Expo's largest monuments. The USA's building has quickly become famous for its cinema, showcasing America's most famous export with a series of special Expo shorts.

The USA has also made good use of the opportunity to host a number of events onsite. Like all of the pavilions, the USA team celebrated a National Day; Independence Day was a huge undertaking with many outstanding musicians coming on board to represent the best of American culture. The pavilion has also taken to heart the slogan "Better City, Better Life", and another recent event was the presentation of the "Walmart Cup" Youth Technological Innovation Competition by Beatrice, supported by Ken Lanshe, Vice President of WalMart for Global Sourcing.

Beatrice has also had many other international experiences, including work elsewhere in Asia. She has held posts at embassies in Thailand, Hungary, and Sweden. Her most recent overseas assignment was as U.S. Consul General in Chiang Mai, Thailand.

In addition, she has work on a number of Washington assign-

The Object of Rotary

is to encourage and foster the ideal 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.

ments. Beatrice has managed international information programmes for Europe, coordinated educational exchange and advising programs worldwide, and served as U.S. Information Agency desk officer for Southeast Asia.

Before joining the Foreign Service in 1983, Beatrice worked as a reporter and editor in Washington and New York City. From 1973-76 she taught English at Chiang Mai University on a fellowship from Oberlin College's Shansi Association. Her husband David Summers is a retired Foreign Service Officer; they have two children.



Beatrice Camp (first on the left) presents the Walmart Cup at Expo

| Date | Speaker | Event |
|-------------------|--|-------|
| 17 August 2010 | Hennie Homan and Lily Gong, RCS Ambassadorial Scholarships | |
| 24 August 2010 | Helmut Schneider, RCS and Messer China | |
| 31 August 2010 | Winston Jin, ChunQing | |
| 07 September 2010 | Dr. Harriet Leyland, International SOS | |

Last Meeting's Highlights

3rd August 2010

Present at the meeting

Members signed in: 22

Jan Backlund, Skultuna Rotaryklubb, Sweden
 Ram Agarwal, RC Agra, India
 Catherine Cote, Rotaract
 Karin Lenzlinger, RC Uster, Switzerland
 Joseph Dimasi, Prospect Adelaide, South Australia
 Michele Capecchi, Firenze Nord, Italy

Guests signed in: 7 guests

Money raised

The meeting raised Rmb3,825 from Fines and Happy Money.



• A Thank You

Geoff De Freitas' work on the Pagoda was kindly acknowledged by the RCS members. Many Rotarians and speakers have also contributed to the Pagoda team's work, and everyone involved was very pleased to see their work well received.

Last week's speaker: James Jobbins



James Jobbins introduced the RCS to his start-up, Bamboo Money. The company uses a distinctive model; it offers China's first impartial, fee-based personal finance service. James is excited by its potential as a socially responsible enterprise.

Objectivity means that Bamboo Money's advisors can pay attention to an investment's value for both the individual investor and the wider community. This will be a priority for Bamboo Money as it develops and expands. James has made social responsibility a theme in the company's plans.

Bamboo Money's pro bono operation, Bamboo Money For Everyone, supports this responsible focus. Bamboo Money donates 5% of its profits to For Everyone, while staff and management give 5% of their time. Through microfinance, financial literacy, the personal finance of environmentalism, enterprise, entrepreneurialism and upskilling, and more traditional charitable giving, the team hopes to help those who are ordinarily excluded from financial services and enterprise – especially the young and the poor – to achieve financial capability.

The company also has a dedicated CSR commitment in the form of its online magazine, e.g. (<http://www.bamboomoney.net/help>). The publication reports and analyses the best options for individual charitable investments and donations. By carefully examining the real impact an individual can make with their money and time, e.g. aims to help people to be satisfied that their generosity achieves genuine benefits. Educated choices will allow every contribution to make a meaningful change for the better.

Website

Photos from last week's meeting are available on our website: www.rotaryshanghai.org/index.php?id=2&lang=en

Announcements

The following announcements were made at the meeting 3 August, 2010.

• Budgets to be submitted

Club Treasurer Lillian Tan would like to request all committee and sub-committee Chairs to submit their budgets to her ASAP.

• Pingg response improves

Last week 34 % of members did not reply on Pingg. That was much better than the previous week's 46% no replies.

Charity Focus: Health Village Project

The China Health Village project team set out with a very simple goal. They hoped to find a way to introduce basic healthcare in rural China.

This ultimate goal was clear and concise, but the challenges that lay in their way were significant. Inhabitants of China's most remote rural communities are often difficult to reach. Visits take days and are tricky to arrange;

The project won support from Rotarians across the world. Rotary Clubs in Denver, Alaska, Taipei and Shanghai were all involved. There were also a number of partners who were closely affiliated with the Rotary, and RCS in particular. Kowloon Hospital in Suzhou is one of the Gift of Life's supporting institutions, and it provided excellent support on this occasion too. The hospital helped to conduct pilot health fairs in its own vicinity.



This was a great aid and achievement for the project as a whole, since it meant that hundreds in Wujiang, Suzhou were able to benefit in addition to the thousands who were affected by the project's next steps in Yunnan. At the same time participants were able to test out and fine tune the project's methods. Frank Yih's Huaqiao Foundation was another key player, providing support through-

sometimes there is no way to communicate with the furthest flung settlements, and elsewhere contact might be possible, but connections are poor and unreliable. Frequently, there has been little opportunity for education, or the education that has been offered proves to be limited.

As a result, across China there are rural communities that face major health problems. Without a basic understanding of healthcare, habits such as smoking and drinking, and small inconveniences like colds and flu, became more common, and more deadly.

The China Health Village project would therefore try to provide some simple but far reaching advice about the steps individuals could take to prevent many common problems, and to cure recurring ailments. They hoped that this would allow locals to avoid costly medical expenses without giving in to disease. The scheme would be focused around Kunming in Yunnan province.



out the project. Funding came in the form of Rotary Club grants and funds from the Huaqiao Foundation.

With this network of participants and funding in place, the project worked hard to spread medical knowledge across Yunnan. Their efforts were focused on common-sense prevention and basic training; a small input in these areas had the potential to produce incredible results. By running a series of fairs

with stalls and interactive demonstrations, the team was able to transfer a concept used across the world to a Chinese setting. Props like the anatomical models and "drunken" glasses grabbed the attendees' attention, and made their point in a succinct and memorable fashion. Having said that, the team noted that they needed to develop this focus on the learners and their specific learning needs; not all of their materials were so accessible to the beneficiaries, and if there is another chance to run this kind of project, the participants would like to develop their use of visual aids.

The team also recognised a need to make sure that this essential knowledge was not only passed on, digested and remembered by those individuals that came into contact with project workers on this occasion. The process of conveying the knowledge to others needed to be institutionalised. If this was not achieved, the problems would return and results would never be far reaching; the project hopes to train Yunnan's medical staff and volunteers to conduct their own local health fairs in remote villages, improving the people's health across a larger area, for a longer period of time.

The project was a success, and the participants are very much hoping that the beneficiaries are enjoying the impact of their work – and that they will continue to spread their ideas in the future.

RCS Projects

The Rotary's Current Matching Grant Projects

- Gift of Life
- Health Village Fairs
- Ningxia Water
- Shin Shin
- Stop Paediatric AIDS Now (SPAN)

RCS Local Projects

- Handicapped Physiotherapy
- Migrant Workers

RCS Education Projects

- Ambassadorial Scholarships
- Percy Chu Scholarships
- World Peace Fellowships

RCS Partners

- Shelterbox
- Huaqiao Foundation
- Shanghai Charity Foundation
- China Aids Initiative
- Shin Shin Foundation
- Wheelchair Foundation
- Handicap International

Member Profile

An introduction to one of Shanghai's Rotarians

Marjorie Woo

Marjorie Woo was born and married in Shanghai, and her life has always been closely tied to China. As a Rotarian, she has belonged to both RCS and the Hua Gon



Club in Taipei. But like most of RCS, she has had plenty of international experiences, including a period living in California, where she studied. These experiences have helped her in her role as Director of the International Committee, and she is now working hard to set up the RCS's first service awards in partnership with Amcham.

Marjorie's favourite projects with the Rotary have

included working with the Gift of Life and the Asian Youth Orchestra. She is very committed to working with the younger generations, and hopes that in the future she will have plenty more opportunities to help young people in need, just as she does now; "I am doing what I like doing", she explained. She dreams of taking this a step further one day – if time and money permitted, she would love to fund a new school.

Club Information

Meetings

The Rotary Club Shanghai meet weekly to have dinner together and to hear talks from their guest speakers. The meetings take place at the Hilton Hotel, No.250 Huashan Road (near Yan An Rd.), Shanghai, tel: (+86-21-6248 0000), Tuesday evening from 18:30 to 20:30.

If you are going to miss a meeting, don't forget that you could attend at any other Rotary Club in the world. Look online for more details at: www.rotary.org/support/clubs/index.html

You could also join a committee activity or make-up online at: www.rotaryclubone.org

Alternatively, you can come to Tiffin's, on Thursdays at 12:30 at the Pudong Shangri La's Yi Café.

Contacts

Club Administrator
Miss Carol Chen
+86 13916208461, carol@rotaryshanghai.org

The Rotary Club of Shanghai

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service-above-self@rotaryshanghai.org
www.rotaryshanghai.org

Rotary Club of Shanghai

First chartered on 1st Oct. 1919 as club #545.

Re-chartered on 8th Feb. 2006 as club #60725 (un-districted)

Past Presidents

The Rotary Club of Shanghai
chartered 8 Feb 2006
2009-10 Randal Eastman
2008-09 Tom Thong
2007-08 Roger Owens
2006-07 CC Wu
2005-06 Lee, Wah Hin, Charter President

The Rotary Club of Shanghai, (Provisional)

2004-05 Thomas Adaemmer
2003-04 Dragan Djordevic
2002-03 Brinton Scott
2001-02 Ivan Polacek

Expatriate Rotarians & Friends

1998-01 Randal Eastman

Honorary Members 09-10

Bill Chiang, Chengdu

Rotary Statistics

Rotary Clubs - 33,334
Members - 1,221,880
Rotaract Clubs - 7,577
Rotaracters - 174,271
Interact Clubs - 11,920
Interacters - 274,160

Club Statistics

Ladies in our club - 15%

Want to know more about Rotary?

Visit: www.rotary.org/en/AboutUs/Pages/ridefault.aspx

Nationalities in our club - 20

Service Statistics

Gift of Life Patients - 255
Wheelchairs distributed to date. - 4750

Birthdays This Month

9 August-Thomas Adaemmer
9 August-Chee-Chin Wu

Officers

Pradeep Kumar - President
clubpresident@rotaryshanghai.org
Marjorie Woo - Vice President
Tom Kane - Hon. Secretary
clubsecretary@rotaryshanghai.org
Lilian Tan - Treasurer
Helmut Schneider - President Elect
Henrik Homan - Sergeant at Arms
Randal Eastman - Immediate Past President

Directors

Cathy Hau - Director Public Relations
Nikola Urosevic - Director New Generations Service
Achim Laueremann - Director Community Service
Mark Secchia - Director Club Administration
Ralf Barbian - Director Funding Resource

New Generation Clubs

Rotaract Club of Shanghai
Sarah Farina - Secretary
+86 13501638251, sara.e.farina@gmail.com

SCIS (Shanghai Community International School) Interact Club

Lisa Chase - President
+86 15821193664, lisachase92@yahoo.com

SAS (Shanghai American School) Interact Club

Chloe Choi - President
chloe_c@hotmail.com

Measures of Service

Membership growth – from around 65 on June 30, 2010 to around 88 on June 30, 2011
TRF contribution – Polio plus and annual fund donations above 20,000 USD
Number of members in Club Leadership roles – more than 25 (40%)
Every member gets involved in service activities.

The Four-Way Test 四大考验

Of the things we think, say or do:

1. Is it the truth?
是真的吗? Shi Zhen de ma?
2. Is it Fair to all Concerned?
是公平的吗? Shi Gong Ping de ma?
3. Will it build Goodwill and better Friendships?
是善意的 并促进友谊吗? Shi Shan Yi de - Bing Cu Jin You Yi ma?
4. Will it be Beneficial to all Concerned?
是对大家有利吗? Shi Dui Da Jia You Li ma?