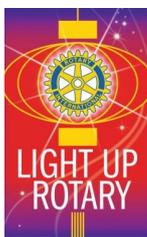


# “THE PEN”

Issue 15

Feb 2015



Chartered on  
15th October 2013



## Make it Count

# Rotary Club of Frankston Peninsula 2.0

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### BIRTHDAYS & ANNIVERSARIES

11th Mar	Ann & Nigel
13th Mar	Gill & Bernie
19th Marc	Phil
23rd Mar	AlanRuss
31st Mar	Jason & Narelle

### PRESIDENT'S REPORT

All volunteers know the enormous rewards for giving a little time and energy to make a difference in our communities. From all of the activity in our club over the last few months, I would say our members are the richest in the world!

December is always an intense month as our family and work commitments speed up with Christmas celebrations and the holiday season. Interestingly enough, it was also one of our highest months for club participation. In December we welcomed two wonderful new members **Natalie & Stella**, partied with **Santa** at the club Christmas dinner, and demonstrated the **Power of the Sausage** at Bunning on Christmas Eve – our most successful yet!

January allowed most of us a little Rotary holiday. Our first meeting back was a great catch up opportunity – holidays gossip, happy snaps and of course a progress report on all projects (second Tuesday of each month is Club Project Night). I am always amazed at the passion and commitment shown by each committee member in the project teams. We all lead busy lives, but still each person finds a way to participate and make it count in their way.

The **Birth Tree** team have 'delivered' the exciting news that the marketing campaign goes live 1st March! Congratulations guys!

The Movie Night team have us all eagerly anticipating a fabulous night, a purple pinkie and our first major donation to End Polio Now.

The **Fun Run** team don't let the grass grow under their feet - they are 'back on track' with the 2015 date already booked in - 22nd November.

We recently held a Scavenger Hunt to help raise funds to cover the costs incurred of running our club. Giggling, raiding local supermarkets and taking selfies with fast food staff was all in the name of raising these funds. There were pyramids to be made, balls of string to be found and awkward photo's in the bathtub to be taken. The Scavenger Team created an awesome all day event where fun was compulsory, and have fun we did. Check Facebook for some of the silly antics and crazy stunts **#rotaryscavenger**.

February was a huge month in our Rotary calendar - we celebrated all over the place! It was Rotary's 110th birthday, and our second anniversary of the club forming! Woo hoo, go us!

But wait, there's more ...

Once the Birthdays are over we head straight into our **District Conference** to celebrate the participation of all the clubs and members in our area, and reap the rewards of a great line up of interesting speakers and more networking with our Rotary friends.

Our club has a few very busy months coming up, we are looking forward to seeing plenty of new faces participating right along side us.

Yours in Rotary, Linda Reeve  
President



[www.rotarypeninsula.org](http://www.rotarypeninsula.org)



<https://www.facebook.com/Rotary2.0>



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CURRENT PROJECTS UPDATE



**Birth Tree (from Kim Schroder)**

After a year in the making, the Birth Tree project is about to be launched. Posters, flyers and application forms are on their way to a long list of Maternal Health Centres, Hospitals, Kindergartens and the like, for parents to start registering their children.

For those who are unaware, the Birth Tree project involves a tree (Norfolk Pine) being planted each year to commemorate the births of children in Frankston. A plaque with the name and birth date of each registered child will be placed at the base of the tree. The site for these trees will be Montague Park and each year there will be a ceremony for the unveiling of each tree.

Registrations are now open for all babies born this year and proceeds will go to infant related organisations. For more details, or to fill our your Application Form, click [here](#) to visit our website.



**Scavenger Hunt (from John Reeve)**

Unity, fun, team spirit and a willingness to support was made very clear the day of our Scavenger Hunt. We gathered at the start line with no messing about, and teams were soon scampering as quickly as they had arrived. Clue collectors, item grabbers, photo shooters and pure competitors arose throughout the day, taking photos in the air, bathtubs, swings, showers, and much more. Tally of the team results proved interesting, especially with 'inventive' answers such as follows:  
 - with one question being "provide an unused Rotary Sticker", some teens when providing such a sticker, needing the points quickly responded with "We don't have a Rotary sticker, cause we are sticking with Rotary, and Rotary is sticking with us". This was so bad that it was brilliant, regardless, I gave an arms crossed "No Deal". We had a final result with team "Oscar" winners from the Schroder multi challenge of teams.

This was a great outing for friends and family, a first time event that seemed to be enjoyed by all ages. Prizes worth \$500 were awarded, with thanks to our even sponsors. Frankston Ultra Tune, Frankston Brake Care, Auto Barn, Super Cheap Auto - all who we thank very much in helping our club.



For more photos, click [here](#) to visit our Flickr page.



**District Conference (from Kim Schroder)**  
 March 27th - 29th, 2015 @ Shepparton

There are six of our club members attending Conference this year. With guest speakers including, Heather Allen, Ross McMullin and Steve Monaggetti, this is going to be a fantastic weekend.

Conference is a great time to meet Rotarians from all over our District, and become more inspired about the amazing work we all do in our respective clubs.

Saturday night will see 500 or so attendees dress up for a 1920's themed dinner. We will be sure to post photos of the night on our [Facebook](#) page, as well us on Flickr after the weekend.



CURRENT PROJECTS UPDATE

**Fun Run** (from Heather Lancaster)

The first meeting of the Seaford Wetlands Fun Run 2015 was held on Wednesday. This years Run will be the same as last year, but we have listened to the community and the run will start earlier, we will have singlet tops instead of T-shirts, and there will be food stalls to cater for vegetarians.

The run will be on Sunday 22<sup>nd</sup> November, 2015.

The Minutes will be put onto The Box, so will be readily available for Rotary members to read.



**MUNA** (from Natalie Millman)

MUNA (Model United Nations Assembly) is a Youth project building world peace, political and social awareness for our future leaders.

As a club we are sponsoring a team of two year 11 students from Flinders Christian College to attend MUNA on Friday 24<sup>th</sup> May to 26<sup>th</sup> May 2015 at Forrest Edge. The club is responsible for transporting the team to Forrest Edge and I will provide updates of the logistics and any costs to our Treasurer as they unfold. More information on MUNA can be found on the [District 9820 website](#) under the Rotary Programs tab.

PHOTOS FROM SOME OF OUR RECENT EVENTS



Peninsula 2.0 Charter President Kim Schroder, with newly Chartered Rotaract Casey-Cardinia President Ben



One of our Scavenger Hunt teams



Two of our Santa's Little Helpers



Christmas Dinner



Some of our wonderful members and friends



One of our Technology meetings



The boys team at the Scavenger Hunt





GET TO KNOW A CLUB MEMBER ... KIM SCHRODER (Public Relations Director)

Three things you may not know about **Kim Schroder**:

- 1 - I studied Anatomy & Physiology at University (which included weekly cadaver classes). This led me to working as a Physiotherapy Assistant before travelling overseas at the age of 21
- 2 - I climbed to the top of the World Trade Centre just two weeks before 9-11
- 3 - I was once a qualified Outdoor Instructor, specialising in Rock Climbing and Sea Kayaking



Why did she join Rotary? "After having my son Joe, I was looking to get back into Community work that I had done for so long at my previous employment. Knowing the then District Governor helped me find Rotary and begin my experience in one of the most rewarding ways possible - being Charter President of Peninsula 2.0. Quoting a fellow Rotarian, "Rotary allows ordinary people to do extraordinary things". Wherever I go in Frankston now, I tend to bump into so many people that are involved in Rotary somehow. It makes me feel so much more connected and allows so many more doors to opportunity open.

SOCIAL MEDIA TIPS

As Social Media continues to fill our world, there is no wonder that many of us get confused on which platform does what. Rotary Down Under has hit the nail on the head, releasing this picture which we could all take note of:



Whilst researching results from 2014 marketing, and expected trends for 2015, I found some interesting facts I wanted to share.

As Facebook continues to have a major influence in social marketing, it is in fact Twitter that is on the move! The use of hashtags in both Twitter and Facebook can dramatically increase your post reach, which will hopefully in turn increase your likes and followers. Facebook's demographic skews to women aged 25-45 years.

On top of Facebook and Twitter, Instagram is becoming essential for image based social media marketing (and is showing no signs of slowing down). Instagram's main audience is 18-29 year olds, with females making up 68% of users.

Whichever platform you choose to use in your club, it is a great way to let others know of the wonderful ways we can help others in our community, just by being part of a Rotary club.

If you have any questions at all, please don't hesitate to contact me at [kim.schroder@live.com](mailto:kim.schroder@live.com).

Cheers, Kim



UPCOMING EVENTS



Guest Speaker - Jamie Usher from Beach Life Support - Tue 3rd March  
Visitors welcome to attend

March			
Tuesday, 3 March 2015	Club Meeting: Speaker	Jamie Usher from Beach Life Support	Meeting - club / speaker
Tuesday, 3 March 2015	Leadership Meeting		Meeting - Leadership / Board
Wednesday, 4 March 2015	International Womens Day Breakfast		Rotary Event
Tuesday, 10 March 2015	Projects		Meeting - projects
Tuesday, 17 March 2015	Club Meeting: Update		Meeting - club / speaker
Tuesday, 24 March 2015	Social		Social Event
Friday, 27 March 2015	District Convention		Rotary Event
Monday, 31 March 2014	Board Meeting 3rd Quarter		Meeting - Leadership / Board

April			
Friday, 3 April 2015	Good Friday		Other
Monday, 6 April 2015	Easter Monday		Other
Tuesday, 7 April 2015	Club Meeting: Speaker		Meeting - club / speaker
Tuesday, 7 April 2015	Leadership Meeting		Meeting - Leadership / Board
Tuesday, 14 April 2015	Projects		Meeting - projects
Tuesday, 21 April 2015	Club Meeting: Update		Meeting - club / speaker
Tuesday, 28 April 2015	Social		Social Event

May			
Tuesday, 5 May 2015	Club Meeting: Speaker		Meeting - club /
Tuesday, 5 May 2015	Leadership Meeting		Meeting - Leadership
Tuesday, 12 May 2015	Projects		Meeting - projects
Tuesday, 19 May 2015	Club Meeting: Update		Meeting - club /
Tuesday, 26 May 2015	Social		Social Event
Saturday, 24 May 2014	MUNA	Traralgon RC	Rotary Event
29 - 31/05/2014	RYPEN		Rotary Event