



English issue



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THAILAND Rotary

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ROTARIAN CODE OF CONDUCT

As a Rotarian, I will :

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians
- 5) Help maintain a harassment-free environment in Rotary meetings, events, and activities, report any suspected harassment, and help ensure non-retaliation to those individuals that report harassment

President's message

HOLGER KNAACK, July 2020



Dear Rotarians, Rotaractors, and friends,

This does not seem like a time for great optimism, but it has to be. Long before Rotary was founded, the world dealt with great crises that tested humankind's ability to progress and endure. In the age of Rotary, the world has faced many more catastrophes; however, we have survived, and every step of the way, Rotary has helped the world heal.

Every great challenge is an opportunity for renewal and growth. I revealed the theme of Rotary Opens Opportunities at the International Assembly in San Diego just as the COVID-19 crisis was beginning, but these are words that I have believed for many years.

Rotary is not just a club that you join; it is an invitation to endless opportunities. We believe in creating opportunities for others and for ourselves. We believe that our acts of service, large and small, generate opportunities for people who need our help, and that Rotary opens opportunities for us to live a richer, more meaningful life, with friends around the world, based on our core values.

Governments and institutions are gaining a greater appreciation for the types of public health partnerships that are critical to our work. People stuck at home, eager for greater connections and hungry to help their communities, are now embracing the values we have promoted since our beginning.

All of this is positive news, but just because there are greater opportunities than ever for Rotary to thrive does not guarantee that we will succeed. The world is changing rapidly — and was doing so even before this crisis. People were starting to move away from regular lunch meetings and toward online gatherings. Friendships were being cultivated and revived in social media relationships even before most of our meetings moved to Zoom and Skype. Younger generations have a strong desire to serve — but have questioned whether they could play a meaningful role in organizations like Rotary or whether they might make a bigger impact forming different types of connections. Now is the time to put everything on the table, test new approaches, and prepare Rotary for the future.

The COVID-19 crisis has forced all of us to adapt. This is good, and our new Action Plan specifically calls on us to improve our ability to adapt. But adaptation is not enough. We need to change, and change dramatically, if we are to face the challenges of this new age and provide the Rotary that the world so desperately needs.

This is our great challenge, not just in the next year but into the future. It is up to us to remake Rotary for these new times — to wholeheartedly embrace the ideas, energy, and commitment of young people eager to find an outlet for idealism. We must become an organization fully enmeshed in the digital age, not one that simply looks for online ways to keep doing what we have always done.

The world needs Rotary now more than ever. It is up to us to make sure that Rotary Opens Opportunities for generations to come.

HOLGER KNAACK
President, Rotary International

President's message

HOLGER KNAACK, August 2020



Dear Rotarians, Rotaractors, and friends,

The year 2020 has brought monumental changes that have already included a global pandemic and a renewed call for social justice. We are reminded that we live in a constantly changing world, and Rotary is a reflection of that world.

We must be ready to listen and adapt, always drawing upon our core values of service, fellowship, diversity, integrity, and leadership. If we live these values and apply The Four-Way Test to all aspects of our lives, we will be prepared to lead at all times.

I am proud of how we have proven our ability to adapt. Faced with a pandemic, Rotary has not stopped. We moved meetings online and found new ways to serve. We turned the canceled 2020 Rotary International Convention in Honolulu into our first virtual convention. Each week, we are proving that Rotary is a flexible gathering that happens anywhere — in traditional meetings, on cellphones, and on computers. Rotary offers a way to connect for everyone who wants to, at any time, and will continue to do so.

Some have even told me that they enjoy Rotary's mix of online and in-person meetings more now than before! How can we build on this momentum and seize the opportunity to embrace change so that Rotary keeps thriving?

For me, supporting new types of clubs is key. They are no longer just experiments but a real part of Rotary today. In addition to traditional clubs, we have e-clubs, Rotaract clubs, cause-based clubs, and passport clubs. These help make Rotary more inclusive, more flexible, and more attractive to new members. Visit these clubs, exchange ideas and partner with them, and promote them to one another and to our communities.

We all agree that we need to grow Rotary, but sometimes we can get caught up in the numbers game and lose sight of the bigger picture. After all, an increase in membership is meaningless if next year, those new members leave our clubs. Let's grow Rotary sustainably. Rotary's flexible options for participation will engage members and show the community how we're different from any other club. Let's celebrate that Rotary is now less about rules and more about joining together in a variety of ways besides traditional meetings.

I recommend that each club hold an annual strategy meeting to ask — and honestly answer — if we are doing all we can for our members and if our club reflects the community we serve. We are taking this approach at the international level, too. I am proud that six women are serving with me on the RI Board of Directors this year, the most we have ever had. Let's keep Rotary moving in this direction at every level. We need more perspectives, more diversity, for Rotary to thrive.

It's fascinating to imagine how we will find new ways to adapt and stay nimble this year and beyond. But I am also inspired about what hasn't changed and never will in Rotary: the friendships, the networking, the ethics, and the service. Indeed, these are the values that make Rotary attractive to all. As Rotary's founder, Paul Harris, said, we have to be revolutionary from time to time. Now is such a time. Rotary Opens Opportunities — countless ones — for us to embrace change that will strengthen us even as we remain true to our core values.

HOLGER KNAACK
President, Rotary International

K.R. RAVINDRAN, July 2020



believe that RI President Holger Knaack's Theme, Rotary Opens Opportunities, fits the times so well. You might ask how that can be, given all of the turmoil happening around us today. The following story, para-phrased from British author Alan Watts' telling of a Taoist parable, helps explain why.

Once there was a farmer whose horse ran away. That evening, all of his neighbors came around to commiserate. They said, "We are so sorry to hear your horse has run away. This is most unfortunate." The farmer said, "Maybe."

The next day, the horse came back, bringing seven wild horses. In the evening, everybody said, "Isn't that lucky. What a great turn of events. You now have eight horses!" The farmer again said, "Maybe."

The following day, his son tried to break one of the horses, and while riding it, he was thrown and broke his leg. The neighbors said, "Oh dear, that's too bad." The farmer responded, "Maybe."

The next day, officers came around to conscript people into the army, and they rejected his son because he had a broken leg. Again all the neighbors said, "Isn't that great!" Again, the farmer said, "Maybe."

What we learn from this is that nature is immensely complex. It's impossible to tell whether anything that happens is good or bad, because you never know what the consequences will be. All we can know is that with every action and reaction, there is an opportunity — a chance to live our values, express our desires, and take action to make the world a bit closer to the way we want it to be.

The Rotary Foundation is our conduit to make those meaningful changes. Through the Foundation, we do our part to help rid the world of polio. In addition, we can help support important COVID-19 projects and prepare the world for the massive vaccination effort that will be needed soon. And we can help keep some continuity in service to people in need when so many regular services are being disrupted.

Will this be Rotary's great moment to become an even stronger organization in the 21st century? Maybe. Is this your great opportunity to live your values? Maybe! It's up to you and me.

K.R. RAVINDRAN
Foundation Trustee Chair



There is a world of difference between a problem and a challenge.

If a honeybee faces a giant hornet alone, the bee has a problem. But if the honeybee faces the hornet with a swarm of other bees, then it is the hornet that has a problem.

This is true in nature, but it is also the human predicament. So when the situation I confront is greater than the resources I have, then it can be termed as a problem. However, if the resources I have are greater than the situation I am faced with, then it is just a challenge. Sometimes we overestimate our problems and underestimate our ability to overcome them. The COVID-19 pandemic seemed like a situation that might overwhelm The Rotary Foundation. But as things have progressed, we have not allowed it to do so. As of 4 June, we have funded 208 disaster response grants for \$5.2 million and 169 new global grants at \$13.8 million — all in three months. We have leveraged individual Rotarians' generosity with Foundation funds and in many cases other corporate funds to make projects larger and more impactful.

We never allowed the pandemic to overpower us. Indeed, history shows that Rotarians are a curious breed. We are visionaries, an idealistic lot that dreams big dreams of a better world. At the same time, we are resilient and able to withstand challenges that others might succumb to.

We were not idle during the pandemic lockdowns. We raised funds and did projects just as we would have if there had been no lockdown. We remembered that it's the same business that we always do — reaching out to people in distress — except the methodology by which we did it changed.

- Our process of preparing and delivering the projects changed.
- The way we communicated what we did changed.

The Rotary Foundation is more than 100 years old and has already weathered many storms — some of them mild and others devastating to the world. Thanks to the strength, sacrifice, and compassion of Rotarians and the level to which they have extended themselves, I believe the Foundation will continue to face the future with renewed hope and inspiration. Our Foundation will emerge from this pandemic much stronger and more resilient as long as you continue to have trust and faith in it.

K.R. RAVINDRAN
Foundation Trustee Chair

Editorial

PP. Vanit Yotharvit, D. 3360

Fellow Rotarians,

Mid Pandemic, Post Pandemic, Second wave! It cannot be concluded that we are in the midst of a post-epidemic or second pandemic. And how long will it take until there is a vaccine to prevent this disease!!

Our home is one of the few from around the world. That can still control the outbreak of this disease well. But the impact of this epidemic, especially in the economy, it can be said that it is quite serious.

On days when foreign tourists are almost zero While we have to rely mainly on tourism income. Entrepreneurs and people involved are in common trouble.

As a small cog in Rotary and in the home, we would like to invite our allies to join the meeting. Spending money and Travelling.

To alleviate and help to shift the economic wheel. At this time, it is difficult to rely on anyone. We must help each other according to one's strength with care and caution.

Yours in Rotary
PP.Vanit Yotharvit



****Damage summary in the
tourism sector of Thailand by
Lungtun man.****



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Knaack dives into the Kùchensee.
Is there an analogy to his leadership
style? Sure — it's got to be fun.



"Rotary Public Image"

District 3360 Public Image Committee, Chair

First impression is effective, as always. Let see, when we are in contact with or get to know an individual or organization, what we need to know from the beginning is their profile. Even making friends with anyone, we may quietly try to get to know him or her from their acquaintances, or what making up of his profile. Now, look at the organization called "Rotary," let's ask yourself or your fellow club members of what you or they think of Rotary. What is Rotary image? Then, ask Non-Rotarians with the very same question to get to know their image of Rotary. What are their perspectives about Rotary.

A few years ago, Rotary tried to promote Rotary image so that Rotarians, both existing and new ones, including Non-Rotarians have the perspective image of Rotary in mind. It comes to the question of what image does Rotary wishes to create for public recognition. Certainly, a picture should say a thousand words, it is self-explained. The "People of Action" campaign therefore was initiated as RI has been aware that the best we contribute to the communities are service projects. The stories of what we have been doing for the communities should be demonstrated through the "People of Action" photos and will create good image for all. Many pictures will give a good impression and remembered.

Now, let's talk about what kind photos are good for the "People of Action" campaign. There are various criteria recommended in My Rotary, but I wish to suggest

the main idea for better understanding. We are not professional photographers, therefore the easy but effective principles are as follows:

- The photos are about services, not social gathering
- The candid photos are good choices
- The photos demonstrate both the givers (Rotarians) and beneficiaries; essentially with a Rotary logo

shown clearly on the cap, the shirt or where ever to show that we are Rotarians.

- The photos should portray the feeling of happiness and warmth; thus creating a good impression.

" the best we contribute to the communities are service projects. "

Now, it's time for us all to promote the good we have done to the communities through the impressive images. The photos that demonstrate the happiness of Rotarians: the givers, and the beneficiaries in the communities. The photos which tell the meaningful stories that warm one's heart. Believe it or not, the effect of those photos will contribute to the positive feedback. There may be some people interested to join our Rotary ideal, we may have some more new projects with the communities, and; the best of all, the public gets to know better about Rotary and feel they can easily reach us. I hope every club will, together, create the Rotary image to the public.

Article

PP. Dr. Busabong Jamroendararasame,
Rotary Club of Phayao



"Joints"

The end of Rotary's year will be different from the end of the International Year, as in the International Year people will think of countdown activities in which people will come out to do a variety of activities, such as setting up fireworks to meet together to count down or prayers. But the Rotary years, which run from July 1 to June 30, are often mixed together.

Rotary transitional activities often start a little earlier. Including farewell parties and thanking the club president along with welcoming the new club president, Club executive committee setting which often dragged from June to July. Rotarian will be travel in a hustle and bustle. Meet at the gas station before reaching the destination.

This year is very different. We were shocked by the visit of COVID-19 and most people stay at home to prevent pandemic, some were concerned whether they would have to stay at home for an extra 14 days if they had to go on an errand in Bangkok and other vulnerable provinces. Meeting and social activities are slowly disappeared but social media activities seem to be on the rise.

The club that started with on line meeting now evolves into more meetings via Zoom. Notice that how the people of Zoom dressed comfortably, wearing pyjamas, shorts and without makeup because they are at home. Causing the meeting atmosphere to be strange.

Many Rotarians start to realize that for the Zoom meeting, even at home, it seems too comfortable, doesn't look beautiful, nor handsome, so someone get better idea to looks smart with a club suit. And put some make up and lipstick, in order to be appear on the screen. These are what so call "Rotarians way" Do not need to be told but always do it proper. As Rotary is a society of good people.

New Year "Rotary Opens a Way to Create Opportunities." A year of club president # 116, is vibrant and bustling. It is a better network than any other network ever. Some district even

created their own group song, the song which make vibrant and unity.

There is a hypothesis that Thai must sing Thai national anthem. Therefore, Rotarians should be able to sing Rotary's song. Many clubs have songbooks to sing before or the end of each meeting. Some clubs sing 3 songs: national anthem, Rotary relationship and club songs.

We also have an annual song that tells us about the motto of each year, often composed by PP. Thanongsak Wiboonma, D.3350 for us to sing along. There are some Thai

mix with Western songs, such as the song "Sawasdee" which is so impressive every time we sing. It tells the identity of the Thai people. There are also many other songs may be used to express the identity of a Rotarian who have music in their heart.

The Rotary clubs often work on goal through the rules of the annual certificate of honor, some year is difficult, some year is easy but this year according to the Rotary motto "Rotary Opens Opportunities" seem to open an opportunity to all clubs to receive the certificate of honor. To do 13 activities out of 25 is not difficult. If it is an

exam, then only half of that is passed.

But for the data processing must be recorded through Rotary Club Central so that it can be seen for who do what and where. And for those who wants to know what are 25 items, you are welcome to take a look at "Rotary Club Central" then you will know which one is easy for difficult. If there are more than half of the clubs received a certificate of honor. As a result, the district governor will also receive one too.

Even though it is a year that Rotarians have to get used to new normal way of keeping friendship through social media. According to the new generation way of life, and please be assured that the situation will improve accordingly.

"The way Rotary clubs work is often look at goals, through the rules of the annual certificate of honor.

"The Rotary clubs
often work on
goal through the
rules of the
annual certificate
of honor"

Young at heart

Holger Knaack has a fresh vision for the Rotary of the future.
With a little help from his friends, things should go swimmingly

Holger Knaack is vacuuming.

The Rotary Club of Herzogtum Lauenburg-Mölln has wrapped up its annual Christmas bazaar in the cloister of the 12th-century Ratzeburg Cathedral. Two days of selling handicrafts, mistletoe, and homemade cakes and cookies have netted the club some 8,000 euros, which this year will go to a German nonprofit that supports children who are critically ill. As the club members break down booths and put away tables and chairs, Knaack grabs the vacuum cleaner and, head down in concentration, tackles the crumbs, dirt, and bits of tinsel that litter the floor.

At this moment, Knaack is president-elect of Rotary International, preparing to take office on 1 July 2020. But at the same time he's a regular Rotarian, a 27-year member of his club, pitching in like everybody else. "He just wants to be one friend among friends," says club member Barbara Hardkop.

There's a German phrase: man holt die Leute ins Boot. It means getting people on board to work together toward a common goal. In the coming year, Rotarians will find that Holger Knaack is not one to stand on the sidelines while others do the work. But equally important for Knaack is the philosophy that working hard doesn't mean you can't also have a good time. As he spends this year getting people on board

— especially to carry out his highest priority, investing in young people — he will also be doing his best to make sure everyone is enjoying themselves.

"It's a basic principle with Holger," says his longtime friend Hubertus Eichblatt, a fellow club member. "When we get together, it has to be fun."

Holger Knaack is an atypical Rotary president, and not just because he wears jeans and eschews ties much of the time. He's the organization's first German president, and he came to that position in untraditional fashion. Unlike many of his predecessors, he didn't rise step by step through the ranks of Rotary offices. He served as club president and district governor, but he had held only one Rotary International post, that of training leader, before becoming director. And he remembers being at a Rotary institute where people asked him what other district offices he had held before becoming governor. "I said, 'None. None.' All of them were very surprised," he recalls.

What Knaack is most known for is his involvement in Rotary's Youth Exchange program. That experience is deep, broad, and extraordinarily meaningful to him and his wife, Susanne. They have no children of their own, but they have opened their home — and their hearts — to dozens of students. "The Knaack house is always

Holger Knaack, Rotary International's 2020-21 president. "He looks youthful," says a friend. "He is youthful!"





full of guests, especially young people," says Helmut Knoth, another friend and member of Holger's club. "They've had hundreds of guests over the years."

Shortly after joining his Rotary club in 1992, Knaack helped out with a camp for short-term Youth Exchange students in northern Germany. He was immediately hooked. "I thought it was a really great program," he says. "This is something, you'd say in German, *wo dein Herz aufgeht*: Your heart opens. Whenever you talk to the young people, they'll tell you, 'It was the best time in my life.' Sometimes I think they are surprised about themselves, about what they are able to do, and about the possibilities that are open to them through Rotary."

The opportunities opened for Knaack, as well. He became Youth Exchange chair for his club, and after serving as governor of District 1940 in 2006-07, he was asked to chair the German Multi-District Youth Exchange, a position he held

Above: Over hot punch at the Rotary Club of Herzogtum Lauenburg-Mölln's Christmas party in December, Knaack chats with fellow club member Barbara Hardkop and her husband, Gerrit (with Jan Schmedes in the background). Right: Enjoying club friendships are (from left) Karsten Lessing, Susanne Lessing, Andrea "Sunny" Schulz, and Harro-Meinert Petersen.

until the day before he started his term on Rotary's Board of Directors in 2013. Along the way, he notes, he always relied on other people. "You develop a vision together, and then let's go ahead," he says. "Everybody's going a little different way; there's never just one road. But the goal should be the same."

Young people seem to intuitively understand Knaack's way of doing things. "Holger has a vision, and he is executing on that vision," says Brittany Arthur, a member of the Rotaract Club of Berlin and the Rotary Club of Berlin International. "And you recognize that this vision is not new for him. Holger and Susanne have had



dozens of Youth Exchange students. Do you think they did all that so that in 2020 he could say, 'We need to invest in youth'? This is who they are."

Arthur also sees Knaack as unusual in his willingness to invest in "potential, not experience." In 2012, as an Australian Ambassadorial Scholar in Germany, she had a brief exchange with him at a club meeting. That led to her speaking about her "Rotary moment" at a Berlin peace forum sponsored by 2012-13 RI President Sakuji Tanaka. After her presentation, she thought she was done. But Knaack, who had organized the forum and was now putting together a Rotary institute, had other ideas. "I had just finished speaking to hundreds of Rotarians," she recalls. "I was feeling so great, and he said, 'Do you want to help with the institute?' and I said, 'Yes!'"

Like other Rotarians, Arthur perceives the depth of Knaack's persuasive personality. "He's

Holger and Susanne Knaack love to travel, but they have lived their entire lives not far from where they were born: she in Ratzeburg and he in the nearby village of Groß Grönau, about 40 miles northeast of Hamburg. Their upbringings were remarkably similar. Each was born in 1952 and lived over the shop of the family business: Susanne's father and grandfather were sausage makers, and Holger's family bakery was founded by his great-great-grandfather in 1868. "We were very loved," Holger remembers. "Everybody took care of you; everybody always knew where you were."

Hubertus Eichblatt also grew up in Ratzeburg, where his sister and Susanne, whose maiden name was Horst, were childhood friends. "The Horst family had a very open house, and it's exactly the same with Holger," he says. "Friends are always coming in and out."

Holger and Susanne live in the home that once belonged to Susanne's grandmother; next door, Susanne's sister, Sabine Riebensahm, lives in the house where the two grew up. About a decade ago, after her husband died, Holger's sister, Barbara Staats, moved into an apartment on the top floor of that house. The two homes have a total of nine guest rooms, and what with Barbara's 12 grandchildren, dozens of current and former Youth Exchange students, and various other friends, at least one of those rooms is usually occupied. Every morning, everyone meets for coffee in a cozy nook off

"He's super funny and nice, but he's dead serious when it comes to certain things, which is why he's such an interesting leader."

Holger and Susanne's living room, where floor-to-ceiling windows offer views of the Küchensee, one of four lakes that surround Ratzeburg. They often lunch together as well, followed by more coffee. Then Holger has a ritual: He folds his long frame onto a little sofa for a nap while Susanne, Barbara, and Sabine continue their chat. "He likes to hear us talking while he's napping," Sabine says.

The four share duties, including shopping and cooking. "When someone needs something, you just shout," Holger says. "I think this is the perfect way to live: together. The secret to any-



super funny and nice, but he's dead serious when it comes to certain things. Which is why he's such an interesting leader: He can show up on so many different levels when you need him."

thing is to ask: What's our goal? This is exactly our goal, how we live right now."

One Saturday in December, Holger, Susanne, Barbara, and Sabine are preparing boeuf bourguignon to serve at a dinner party for 23 close friends the Knaacks will be hosting the next day. They're simultaneously planning the menu for Christmas, when they'll have 15 people — 16 if a young Egyptian woman who is studying in Germany, the daughter of some Rotarians they met at a Rotary institute in Sharm el-Sheikh, takes them up on their invitation.

Helmut Knoth calls the Knaacks' hospitality "a stroke of luck for Rotary. At least once a year we have a party there, in their beautiful garden," he says. "When the weather is nice, we go swimming. In winter, there's a traditional event for Holger's birthday. We meet at the rowing club and hike around the lake." All the birthday gifts are donations to the Karl Adam Foundation, which Knaack founded to support the rowing club. (Ratzeburg is world-famous for its rowing club, whose members formed the core of the German teams that won gold at the 1960, 1968, 2000, 2004, and 2012 Olympics. The club's co-founder and longtime trainer, a local high school teacher named Karl Adam, is considered one of the best rowing coaches of all time and developed what's known as the "Ratzeburg style.")

Looking through family photo albums, the Knaacks talk about childhood vacations to the seaside — Holger and his family to the island of Sylt on the North Sea, and Susanne and her family to the Baltic Sea coast. A few kilometers from their home, Holger's family also had a small summer house with a large garden where they would spend weekends. The forests and meadows were his to explore. "It was a perfect childhood," he says.

Holger's boyhood home was situated about 500 meters from a small river, the Wakenitz, that formed the border with East Germany. "For me, that was really the end of the world," he remem-



bers. In the summer, he and his friends would test their courage by swimming across the river. On the other side was a swamp, a minefield, and watchtowers manned by East German guards. After the fall of the Berlin Wall in 1989, he says, "the first thing we did was to explore the other side by bicycle. All the watchtowers were open. I had never seen our own village, or our own house, from that perspective."

As a young man, on holidays and weekends, Holger worked as a driver for his family bakery. After finishing secondary school he learned the trade, working in another bakery for two years for his Ausbildung, or apprenticeship. "So I can bake a lot of things," he says cheerfully. "And I still like to bake. You have to love what you do in order to be very good. Whatever marketing techniques you may use, it's all about the quality. Quality is about loving the product and trying to make it the best you can. But you have to take your time. That's the secret to many things."

After completing his Ausbildung and another year of internship in a large bread factory in Stuttgart, he went to the city of Kiel to study





business administration. At the first student assembly, he caught sight of his future wife. "I saw Susanne on the 20th of September 1972," he says. "I remember that quite well."

Holger didn't make the same impression on Susanne, perhaps because there were 94 men and only three women in their class. But they soon got acquainted, and on weekends, they would drive home together to each work in their family's business. Before returning to Kiel on Sunday evenings, they would load up the car with bread from the Knaack bakery and sausage from the Horst shop. "Our friends always knew to come over on Mondays," Susanne says with a laugh.

Above: Holger and Susanne Knaack love to cook for themselves and their friends; here, they assemble a meal in Holger's sister's kitchen. Inset: The Küchensee, one of Ratzeburg's four lakes, provides a scenic backdrop for lunch with Holger's sister, Barbara (left), and Susanne's sister, Sabine (right).

They graduated in 1975 and got married the next year. Each of them continued to work in their own family's business. At the time, the Knaack bakery had several shops and about 50 employees. After taking over from his father in the late 1970s, Knaack decided to expand the company. He also decided that he wanted to know exactly where the grain used to bake his bread was coming from. So he turned to his friend Hubertus Eichblatt, a farmer, who started a cooperative with other farmers. Knaack also worked with Günther Fielmann, Europe's largest optician, who invested in cultivating organic grain on his own farm, Hof Lüt-



jensee. Together Knaack and Fielmann built their own mill and marketed organic baked goods —something new 30 years ago. “Holger was always very innovative,” Eichblatt says, “very forward-thinking about those kinds of things.”

Another of Knaack’s innovations was to move the baking of the bread into the shops. Before that, bread was baked in the factory and the loaves were trucked to the shops. Knaack’s idea was to continue to make the dough in the factory, but then to freeze it in portions that were distributed to the shops to be baked. His motto was *Der frische Bäcker* – “the fresh baker.” Today, almost every bakery in Germany does it that way.

Knaack kept expanding the business; eventually there were about 50 shops and the factory with hundreds of employees. He received an offer to buy his company from an internationally active firm that was investing in bakeries. It was a very good offer, and Knaack took it. Still a young man in his 40s, he pursued other business ventures and took up golf (and was quickly tapped to be president of his golf

club). He had been an active member of Round Table, an organization for people under age 40; at 39, he joined the Rotary club in the nearby town of Mölln (remaining a member there even when a new club was chartered shortly afterward in Ratzeburg with many of his friends as members). And before long, he found his calling with Rotary Youth Exchange.

Medieval Ratzeburg, with its ancient cathedral and half-timbered burghers’ houses, is situated on an island surrounded by four glacial lakes. The northern German state of Schleswig-Holstein is dotted with such lakes; winding roads lead through rolling green countryside past farms and villages built in the characteristic regional style of brick architecture. But the students who have stayed with Holger and Susanne have found something much deeper than a picture-postcard experience of Germany.

Juraj Dvořák was one of the first students the Knaacks hosted, in 1996. After returning home to Slovakia, the 16-year-old sent a card to Holger

Above: Ratzeburg with its 12th-century cathedral and its glacial lakes. Inset: Knaack greets members of the famed local rowing club as they come back from a training run. Following pages: An active couple who enjoy the outdoors, Holger and Susanne take a break from bicycling in front of the regional history museum in Ratzeburg.



and Susanne, who invited him back for another visit. But when Dvořák's father died of a heart attack, the young man told the Knaacks he couldn't come after all. Holger and Susanne, along with Dvořák's mother, insisted the visit go on as planned.

"I stayed one month with them, and they did everything to help me," Dvořák recalls.

"Since then we have been close friends. If I had not met Holger and Susanne, and if they had not mentored me in many aspects of my life,

I would not have achieved what I have." Dvořák now heads a private equity company in Vienna, but he's not talking about material success. "I went from zero to somebody, not in terms of money, but in terms of a healthy personality."

He and Holger "always had deep discussions," says Dvořák, who still visits every year. "He told me that money is not the most important thing, that I have to enjoy my work and I should also enjoy life. He told me I should travel and see the world. And he took me to many meetings with his friends, Rotarians. I didn't understand why at the time, but when I got older, I realized it was an absolutely unique chance to learn how to behave with people you don't know. He grew me up."

About Holger and Susanne, he says: "They have a big heart and a strong responsibility for the people they are mentoring. They are different from other people. They are championship league people."

The Knaacks take that responsibility to mentor students seriously. "The major goal of Youth Exchange is to dive into another culture, to learn everything you can about that culture," Holger says. "And the amazing thing about Youth Exchange is that parents send their kids around the globe and trust that Rotarians will treat them like their own children. It's something that makes us unique. No other service organization does it this way."

Paula Miranda spent three months with the

Knaacks, who were her first hosts during her exchange year in 2008. She arrived in Ratzeburg from her home in Argentina in January: "I remember it was 4 p.m. It was already dark in Germany, and I was like, oh, my God, where am I? And they welcomed me with a German meal."

When Miranda turned 19 a month later, Holger and Susanne organized a birthday party with some of her new friends from school. "They made barbecue asado like we do in Argentina," she recalls. "They wanted to make me feel at home, and I really appreciated that. My year wouldn't have been the same without them. I really love them."

Alois Serwaty, a past governor of District 1870, first met the Knaacks 25 years ago at a German Multi-District Youth Exchange conference. "Both Holger and Susanne have an uncomplicated and open manner that appeals to and motivates young people," he says. "When you meet them, you recognize right away that they like young people. Holger's attitude is that Rotary must remain young and that working for and with young people keeps you young."

Dvořák agrees: "I was with Holger in December, and he has not changed in 24 years. He's still the same, maybe just some wrinkles. This Youth Exchange program gives him energy."

A phrase you hear often among German Rotaractors is *auf Augenhöhe begegnen* — to meet someone at eye level. "That means everyone is equal, on a level playing field," Susanne says. "It doesn't make any difference if someone is a director or a driver. You discuss something and come up with a solution without the other person feeling like he's received an order."

According to his friends and family, Holger has a real flair for this. "If he can't do something himself, he can delegate really well," Susanne laughs. "He can recognize who would be good at something. It's a talent of his."

One example, she says, is the success he had working with Rotaractors on the Rotary institute in Berlin. "They said, 'We'll do the breakout sessions,' and instead of saying, 'You can't

"Holger told me that money is not the most important thing, that I have to enjoy my work and I should also enjoy life."

do that,' he said, 'Go ahead.' He trusts people to succeed. But he's still in the background keeping an eye on things. It was the same for the convention in Hamburg," where Knaack and Andreas von Möller were co-chairs of the 2019 Host Organization Committee. "There were lots of Rotaractors involved there too."

One of her husband's main goals, Susanne says, is to continue to bring Rotary and Rotaract closer together. "He's excited about what he wants to accomplish." And when he's excited about something, "he's able to get others excited as well," adds Susanne's sister, Sabine. As Brittany Arthur noted, "You feel like you're investing in his vision."

Over cappuccinos in the sunny cafe of Ratzeburg's Hotel Seehof, with its views of the sparkling KÜchensee, Knaack's friends Hubertus Eichblatt, Helmut Knoth, Jens-Uwe Jansen, and Andreas-Peter Ehlers — like Holger, all members of the Rotary Club of Herzogtum Lauenburg-Mölln — agree that he possesses a certain genius for marshaling volunteers. Ehlers remembers how it was when he served as district secretary during Knaack's year as district governor. "Before that time," he says, "under other governors, it was always 'some-

"We need to take care of our Rotary clubs, and our friends in our clubs."

body should do this' or 'who is going to do this?' But Holger would say, very specifically, 'Hubertus, I've been thinking about it, and you're the perfect person to do this. Here's how I envision it. This is just right for you, Hubertus, I would really love it if you

did this. It's great that you're going to do this!' The way he puts it to you, you can't say no. And you do it gladly, because he doesn't hand it to you and then walk away. He comes back in a month and asks, 'Hubertus, everything going OK? Can I help with anything?'"

Eichblatt laughs at this depiction, but stresses that Knaack is successful because his enthusiasm is infectious — and because he sets the example: "He exemplifies these positive characteristics, so it's relatively easy for him to convince people to do things."

As they chat about Knaack's good qualities, they echo what many people say — that he's never in a bad mood. But close friends that they are, they insist he's not perfect. "We have to find a weakness," muses Eichblatt, before settling on

a benign character flaw. "He's very fashion-conscious. His glasses!"

The mention of Knaack's signature eyewear elicits an immediate reaction from the group. "He's the only one who wears glasses like that," Ehlers says. "And if they break, no problem: He has another pair!"

"They're his trademark," Knoth adds. "I've only ever known him to wear these glasses. And he seldom wears a tie. Jeans, always. He looks youthful. He is youthful!" The old friends nod and laugh as they finish their cappuccinos.

Knaack's philosophy — that no matter how hard you work, you should also have fun — applies especially to Rotary. "Traveling around, talking with people, is really fun for him," says Susanne, a charter member of the Rotary E-Club Hamburg Connect. "Rotary is fun for him — and it's just as much fun for me."

Knaack wants everyone to enjoy Rotary — and to be proud to be part of it. "All of us love this organization, and all of us should feel we ought to do something to make Rotary stronger," he insists. "It's not hard to do more: be more involved in your club, more interested in your friends, more involved in projects and programs. Ask yourself: Is our club involved in youth service? Can we come up with better ideas for fundraising? And the club also has a responsibility to make people feel good, feel welcome, feel proud. It has to feel special to be a Rotarian."

As he thinks about the year ahead, he notes that a Rotary president gets invited to lots of events, including district conferences, and sends a representative to most of them. But Knaack plans to attend — if only virtually — the conference in District 1940, whose governor this year, Edgar Friedrich, is a member of the Rotary Club of Herzogtum Lauenburg-Mölln. "I think you're allowed to make an exception for your own district, especially if the district governor is from your own club," Knaack says. "Your Rotary club is really important. Whatever office you have had in Rotary, and however important you were, at the very end, you're always a member of your own Rotary club and happy to be among your friends."

"That's why we need to take care of our Rotary clubs, and our friends in our clubs. It doesn't matter if you were president. At the end, it's important that you're among friends."

Adapt and Connect

Adapt and Connect

ROTARIANS HAVE ALWAYS ADAPTED when confronting disasters, finding new ways to serve their communities. Faced with the COVID-19 pandemic, Rotarians are stepping up to the challenge, and clubs around the world are sharing their stories of the creative ways they are making a difference.

Rotary Club of Amersfoort Stad, The Netherlands



“A lot of attention has been paid to the medical and economic side of the story. However, the coronavirus is also keeping parents and caregivers at home with their school-age children, an unexpected situation that has forced many to improvise. Our KidsCoronaKrant is a digital newspaper that includes text, drawings, photographs, and videos produced by and for children [krant is the Dutch word for newspaper]. The website is a project of the My Book Buddy organization I started in Kenya 10 years ago with the support of Rotarians and other organizations.”

Cathy Spierenburg

Rotary Club of La Marsa Impact, Tunisia



“Many Tunisian Rotary clubs, instead of financing their flagship projects, have decided to donate the money to fight the coronavirus. We organized an online ‘coronathon’ to collect donations from Rotarians and their families and friends to finance the needs of hospitals, including for respirators and other supplies.”

Eya Chaouch

Rotary Club of Santa Rosa West, California



“Our club partnered with the Rotary Club of Santa Rosa East to come up with an initial \$2,000 to purchase 175 boxed lunches from a Rotarian-owned restaurant. We set up a safe drive-thru in Santa Rosa and invited hospitality and service workers to pick up a free lunch for themselves and their families. We also set up a GoFundMe for public donations and raised money, with four Santa Rosa Rotary clubs participating.”

Casey Williams, PRESIDENT

Rotary Club of Downtown Franklin, Tennessee



“For safety, we are trying to do our part in keeping face-to-face interactions limited, but we are still collecting food for One Generation Away, which helps feed many needy people in middle Tennessee. Club member Mike Alday delivered donation bins that were put on the front porches of some of our members, along with ones set outside local businesses. Besides the food, \$530 was raised for the organization.”

John Reynolds

Rotary Club of Beau Bassin-Rose Hill, Mauritius



“As COVID-19 cases began to rise, our club partnered with a state-owned company, Airports of Mauritius, to provide medical equipment to support the government in this battle. We donated breathing assistance machines, electrocardiographs, vital sign monitors, and devices to detect infections and prevent sepsis and other conditions. The equipment was deployed to the New Souillac Hospital on 23 March.”

Rakesh Gaju

Rotary Club of Djursholm, Sweden



“In mid-March, our club started the project Djursholm Rotaryklubb Hjälp (Djursholm Rotary Club Helps) to assist residents who were in quarantine or isolated in Danderyd, a municipality outside Stockholm. We helped mostly elderly people by buying food and other supplies, and being available for advice and conversation. Rotary has always stepped up in crises and disasters. We see this as part of our work to serve our community.”

Margit Svenson

Adapt and Connect

District 3521 (Taiwan)



"Using food donated by wholesale markets, our district has prepared and delivered meal boxes to the medical professionals at hospitals that are treating COVID-19 patients.

The assistance of the minister of health and welfare and the mayors of Taipei and New Taipei City were instrumental to our building a central kitchen to efficiently prepare the meals."

Sara Ma, PAST DISTRICT GOVERNOR

Rotary Club of Berlin Platz der Republik, Germany



"The Rotary Club of Berlin Platz der Republik and the Rotaract Club of Berlin International introduced a joint effort to support people who are especially vulnerable to the virus as well as professionals in the health and civil

protection sectors by offering a shopping service. Those needing grocery shopping or to have other errands run contact us via phone or email. At the beginning of the project, six Rotarians and 17 Rotaractors delivered everything, contactless, to their door. To raise awareness, we have posted leaflets in our neighborhoods and used social media."

Jörg Haas

Rotary Club of Westhoughton, England



"We helped organize and promote a teddy bear hunt. People with children at home, and grandparents who could not visit with their grandchildren, have been putting teddy bears in their windows. It is just a small way to

spread a little joy and brightness in the present constrained times."

Phil Wood

Rotary Club of Naperville Sunrise, Illinois



"Using social media, our club held a drive-by drop-off — with members standing the appropriate minimum of 6 feet apart, of course — and collected food for a local pantry. We got to talk to some potential new members, too, and it generated a good feeling between us at a difficult time."

Deborah Newman

Rotary Club of Oswestry Cambrian, England

"Because of the lockdown, more people than ever are getting their prescriptions delivered as they are self-isolating. Pharmacies were getting backed up, so Oswestry Cambrian Rotary members were pleased to step in to help the Old Chapel Pharmacy make deliveries."

Ron Pugh

Rotary Club of Sanam Chan, Thailand



"After receiving a request from a hospital in Nakhon Pathom province, we raised about \$600 from members, purchased materials, and assembled face shields with the assistance of the Rotaract Club of Sanam Chan

Community, which we sponsor. Thirty of us made 3,580 shields, which were given to 22 hospitals and health care centers."

Rattanaoporn Laorujiralai

Rotary Club of Panaji Mid-Town, India



"Amid a shortage of proper medical gear, our club designed, manufactured, and distributed face shields to protect doctors, nurses, and health care workers. In the early days of the pandemic, we delivered 100 thermoformed

2-millimeter acrylic shields and construction worker helmet harnesses to the local directorate of health services at no cost."

Siddha Sardesai

Rotaract Club of Madras Central, India



"With people confined to their homes, our club wanted to boost people's spirits and distract them from the negativity. We sought an inclusive idea of putting the lockdown to its fullest use, where people could be creative while spending time with their families. We introduced a simple challenge to cook your favorite dish or try out a new one, take pictures of the process and the finished dish, and post the recipe and pictures on social media, including our club Facebook page. With the hashtag #Quarantine CookingChallenge, we got a remarkable response. Nothing brings people together like good food."

Meera Devi

Our District

(From left to right)

DG. Somchai Kerddech (3360), DG. Somsri Mekthon (3350),
DG. Wimon Kachintaksa (3340), DG. Chalermchat Chun-In (3330)



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Corona Virus-19

New Normal

Administering Rotary in the New Normal: 2020-2021 District Governors

Since the beginning of 2020, the explosion and spread of COVID-19 worldwide has had an effect on the conduct of all of our lives, especially when a lockdown was announced in many places and an emergency decree was issued on March 26, 2020. It made us alter the conduct of our lives and behavior, including various activities that had to be consistent with the situation. That has brought forth new terminology such as “new normal” which the Office of the Royal Society defines in Thai as the khwampokitimai or thanwitichiwitmai.

The editorial department of Rotary in Thailand therefore interviewed the four district governors in Thailand to ask, since you began preparing yourself to administer Rotary at the beginning of the year, what effects has your district experienced from the situation, what changes did you have to make in the conduct of activities, and how did you plan the execution of Rotary’s work in your district in the era of this New Normal? We are going to meet together with the four district governors directly.



PP. Jantanee Tienvijit,
Rotary Club of Lanna

D. 3330



D. 3340



District Governor Chalermchat Chun-In, District 3330

Before the outbreak of the COVID-19 pandemic, District 3330 had a longstanding culture of installation ceremonies for the executive committee of Rotary clubs, which was that each club organized an installation for its president and executive committee, an average of one club per day. It was a long process that took about three months. All Rotarians had the duty and responsibility to attend the ceremonies of the various clubs every day. This created excellent fellowship which was exchanged with the cost in time spent traveling to and attending the installation ceremonies and the large budgetary cost. There was a person who gathered the data and estimated that we spent more than 10 million baht a year for this.

When the Covid-19 pandemic crisis occurred and came together with an opportunity for change, District 3330 planned and decided to organize four sessions of the District Training Assembly (DTA) for 2020-21 in Nakhon Si Thammarat, Trang, and Nakhon Pathom (twice) provinces. This was consistent with government policy and controls to prevent the spread of the Covid-19 pandemic. When we finished the training, in the last time period of the training, we organized the installation of the club presidents and their executive committees for every club. We were able to organize an honorable and impressive ceremony for each club, and there were not any additional expenses, not even a single baht, for the clubs.

The result of organizing the installation ceremonies as we have described was that every club gave excellent cooperation. There was satisfaction and the creation of impressive feeling. There were some beautiful pictures. It created savings and a sense of appropriateness. After the ceremonies were completed, in this Rotary year, there were no clubs at all in District 3330 who organized their own installations. If there were some, they were celebrations to recognize the

District Governor Wimol Kachintaksa, District 3340

In people's lives there are things that happen many times that they did not expect beforehand, but the situation of the COVID-19 pandemic is something that was unexpected and that has effects that could not be imagined as a true story. I remember that January 25, 2020 was the day that the district governors-elect traveled back to Thailand from the International Assembly in San Diego, USA. There was discussion of an epidemic that was occurring and an alert for us to wear facemasks. The disease then expanded and widened until it was known as the Covid-19 Pandemic. It has affected the entire world both economically and socially, and it has made us change our lives in new ways. We must be aware and review what has happened and what else will still happen during this time.

When we reached the period to arrange the District 3340 DTA for 2020-21, which was the period when the government announced the lockdown and forbade various activities that risked the spread of the disease, the district committee chose to wait until the situation became more suitable for in person DTA meetings. We had to divide the DTA into four meetings in order not to have too many people attending each meeting. They were held in Srisaket, Khon Kaen, and Chantaburi provinces, and Pattaya City, Chonburi with better

new executive committees that were simply organized in a relaxed way within the club. This event, I believe, is the New Normal. Usually, we think about how we can always change, but the various activities that we have been doing for a long time until they became part of the culture are difficult to alter or change. This situation with Covid-19, I believe, asked us to make a lot of changes that are very advantageous, and our Rotary, if we look at this angle, can receive the benefits, too.

As for the arrangement of meetings that are presently happening, both the chairs of the district committees and the club presidents have arranged meetings online and in person, according to the situation and the suitability. As for arranging activities for youth such as RYLA, Rotaract, and Interact, we can still organize them as normal but we have to adjust and change the character of the activities to make them appropriate to the situation and to the precautions established by the Ministry of Public Health. As for the Intercity Meeting that District 3330 organizes twice each year in the upper and lower zones, this year it will be changed to the activity "District Governor Meets Club Presidents and Assistant District Governments" twice, in the upper and lower zones as well. Even so, the District Governor's official visits to the clubs are still occurring, but we will increase the strictness of the points of wearing face masks, observing social distancing, washing hands, etc. Even so, I will emphasize to the clubs that they should reduce costs in welcoming the governor to emphasize sufficiency and adequacy in order to lead to good economic results for every party. These various things are some of the parts that we have tried to change to create the greatest benefits for all parties. We hope that some of these activities that we have altered that are good for today might also be things that we can do in the future as well.

results than we had expected. The training was fully successful and produced growing fellowship among Rotarians.

For District 3340's various annual seminars this year, the committees will organize a mix of online meetings on Zoom and in person meetings. What is certain is that the in person meetings will still maintain the social distance standards and wearing facemasks by organizing district meetings in zones for the convenience of Rotarians in each area and to limit the number of people at each meeting. As for the delivery of district news to clubs and Rotarians, we will use social media systems that are convenient and fast for keeping abreast of events.

In the era of the New Normal, even if on some occasions, not many of us travel to meet together as we did in the past, we Rotarians are able to speak and talk, discuss, or follow the progress of work conveniently and quickly through face to face meetings on social media. This makes our work more efficient and what is miraculous is the love, unity, sympathy, and willingness to help each other while being apart in District 3340 still confirms there is no change in the good things. I believe we can get through this year and at the same time, we are still able to build the energy to make Rotary in our district stronger.

Corona Virus-19

New Normal

D. 3350



D. 3360



District Governor Somsri Makthon, District 3350

The effects of the COVID-19 pandemic have been a very challenging issue in the work for Rotary year 2020-21. They began with the first meeting after the International Assembly for district governors-elect in San Diego, USA, with the Multi-District-PETS for Presidents-elect from February 28 to March 1, 2020 in Chiang Mai province. Many presidents-elect asked not to attend the training because they feared the risks of getting the virus while traveling. Some wanted to attend but did not want to fly. It was thus lucky that the district received support in the form of a bus from PE Phonthep Hongratanaui-thai, Rotary Club of Rat Burana, which meant that District 3350 presidents-elect could travel together in a group.

The next event was the 2020-21 DTA scheduled for April 25. We were not able to arrange it as normal because it was forbidden to have large rallies. It was necessary to discuss with the organizing committee to find a way to arrange the training in an appropriate manner. To summarize, we had to do it in a hybrid fashion. Because most of the Rotary members at that time were not yet used to online meetings, we thus made an appointment with the trainers to prepare the substance of their training in PowerPoint and then to come present their lectures, including their notes, in order to make videos that were put on flash drives and then sent to the presidents-elect to share with the members of their executive committees.

District Governor Somchai Kerddecho, District 3360

The period since the end of 2019 was a time when the district governor-elect was educating himself about his role as DG, beginning with the GETS training in Manila, Philippines in November 2019 and the International Assembly training in San Diego, USA at the end of January that prepares the governors-elect. In District 3360, there was training in three zones of the district: the DTTS training for the district team and assistant governors in the middle of February 2020 and finishing off with the training seminar for club presidents-elect or the Multi-District PETS of which District 3360 was the host in Chiang Mai province from February 23 to March 1. During this period that we are discussing, the situation with regard to Covid-19 was continuously becoming more serious. In the Multi-District PETS, the committee arranged to check temperatures, to have hand sanitizer, and to require every Rotarian at the meeting to wear a face mask. Many people were still worried that there was a risk of catching the virus, but because there was a strong Rotary spirit, everyone agreed not to give in and not to withdraw from the training with the result that no one caught the virus, except for one person. We can say that it was very good luck.

After that was the period when everyone was confined at home. For Rotarians, we can determine that it was very uncomfortable because usually, it would have been a period that we would have had an opportunity to meet and do various activities together. This includes the effects on the plans of the district governor, too, for example, in the short term, the training seminars such as the DTA that had to be changed to an online version even if we could not see each other face to face. What we did see, however, is that with this new way of training, we were able to view and participate in this education all the time and go back and look again many times at the topics that we were interested in.

The club executive committees were able to educate themselves and from there, approximately 30 days later, we scheduled an on line meeting on Zoom to permit the trainers to answer questions. These were two ways of communication that had very good results given the situation at that time.

Another event that was strange and very new in District 3350, that we had never done before, was that simulcast on Facebook Live of the District Governor installation ceremony. Past Rotary International President Bhichai Rattakul honored us as the president of the ceremony. There were past and future district leaders who attended the ceremony, which was organized to maintain social distancing. Members in the district were able to participate in the ceremony as it passed through a mobile phone and computer. As for training and other activities that are being organized both on line and in person, they are being arranged as appropriate and in accordance with the directives of the Ministry of Public Health, still having the goals and the results as normal in every point.

Facing the various obstacles makes us have a culture of openness to opportunity and willingness to study and adjust by using IT more, proof that makes us realize that in this crisis there are always opportunities and that we can give opportunities to others through our community service activities with determination because “Rotary opens opportunities.”

The effect that we see most clearly is that we still cannot do big activities that require us to invite large numbers to meet together, but there are new things we can do to replace them as well. Rotarians can speak and talk together more on social media. We can meet together on line through Zoom which allows us to meet face to face more often. We can say that this is the new normal, which then becomes our usual life, and that what we see as a problem, social distancing, is no longer a problem.

The thing that I noticed in this period in which we were not able to work flexibly is that Rotarians have more alertness, enthusiasm, and inspiration. When they saw the difficulties of people in the communities in society, we again saw that Rotarians had an opportunity to show their strength in supporting others. It was service above self. We often hear that Thais do not forsake each other. We initially saw many small projects started that assisted communities, for example, projects to distribute facemasks, hand sanitizer, medical equipment, rice, fish, and food, and have pantries to share happiness, etc. Even though some Rotarians also felt the effects that the overall population felt, they still had a heart for service. After this and going forward, Rotary activities will surely take place within the model of social distancing in order to be consistent with the situation. Togetherness will decrease; cooperation and fundraising should stay at the normal level because the majority of Rotary clubs already have a plan for various timeframes.

Finally, I believe that no matter what kinds of crises our world must face, we Rotarians will still do our duty, to do good for others without expecting compensation, to do good for the people of the world. We can say that “Rotary opens opportunities.”



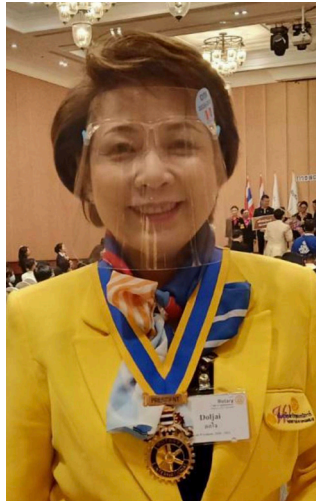
PDG. Juthatip Thamsiripong
Rotary Club of Pra Pathom Chedi

Hello Fellow Rotarians.

We are given many opportunities. If we think carefully, and have enough time we will realise that even if we practise social distancing, wear clear plastic face shield, or cover our nose and mouth with attractively designed cloth mask or hygienic mask sold in drug stores, everyone has this opportunity to relax and rest more than before, to be by yourselves more than before. Our mind and heart are refreshed and happy that our body is getting the opportunity to relax and let our cells rejuvenate. Not for long though. Pretty soon, Rotarians are restless and attempting to meet more people.

After District 3330 has organized the Rotary Foundation, Public Image and Membership seminars on 1 August 2020, we began to feel that having friends is a significant part of our lives. By having a role where I transferred 'understanding of Rotary' to Rotarians who attended seminars gave me confidence that Rotarians still hold the service motive, a desire to serve the communities of people who are not well off. Even though the Covid-19 situation still lack vaccines and more countries are reporting people getting sick, Rotarians are fighting the situation and hope that people of the world will remain safe, have a better life and their business improves and their health improves. We all offer mental support to one another.

New Normal



"How Rotary creates opportunities under New Normal"

By P. Dolchai Jongpanich
Rotary Club of Supannikar

The spread of the virus Corona or COVID-19 from the end of 2019 to today has affected normal life processes. The lack of a vaccine to protect oneself means we need to have other protective measures in place. Rotarians had to adjust or change their projects to adapt to the new measures. These affected regular club meetings, meetings with the communities, or contacts with other clubs.

Everyone had to adapt to 'new normal' including Rotarians. For example we had to change the way the club meet from physical meetings, to online meeting by Zoom, Google Meet or LINE. When we meet face to face, the seating follows social distancing rules. Food and drink are individually served. Team sports are no longer possible, so we switch to educational competition using the theme of harmony. We donate medical devices in place of visiting patients. And with the sinking economy, we need to reduce the burden of payment to the club, and in this matter the Rotary Center has led the way by reducing certain dues.

For service projects do consider asking for budget from Rotary Foundation to avoid bothering people for money, as the club has been contributing funds annually.

These are some examples of 'new normal'. I believe Rotarians have many ways where we can walk past this crisis with Rotary ideology.



New Normal in Rotary Club of Ratchaburi
By President Dr. Somchai Thepchareonniran
Rotary Club of Ratchaburi

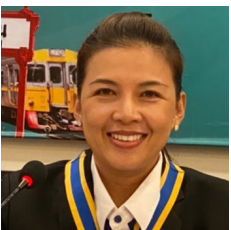
In all 47 years Rotary club of Ratchaburi had recently passed uncertain conditions but were able to administer Rotary non-stop. While we adjusted and changed, we kept the Rotary spirit strong, we kept the club services, vocational services and fellowship intact, added more modern conveniences from more online communication, added more information before meeting, so that the club meeting for more organized and finished within one hour. Members paid more attention to club development. Our service projects emphasized protecting the Rotary family together with the community. We improved the public image of the club in the areas of vocational and community services. This Rotary year, Interact and Rotaract clubs were invited to join our projects from its inception. Rotary Club of Ratchaburi will proceed according to the vision of club presidents of 2020-2021 'Fellowship goes far in keeping with the world'.



Happy to be a club in the Covid-19 era with opportunity to build large service projects
By President Kulpakorn Nateethanathip
Rotary Club of Dharavadi

I feel pleased and honoured to be chosen President of the club. This is the first year Rotary club of Dharavadi has started doing global grant and it's a big challenge for a small club like ours. We need advice from Rotarians who have experience in these matters so that the result is smooth. This year many locations faced COVID-19 infections, the club has health/hygiene projects with hospital to prevent disease and promote good health of people in the community, while keeping up to date with the world situation.

We find that these problems led to changes in our working habits. But they were not insurmountable problems because we have the technology that helped us coordinate work, meet online, receive and send information, leading to faster work process and has the opportunity to achieve the target set.



Rotary Club of Hua Hin and business administration under COVID-19
By President Nicharee Sapma
Rotary Club of Hua Hin

The COVID-19 epidemic has sent enormous impact, upon the economy, society, and wellbeing of society. Members of Rotary Club of Hua Hin are restricted from meeting with each other, and holding meetings to create service projects. The reason cited is social distancing. At the beginning of the epidemic, I myself as the club president for 2020-2021 have sought ways to continue with club activities and projects. Many committees need to hold planning meetings so they set up LINE groups for each committee to discuss issues, and have further discussions on the phone and hold sub-committee meetings emphasising social distancing. The frequency of activities by each person increased several times causing club members to know the activity of the club better. Thus I feel that social distancing while an obstacle it was not able to stop our service projects. COVID-19 is an epidemic that has built opportunities for us to do service projects better. Rotary Club of Hua Hin still maintains that 'Rotary Opens Opportunities'.



In these challenging times for the club that has large number of members, and Rotaract and Interact clubs in their care
By President Tamnan Chooenathat
Rotary Club of Nakhon Pathom

Rotary club of Nakhon Pathom has 3 Rotaract clubs i.e. RAC Nakhon Pathom Rajabhat University, RAC Christian University, RAC Nakhon Pathom Technical College; and 6 Interact clubs at Phrapathom Witthalai School, Sriwichaiwitthaya School, Rachineeburana School, Phrapathom Witthayalai School, Sakkrathiam Witthaya School, and the Nakhon Pathom Municipality Vocational College.

In total we have around 150 Rotaractors in the three clubs and around 500 Interactors in the 6 clubs. They all do activities together with the Rotary club, e.g. vocational project, planting trees, books for libraries, and all club officers plan for projects that suit the COVID pandemic. Our desire is to have our youth understand Rotary better. Our youth have creative ideas, they plan ahead, and we help them plan for entering university and be Rotaractors and become Rotarians in future.

We have prepared a register of information of Interactors and Rotaractors for when they become Rotarians and continuous planning with our youth groups. We will improve our system, and our archive of their activities. All these activities are being done under the President of Rotary Club of Nakhon Pathom.



How members adjust after businesses in the Phuket island are affected by COVID-19.
By President Pornthep Ruanrin
Rotary club of Thungkha

Rotary club of Thungkha is close to 30 years old, has its own culture providing an example to other clubs. Members wear business suits when attending weekly meetings impressing guests. Then when members have great difference in age and with times quickly changing, we have to set clarity for the club administration because in the future the club will be administered by new generation members, we must provide clarity of purpose for them to follow. When I stand as club president, between members from two different age groups, my decisions must reflect clarity, and all have participation in decision making. We have past presidents who provide support. This way, the club can move ahead similar to a family business that is administered by sons and daughters while *parents are advisors*.

Thungkha's members are all male. Every generation instil the sense of honouring the Rotary Anns. Club fellowship activities we bring the Rotary family together. Another important day is the club organization day on 4th December, where we get together members and Rotary Anns with the concept of the function changing every year building strong fellowship and meeting among family members of the club.

COVID-19 brought new challenges because many of our members are in the tourism business. We had to administer the club with a suitable budget, and do useful service projects, and build participation in the whole. Today Phuket has 9 clubs which jointly did projects during the COVID-19 crisis where we created the public image that all 9 Rotary clubs in Phuket are strong and will grow stronger when they join together to service the public.

D.3330

Installation Ceremony



The Installation Ceremony of the District Governor, Club Presidents and Club Committee

Installation of District Governor

Ability to adjust to the situation is important. District and the clubs must be alert and be ready to adjust and change as required by the situation. In the past District 3330 has adjusted regularly. This year we will hold both physical meetings where social distancing is observed, use of face mask, and do according to government safety guidelines, and we will have online meetings. The use of both systems has been well accepted and is successful.

As of today, we still do not know when we will have vaccines for COVID-19, or how long this disease will be with us. What is important is that we must keep ourselves and people around us healthy, avoid risks that will bring the disease strictly by following the recommendations of the government. It is hoped that Rotarians will be able to do your duty as desired and with determination for always.

Installation of Club Officers in District 3330

The COVID-19 epidemic led to many changes in the lifestyle of every sector. Rotary clubs were unable to escape from these effects. District 3330 too had to adjust a great deal. District Governor 3330 has organized the District Training Assembly (DTA) for 2020-2021 and joint installation of clubs in the District according to three plans which is based on conditions apparent from the COVID-19 epidemic and strictly following the government guidelines as follows:

Plan 1: DTA and joint installation on 16 May 2020

Plan 2: DTA and joint installation held 4 times in different parts of 3330

Plan 3: DTA and Joint Installation, held online using ZOOM.

We found a high level of fear and anxiety on the COVID-19 epidemic. To this is added the government use of special emergency measures under the Center for COVID-19 Situation Administration (CCSA). As a result District 3330 chose Plan 2 after the government has reduced the special emergency measures and eased the restrictions to Stage-3 level. Thus we organized 4 sets of DTA and installation

activities as follows:

1st set: DTA training and joint installations for clubs in location of 1-5, 11-15 and 31 at Walailak University, Nakhon Si Thammarat

2nd set: DTA training and joint installations for clubs in location of 6-10, Pirikul School, Trang

3rd set: DTA training and joint installations for clubs in location of 16-23 at Dharavadi Maida Hotel, Nakhon Pathom
4th set: DTA training and joint installations for clubs in location of 24-30 at Dharavadi Maida Hotel, Nakhon Pathom

These organizations were well received by Rotarians and other persons. A total 1,000 persons attended the four sets of activities, which was beyond expectation. Registration fees for Set One and Two were only 250 baht per person, and the Third and Fourth sets were 700 baht each. The low registration fees were meant to reduce burden for our members in District 3330.

The joint installations were appropriate, noble and dignified. All clubs cooperated and received pictures that were impressive. All involved in the activities were satisfied and the operation was successful.





Rtn. Deara Pibulwattanawong
Rotary Club of Magkang

Dear Fellow Rotarians,

A new Rotary theme, “Rotary Opens Opportunities,” starts under the easing of the virus. Although many of us are still worried about the return of the COVID-19 virus, we hope that the three countries that have announced the third phase of the Vaccination trial, including Brazil, England and China, are likely to be successful. It will be able to bring happiness to the world again. This year may be the year we will truly “Open up opportunities” because even though the virus will pass, but the crisis would be for a long time including the economic crisis, along with the higher unemployment. We may be planning more career promotion programs in parallel with the publicity of Rotary to help those affected by the crisis.

At the time of New Normal, many Rotarians have to lead a new lifestyle and business. There are measures to watch out for the epidemic that may affect those who do a lot of business services. However, 2-3 months from now, those who plan to travel are welcomed to join the travel campaign of the government with an intention to help hotel and restaurant operators that might be Rotarians’ partners as well.

New Normal



A new standard of life that
needs our attentions

*PP. Sakchai Unchittakun
Rotary Club of Magkang*

From the COVID-19 crisis that we have to monitor for the past 5-6 months, in many countries, the situation has not been resolved and there is another wave of the outbreak. At present, our country has not found any infected other than those who come from different country, thanks to the government and medical personnel for establishing robust disease control measures. And most importantly, I have to appreciate The Foundation of Somdet Phra Srinagarindra Boromarajajonani that has been established and operated thoroughly in every village and community for a long time, strengthening our public health unlike any country in the world

The New Normal era helps us to realize the safety of our own health. We still need to take strict precautions against the spread of the virus. My business has to deal with a wide variety of clients, increasing awareness and screening of customers before entering the service in the store along with a limited number of customers who will come to use the service. Keeping distance is very important, enrolling in Thai Chana has become a necessity for us to sort out those who are at risk if infected people are found. These operations may be burdensome and costly, but I have a view that in my house, there are both elderly people and young children who are easily vulnerable to infection, not just me, employees in the shop have families, parents and children who need to be careful with their health. Therefore, taking precautions is good for all parties. Do not focus on the profits, focus on ourselves. Everyone can live and be happy. That would be enough

This is an important time for the standardization of infection awareness. I think it is very important. It is to build the confidence of our customers and show them how much we emphasize on safety and cleanliness. Of course, it must be a good thing whether there is a virus outbreak or not.

I believe that we are in a difficult time, but we will pass along with being able to maintain the standard of health and cleanliness that make us feel safe.



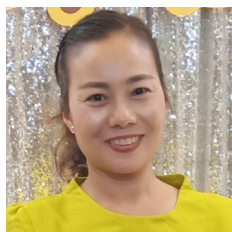
Enhancing the image of Rotary club

P. Wiwat Srisompong

Rotary Club of Chanthaburi

The Rotary Club of Chanthaburi continued to carry out service activities such as construction of schools, hospitals, roadside accommodation in front of the hospital or in front of the school and the entrance to many villages, establishing a rice bank project, medicines bank, making a lunch project, drinking water project, giving scholarships 200,000 baht every year, donation of fire trucks to the municipality, handing over medical equipment to hospital worth several million baht, handing over the computer educational materials and libraries for children and families for various schools. In addition, 88,319 USD donation of PHF and EREY to the Rotary Foundation. These are the images of the Chanthaburi Rotary Club from the past to local residents. Acknowledging and appreciating the contributions of the club's contribution without accepting compensation. It is truly Service Above Self.

Nowadays, there is rapid economic and social change. We had advanced technology. Global communication allows us to use the Internet from a wide variety of smartphones and devices, forcing Rotary organizations to keep pace with these. In order to create the image of the Chanthaburi Rotary Club, it is necessary to improve the techniques and methods to suit the current conditions. For example, when there are natural disasters, rains, floods, dam collapse, storms, houses damage, earthquakes, tsunamis, and coronavirus disease (COVID-19), Chanthaburi Rotary Club actively supports and helps in every incident. This year, COVID-19 has spread rapidly around the world. The Rotary Club also purchased medical supplies, PPE, N95 mask and Face Shield to Prapokklao Hospital, Chanthaburi, where patients were treated promptly. The club established a health sharing cabinet and distribute items to the people affected by the epidemic. And when doing these service activities, the club also published photos of the activities in local newspapers, cable TV, social media, line groups, Facebook, Rotary club website and the District 3340. The club uploaded on Youtube and sent links to various line groups. This is to enhance the image of the Chanthaburi Rotary Club to the members of each club and the local community clubs, and society around the world via the Internet



P. Wipaphan Nichpanich

Rotary Club of Nam Phong

From past to present, our world is constantly changing. I have known Rotary since I was 12 years old because my father was a member of the Nam Phong Rotary Club. I used to serve as President of the Club. I managed the club based on a combination of principles,

what I have learned from my father interpolated by incorporating technology to keep up with the changing era. For example, the COVID-19 situation made us unexpectedly stop everything. We have introduced new applications. Helping us to run meetings without having to travel. In addition to bringing technology to help, I also valued the importance of taking care of and listen to the opinions of members, perhaps we may be overlooked something where we are not good at or we may not be detailed enough. My management would provide an opportunity for members to participate in doing business that we do not think we will be able to, but actually we can do it. If we do it or try it, there is no wrong word or no right word,

we only had the words of friendship and unity in the club. And I intended to allow all members, especially new members who are joining the club to understand the meaning of "Rotary". What this organization is, what it is doing, exactly what it takes to volunteer. People who sacrifice themselves do it for society. Or the slogan "Service Above Self", I would like my club members to learn, understand, give them the opportunity to get involved in social activities and recognize the true Rotary.



P. Unchanee Wong Kalasin

Rotary Club of Sakon Nakhon

Stepping into the Rotary Year 2020-2021 is a situation with an unusual twist. It is a crisis with the COVID-19 virus, which spread throughout the world, making us necessary and reluctant to change the behaviour in our life.

These included wearing a mask or frequently, washing your hands, They are also protected by other methods such as detention, temporary closure of the office. Other methods included refraining from traveling long distances or not traveling abroad or even closing the city leading to a delightful result to ease the bad situation somewhat Until allowing us to start doing various activities Of the club

The target activities that I have set in 2020-2021 are:

- The Groundwater Bank Project which is still ongoing
- Reading for Sakon Children Project
- Bio Floc fish farming project
- Planting a community economic forest project in collaboration

with the Provincial Forest Office of Sakon Nakhon and various private organizations

In addition, there are many other projects in spite of various epidemic situations. Of the current COVID-19 virus has not yet entered normal, but we Rotary Is still committed to doing service activities for all humanity without giving up any obstacles as the term that "Rotary Opens Up Opportunities"



P. Rujira Saruji Kamjornwattana

Rotary Club of Magkang

In 2020-2021, it is the year of the COVID-19 outbreak, although it has already begun to ease some relief. But in every crisis there is always an opportunity to hide, may you all deal with it consciously and learn how to protect yourself.

The Rotary Club of Magkhang has brainstormed to find urgent solutions to prevent the spread of the virus in Udon Thani Province. Rotarians helped together to provide masks, hand sanitisers and protective equipment to be given to doctors, nurses, hospitals and public health. Activities that we do continuously by heart make all Rotarians united, and builds good image for Rotary. The club gained many new members during COVID-19. The crisis was a real opportunity. We have a system for recruiting new members, most of them have a volunteer basis. Through my Rotary training, I feel that my new members are enthusiastic because they understand Rotary.

Every time we work together, we honour one another, appreciate, encourage and support one another. Therefore, the projects beautifully succeed because we emphasized on friendship, truth, fairness and goodwill. We work with sincerity to refrain from being serious that can cause discord. Rotary offers us the opportunity to have friends of all ages, all occupations, and all nationalities to promote people's life.

DISTRICT TRAINING ASSEMBLY 2020-2021

รณนายกและคณะกรรมการบริหารสโมสร ภาค 3340 โรตารีสากล ประจำปี ๒๕๖๓-๖๔

D.3340

Installation Ceremony

พิธีส่งมอบหน้าที่

DISTRICT GOVERNOR



The Installation Ceremony of the District Governor, Club Presidents and Club Committee



From “Rotary Connects the World” to “Rotary Opens Opportunities”

District 3340 held a District Governor’s Installation Ceremony on June 5, 2020, the same day as the District Training Assembly at Charoen Thani Hotel, Khon Kaen Province. This event was the pride of the District Governor who was going through end his terms, PDG Maruey Jintabanditwong who has done a mission for one year to lead the clubs in District 3340 on the mission of “Rotary Connects the World”, creating the image of Rotary towards society and ready to pass on all good things in the Rotary year 2019-2020 through the coming District Governor, DG. Wimon Khachinthak, in the new year theme of “Rotary Opens Opportunities “.

DG Wimon Kachintak of District 3340, Rotary Year 2020-2021, was appointed by PDG Maruey Jintabanditwong with a simple ceremony but with great honor due to the pandemic of the COVID-19. The Installation Ceremony this year has to be adjusted according to the New Normal along with the congratulations of the new district leaders on the Rotary year, the theme is “Rotary Opens Opportunities”, with Rotary International President Holger Knaack serving as a leader in the Rotary year.

“Rotary Opens Opportunities”

From the Installation Ceremony of District Governor, Club Presidents and Club Committee of District 3340, this is an important time to recognize the working groups who has done so hard throughout the year, and honoring the working group who will continue to work, create new work to strengthen the club. The ceremonial atmosphere of all clubs in District 3340 was simple, emphasizing the “Rotary” which full of friendship but with the awareness of social distancing.





PP. Trong Sangswangwatana
Rotary Club of
Bangkok Suwanabhum

Dear Fellow Rotarians

We meet again in the first issue of Rotary Thailand Magazine with new District Governor and new head of Rotary Center, but the editorial team remains the same as previous year. We will continue to provide you with facts and entertainment for 2 more years.

Even though problems from COVID-19 appears to have eased in our District, I offer two examples from Rotarians who have switched to new normal. After reading many of you may think you are doing something quite similar.

In the introducing new club presidents column, I strive to show that many became Rotarians for different reasons. I presented questions that enabled them to answer about their experience in Rotary in different ways. Read and find out who speaks about what.

For interesting photos this issue we show the District Governor installation which this year District 3350 organized the function in the New Normal way with only 50 participants. Interested participants could join in Facebook Live. Another page showed installation of various clubs because this year we did not hold Joint Installation.

We will meet again in two months' time.

New Normal

NEW NORMAL

P. Thanitra Karuhawanit
Rotary Club of Bangkok International



When COVID-19 virus hit Thailand it led to changes in every dimension of our way of life. The Windsurf Corporation is another group of companies that had to adjust to changes in the daily activities until it became 'new normal'.

In the beginning we supported our staff to strictly follow Ministry of Public Health guidelines by checking body temperatures before entering the premises, providing alcohol gel for cleansing, and cleaning every part that is used communally in the office. We also supported work from home, before gradually relaxing to allow work in the office but staggered employee to different periods so that there is no congestion within the premises. We separated seating along the lines used by public transport to reduce proximity and reduce possibility of infection. During lunch break employees have to sit at specific seats, bring their own plates, spoons and glasses and take care of their own garbage.

For visitors to the company, in the early days we entirely discouraged visits. Later we began to organize their visits so that it does not coincide with other group visiting. Everybody gets temperature check before entering the premises, and we changed from providing snacks to presenting them with snack boxes to take home.

Up to now the company is still practicing 'new normal'. We want to provide a safety net for our all our employees so that they will not catch COVID-19 virus and together we will overcome this crisis.



CRISIS OPENS DOOR TO OPPORTUNITY

PP. Pong Inkasith
Rotary Club of Bangkok

I set up Huskies Corporation in 1996 the year the bubble burst and created a financial crisis. I had worked as a professional for more than 8 years, gathering experience, and thought if this company can survive a crisis, it will last.

When COVID-19 hit, Huskies had by then grown for 24 years, and had little impact from online sales. The impact fell on 'made to order' department or orders that were for promotional purposes. So I started thinking about a new business. At the time everything was in 'lockdown', we could not leave the house. Food, an essential item already had Grab, Lineman, and Food Panda serving the masses. I began to think of cooking because I have been trained by my mother and normally cook for family members. I have all required implements in the kitchen, has nearby supply of essential ingredients, and my son and daughter can help with online promotion. I have no worries over purchasing power because our targeted customers are working from home, they have to eat. I designed food delivery business with the brand name 'Pongu and Gammu Healthy Food' with over 40 menu items and began offering the service towards the end of March 2020.

Food sales went well because we emphasized fresh and clean and healthy food, with no preservatives and MSG. But the work was heavy -- ingredients were prepared from morning till evening, daily. But what I received in return more than made up for the hard work. 1. I learnt about transporting fresh cooked food. 2. I practiced self-discipline. I proved to myself that with opportunity, hard work and self-discipline we can survive crisis. 3. My weight reduced by 7 kg. because I was too tired to eat properly.

This business of 'food to order' ran for 3-4 months and then we returned to former activity because the main business has returned to normal. My daughter begged that she did not want to see her parents tired like this, she wanted us to return to administer the business like before. I have worked in many forms -- as a staff worker, as boss of my own business, but whatever the form, if we work hard, have patience, be fully responsible, and with support of the family, clear thinking, clear working and do not take advantage of others -- these will take us over the crisis. I believe in this.



P. Soraida Salwala
Rotary Club of Bangkok Benjasiri

About 21 years ago, I came to talk about 'Elephants' at RC Bangkok Benjasiri in the year when Somkiat Sukijwanich was club president. He invited me to join the club. I was honored to be picked as club president twice before but had to decline because of work pressure and the 'Friends of Elephant Foundation' was fighting illegal sales of elephants in those days. This year my friends at the club said its time I accepted the position of club president. My place of work is in Lampang, so I may not be able to participate fully in my duties, but all members agreed to help.

This year our club will do the following projects – Offer scholarships to students in need together with our Sister Club in Korea; Spectacles for the community; Upstream community together with Sister Club in Japan; Organize Children's day activity at Benjasiri Park; Offer medical devices to hospitals in need.

How do you administer your club using modern technology?

Our club began meeting online using Zoom from April 2020 due to lockdown from COVID-19. This was very convenient because members could join from home, from the car, or from a distant province. I myself, working in the northern forest, modern communication technology has been a big help. Members were able to be close to each other like before. Working on the Club Plan online with inputs from many members straight to the screen meant we could finalize the plan in the shape that all will be happy with. Even when we had normal physical meeting, I went to the first meeting at the club site, but subsequent meetings were conducted via Zoom. It reduced travelling time, and built confidence as we are still facing COVID-19 menace.



P. Pornthep Hongratanau-thai
Rotary Club of Rat Burana

I became a Rotarian in the year of PDG Nakarin Rattanakitsunthorn on the advice of IPP Nipon Teinwattananon who saw that I am charitable, enjoy helping people, and have high sense of compassion which means if I can help out in an organization that is accepted in the society then I can help more people than doing it alone. From the first year in the club I helped in all matters with eagerness and wholeheartedly. When we locked down for COVID-19 I was a leader in distributing meals and dry food in Rat Burana area daily for 2 months and 10 days. Mostly it came from my own pocket. I was quite honored to be picked as club leader for 2020-21. The projects planned for this year are table tennis tournament # 2 fundraising for the club, Children's Day program with schools in Rat Burana district; Center for happiness for all ages; scholarship for learning dhamma, scholarship for students in the Rat Burana district together with Luang Pu Pring Foundation; Activities for the elderly at the Center for happiness for all age, fellowship on a trip Bangkok Kanchanaburi.

What is the importance of membership?

I believe the club has important roles in membership, fellowship and service projects.

Membership builds fellowship and fellowship builds activities. Whether you have many or less members are not important so long as they have intention to help, are steadfast in their intent to make the club strong, ready to develop the capability of the club, ready to hear new ideas, and use abilities to accomplish projects. The variety of vocations in the club will enable us to bring varied experience to the work, helps to make the job easier, public relations will help outsiders, friends, traders, community to know the projects and activities of the club and want to be a future member.



P. Kawin Puiwphuan
Rotary Club of Praramasual Lopburi

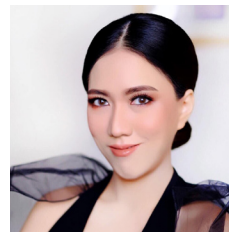
I became Rotarian in 2018 on the invitation of PP Ongart Rungrasamee who was club President in that year. I did not know about Rotary before. I thought it was going to parties and posing in nice photos. Once I joined I realized that Rotarians are not just successful business people but are persons who are ready to give of their physical self and with their heart. I use the word 'give' because they truly work for the public.

There are many projects I meant to do this year such as 'Organizing the Kaset and Rotary Fair', and organizing Rally in Traditional Costume to pay respect to Buddha, build homes for the needy in Lopburi, 'Keep cool under Rotary for the kids' (project to install cooling fans in schools far from urban areas) and project 'Stay fresh because of Rotary water'.

How will you maintain or increase members in these times of crisis?

Maintaining membership means enabling members to enjoy Rotary. All members should have a role in activities with voluntary participation which binds them to the organization, honor all members as the leader and listen to their comments and advice. When all members have offered their comments or advice, have served in projects happily, they will not leave.

Increasing membership? My strategy is to encourage every member to talk to others and bring in members. If every member brings in one new member, we will increase membership to be steady and permanent.



P. Flying Officer Pataramon Trangan
Rotary Club of Dusit

In the past five years, RC Dusit began accepting women members. I was among the five that entered this club. When I joined meetings and had activities together I felt warmth of fellowship, informality, and the determination to accomplish the desired results. Rotary Club of Dusit holds the motto 'Maximize Happiness for Society' which means go for the utmost in happiness, return the profits to society or community that the club is doing service project for. I am proud to be a member of this club, to learn about Rotary from training seminars, and from actual activities in the community. I learnt about needs of the community, how to help solve their problems, obtain needed items to respond to their real needs. I have taken various club positions – SAA, club secretary to practice gathering experience until I am now the club's first woman President. This is the highest honor, and today I am the only woman in the club.

How do you do service projects in this social distancing period?

Covid is not a problem in organizing project activities if we understand and adjust activities to suit the occasion. My way is to prepare my body to be ready – have strong immune system, prepare the location (social distancing is important) and prepare safety measures like mask and cleansing gel. Cleanliness is the most important factor.

Members and others who join our activities come in suitable numbers, we keep apart observe social distancing, and temperature check before any activity. When the activity is over the surface must be cleaned, and follow up on the health of participants. Covid is not a barrier to service projects if we follow hygiene, wear mask and use alcohol gel every time we join together in projects.



The Installation Ceremony of the District Governor, Club Presidents and Club Committee



Installation Ceremony of District Governor, Year 2020-21
At Wiboon Business Administration Technological College,
Ramindra
Saturday 27 June 2020 from 13.00 - 15.00 PM.

This year's event is Live Streaming with only 50 invited participants.

Other Rotarians join to watch the broadcast from Facebook Page: Rotary News Thailand.





4 Clubs in Nakorn Sawan province, Rotary Club of Siquare, Nongbua, Chaopraya Nakorn Sawan, Chum Saeng



Rotary Club of Bangkok Suriwong



Rotary Club of Tharua



Rotary Club of Patumwan



Rotary Club of Mueang Phetchbun and Rotary Club of Lomsak



Rotary Club of Ratchathewi



3 Clubs, Rotary Club of Rat Burana, Ratchaphruek, Pak Kret



Rotary Club of Srapatum



Rotary Club of Siam Erawan



Rotary Club of Suan Chit Lada



Rotary Club of Nakorn Sawan



PP. Dr. Natthanin Sestawanich
Rotary Club of Phrae

Dear my fellow Rotarians!!

Welcome to the official beginning of the Rotary Year 2020-2021. I hope that the Rotarians of District 3360 have become familiar with the “new normal” way of life. In this issue I would like to introduce a few new club Presidents in our District together with their various points of view, especially as they have adjusted to lives in the new normal.

In addition, I would like to thank CP. Phatthana Phittraphan of the Rotary Club of Buddha Chinnaraj, a Chairperson of the New Generation Service Board, for his courtesy in expressing his personal opinion on Rotary Information about the “New Normal as Retiree’s View”, which was different from that of the working ones’. The rest of this issue, I would like to present some photos of the Installation Ceremony of the District Governor and as well as Club Presidents.

New Normal



“Life with a New Normal”
by CP. Phatthana Phittraphan
Rotary Club of Buddha Chinnaraj

Considering an average age of above 60 of Rotarians in District 3360, we could probably assume that many of them are retirees, especially from public services and state enterprise sectors. In my personal opinion, anyhow, they are the least affected by the current economic downturn and the COVID-19 pandemic due to their steady income; and also they have more time and opportunities to serve and do other things. For examples: More time with their families.

- 1) More time and opportunity for their favorite leisure activities.
- 2) More time and opportunity to take a good care of their health.
- 3) More opportunity to save in the daily cost of living if they have applied the sufficiency economy theory.
- 4) More opportunity to give advice to others regarding life experiences.

If that was the case, the retirees should be one happy group of individuals, who are content and likely ready to share their happiness with others. Just for a good thought; if they could engage in organic backyard gardening to provide vegetables good for their own health and if the vegetables were more than enough for themselves, they could certainly share them with friends and neighbours.

Therefore, the current crisis has always left the door of opportunities for many retirees to improve their mental and physical happiness, provided that they have good conscience and proper self-adjustment. Last thought; Beware but not Worry. Simply that Rotarians retain their service focus while strictly following COVID-19 safety guidelines – masks, proper hand washing, social distancing & etc. We will gradually get used to doing social service activities under the new normal lifestyle.

Hi everyone!!

In this edition, I would like to introduce a few District 3360 Club Presidents of the Rotary year 2020-2021 and their clubs' goals during a difficult time of the "new normal".



**Arissara Kittitham, President,
Rotary Club of Chiang Khong,
and a Committee of District
3360, RI**

"The world is severely affected by the spread of COVID-19. Adjustment in all aspects is required for Rotarians. Social service activities under Clubs' objectives have been continuing within the bounds of concerns on risk and safety measures. A provision of self-served food, bottled water and medicine through public Food Shelves (Happiness Sharing Food Shelves) and distribution of survival bags and disease prevention equipment for the needy were the two worth mentioning. The activities have enhanced our club's image in the perception of the public. In addition, invitations to the new generation to become participants in our voluntary activities are expected as the means to increase the number of new members in this new normal era.



**Jitpimaan Uoprakham, President
Rotary Club of Nakhonping -
Chiang Mai**

This is the message from the President of a club with continual social service projects. Amidst the economic crisis, maintaining the roster of existing members is considered as the priority of the club. Engaging club members in a variety of club activities, responsibilities and duties is an exceptional effort to maintain their membership status. If they are proud of what they have accomplished and their contributions to our society, it is very likely that they will be Rotarians for life.

Meanwhile, current club activities and public relations are expected to draw an attention of outsiders, who could be our new potential quality members.

After the COVID-19 pandemic and as the life within the new normal has begun, the Youth Exchange activity in each country has been varied. The training regarding the program to the youth in schools or communities is important. It is suggested that Rotoract Clubs meet either face to face or by video conference. They can promote activities both ways thus enhancing the ability of the clubs to attract prospective members.



**Yada Thammaprasert, President,
Rotary Club of Chiang Mai**

At 28 years of age, Mrs.Yada has become the youngest club President in a 60-year of the RC Chiang Mai club history. As the oldest club in the district combining with the COVID-19 pandemic crisis have challenged the club in all avenues. This time, however, we would like to discuss about the club administration and membership.

Technology is considered as an important method for the club administration during the pandemic of COVID-19. In the course of three-month normal meeting suspension, ZOOM was introduced as the key channel of our club communication. Many senior members were not familiar with the technology and hesitated to join the meetings. And that was a hurdle at the beginning. On a bright side, PDG.Dr.Suphawatt Phuwakul, a senior member, was always the first and most cheerful participant of every meeting. Also, members, who had difficult time attending regular meetings, could then delightedly join the online meetings.

Currently, the Rotary Club of Chiang Mai decided to administer the club in accordance with the semi-online method such as organizing normal meetings together with online meetings on Facebook Live (fan page: Rotary Club of Chiang Mai). This could effectively draw attention of both members and outsiders to the information regarding the club's activities since the meeting is accessible to anyone, anywhere and anytime.

The management of membership is another challenge because of an economic impact from the COVID-19 pandemic. Literally, many club members have been affected by it and thinking about resigning. At the time, keeping members was and still is very important. In order to do that, the President and the Chair of the Membership Committee have arranged a face to face discussion with those members and convinced them to take a leave of absence instead. And it was a success for the reason that those members love Rotary and still want to be Rotarians.

In terms of attracting new members, the club takes an advantage when organizing service project activities and a fund raising event i.e. reforestation projects, building of forest fire breaking belts, teaching kids how to properly brush their teeth, and the Virtual Walk & Run & etc. In other words, the club has provided opportunities for youth and adults to volunteer in all projects so that we can get to their parents and/or the adult volunteers, who value our works and, hopefully, be our new club members.

Those are efforts of the administration of the Rotary Club of Chiang Mai. Finally, I would like to thank the Rotary Magazine for giving us an opportunity to be part of it.

D.3360

Installation Ceremony



The Installation Ceremony of the District Governor, Club Presidents and Club Committee







After the first meeting of the new committee, the Editorial Team requested an interview with the president who flew from Chiang Rai in order to know him better. He was accompanied by RotaryAnn Sujinda.

RTM: What was your initial feeling once you knew you had to take on this responsibility?

It's worrying for me as I have very little knowledge. However, Rotary works as a team. From 2003 to 2004, I was District Governor of D. 3360. I received full cooperation and moral support from the District Committee members, and we could achieve our goals. Likewise, I will do my best in my position for Rotary in Thailand.

RTM: Please tell us about your work life.

I didn't have a lot of education as I had to help my parents and take care of my brothers and sisters. We sold clothes and forest products. Later, we manufactured threads and yarns under the "Sahasin" brand, and have distributed them all over Thailand for more than 10 years. I have been lucky all these years to have RotaryAnn Sujinda take care of my family and business. This is because I have devoted a lot of time for public work, particularly when the children were studying at the university in Bangkok and the Philippines. I have 4 children, 2 boys and 2 girls, all of whom graduated from a university in the USA. I have 4 grandchildren, 3 boys and 1 girl. Luckily, I had an opportunity to complete my bachelor's degree from Rajabhat Chiang Rai University in 2002 at the age of 62.

I have spent a lot of time on public work, but I'd like to mention about it only briefly. I worked as an associate judge for the Central Labor Court and Region 5 Labor Court for 15 years. Besides, I was chairman of the 18th National Basketball Competition in 1984.

I was President of the Chiang Rai Chamber of Commerce from 1995-1996 and received 3 awards for an Outstanding Chamber of Commerce President, an Outstanding Chamber of Commerce, and an Outstanding Annual Report. In addition, I chaired the organizing committee of the 11th National Chambers of Commerce and Governors Seminar in 1995. I surveyed and pushed for the construction of 2 routes: Thai - Myanmar from Mae Sai - Tachilek - Chiang Tung - Muang La - China, and Thai-Lao from Kwang Bo Kaeo - Luang Namtha - Bo Ten Mohan -

Sipsongpanna - China. In the educational area, I was one of the founding committee members of Chiang Rai Commercial School in 1979 and pushed for the establishment of Mae Fah Luang University in 1998. Since 1997 until now, I have been on the Mae Fah Luang University Promotion Committee.

RTM: How about your Rotary life?

I became a member of the Rotary Club of Chiang Rai in 1975. I have been a Rotarian for 45 years and have been a hundred percenter for 45 years as well. I was President of the Rotary Club of Chiang Rai from 1986-1987 under the leadership of PDG Dr. Kijchai Yingseri. I always accompanied PDG Dr. Kijchai to set up Rotary Clubs in Mae Sai, Mae Chan, Chiang Saen, Prae and Nan. Later, he asked me to help him with district work such as organizing district conferences, implementing various service projects with our Taiwanese and Japanese sister clubs. I continued to work for PDG Kowit Suppamongkol and PDG Sombat Intaralawan who was in the same club as mine until I became District Governor in 2003.

Furthermore, I carried out many important activities for D. 3350, D. 3360, D. 3360 Rotary Thailand and Rotary International. For example, in 1983 I was Secretary organizing RYLA for young people from all over Thailand for D. 3350. In 1984, I was Registration Chair for D. 3350 District Assembly. In 1991, I was Secretary organizing District Assembly for D. 3360 and in 1996, I was Chair of the Multi District Conference for D. 3360 and D.3340. In addition, I was Sub-Committee Chair to set up the Rotary Club of Vientiane, the Lao People's Democratic Republic. Finally, I was honored by RI President K.R. Ravindran to represent him at the District Conference of D. 3500 and gave an official address at Hsinchu City in Taiwan in 2016.

RTM: What are the goals you have set for your work and what are your work principles?

Rotary teaches us to work as a team, make preparation in advance, gather information, coordinate, follow up, discuss and help others. Rotary Center Thailand has been set up for some time, and we all have helped one another until now.

RTM: What are the directions you have set for Rotary Center Thailand for the next 2 years?

Amidst this COVID-19 critical situation, the Executive Committee met to discuss the reduction in district fees. Rotarians have helped communities; therefore, we need to help Rotarians and give them moral support. PRIP Bhichai Rattakul also gave us advice. At the Center, we will continue the good work initiated by Dr. Saowalak Rattanavich. After the meeting today, the Translation Committee, the PR Committee and the Editorial Team will set up a sub-committee to help expedite the work including the Website, Facebook, Open Chat, Learning Center and online newsletters. Most important is for each committee and sub-committee to raise any issues so that they can be solved quickly. We are lucky to have PDG Sompop Thirasan as another advisor.

RTM: Do you have anything to say to the Rotarians in all 4 districts?

Teamwork, inspiration, synergy, unity and hands-on will make us succeed in our projects and achieve our goals. The Executive Committee of Rotary Center Thailand and I would like to request the cooperation of all Club Presidents and Rotarians so that we can achieve RI and District goals while responding to the regulations of the Center. This will enable Rotary International and Rotary in Thailand to be stable and sustainable.

Rotary Center Thailand's Committee



PDG. Vivat Sirijangkapattana
(Chair) District 3360



PDG. Quanchai Laohaviraphab
(Vice-Chair 1) District 3330



PDG. Sawatde Phadungmatwaragul
(Vice-Chair 2) District 3340



PDG. Chaivai Poonlapmongkol
(Vice-Chair 3) District 3350



PDG. Nakarin Ratanakitsunthorn
(Translation) District 3350



PP. Vanit Yothavut
(Magazine Editor) District 3360



PDG. Onanong Siripornmanut
(Library) District 3340



PDG. Thanongsak Pongsri
(Public Relations) District 3350



PDG. Wichai Maneewacharakiet
(Finance) District 3330



PDG. Anurak Napawan
(Secretary) District 3360



DG. Chalermchat Chun-In
District 3330



PDG. Dr.Pornchai Boonsaeng
District 3330



PDG. Dr.Peera Farmpiboon
District 3330



DGE. Paikit Hoonpongmanont
District 3330



DG. Wimon Kachintaksa
District 3340



PDG. Rathprateep Keeratiurai
District 3340



PDG. Thongchai Lortrakanon
District 3340



PDG. Surapol Thaveesangskulthai
District 3340



DGE. Dr.Jareesri Kunsiripounyo
District 3340



DG. Somsri Mekthon
District 3350



PDG. Suchada Ithjarukul
District 3350



PDG. Jason Lim
District 3350



DGE. Wiroon Boonnuch
District 3350



DG. Somchai Kerddech
District 3360



PDG. Dr.Virachai Jamroendarasame
District 3360



PDG. Surasak Prugsiganont
District 3360



DGE. Jirayuth Hirunyawat
District 3360

Advisors



PRIP. Bhichai Rattakul
(Chair) District 3350



PRID. Noraseth Patamanand
District 3350



PRID. Dr.Saowalak Tattanavich
District 3350



PDG. Sompoph Sooksing
District 3350



PDG. Chaisinn Maninan
District 3360



PDG. Manit Wongsureerat
District 3330



PDG. Xanxai Visitkul
District 3350



PDG. Pairoj Uerprasert
District 3360



PDG. Charn Chanlongsawaitkul
District 3340



PDG. Sompoph Thirasan
District 3330

Rotary Centre in Thailand



Fellow Rotarians,

I was honored by the Executive Committee of Rotary Center Thailand to take on the responsibility of its President and to lead 27 committee members. I was also honored by PRIP Bhichai Rattakul who accepted to chair the Advisory Committee comprising 9 other members.

The new committee started its work on 1 July 2020 and will end on 30 June 2022 (two years). The first meeting was held on 21 July 2020 at Rotary Center Thailand and was attended by a total of 23 members, 22 members in person and one via Zoom.

Additionally, 6 advisors joined the meeting. PRIP Bhichai Rattakul, Chair of the Advisory Committee, along with 4 other advisors attended the meeting in person and the other joined via Zoom.

The atmosphere was lively, and everyone was well prepared. Each committee searched for more information in advance so that it could present to the meeting effectively. On many occasions, sub-committees were set up to provide additional support and advice for maximum and sustainable benefits to Rotary in Thailand and all fellow Rotarians.

Since November 2019, COVID-19 has spread, and the Committee for 2018-2020 under the leadership of President Dr. Saowalak Rattanavich proposed a reduction in the Center fee to help 8, 121 Rotarians in 348 clubs of Thailand's 4 districts.

The new committee felt that it was an urgent matter to help fellow Rotarians. PRIP Bhichai Rattakul, Advisory Committee Chair, requested the treasurer to check the Center's finance to see how much reduction could be made. After careful and thorough consideration, the meeting unanimously resolved that the Center help each Rotarian during the year of 2020-2021 with a total of 730 baht. Under this resolution, 510 baht for Rotary Center fee and 220 baht for Rotary Thailand Newsletter fee are waived.

The PR Committee, the Translation Committee and Rotary Thailand Newsletter Editorial Team informed the meeting that they had studied their work in detail and requested additional advice for maximum effectiveness. They would also set up a sub-committee for higher work efficiency.

Moreover, Rotary Thailand Newsletter Editorial Team met on the same afternoon to make preparation for the online age, the adjustment of the English version and the plan for future management of the newsletter. The results will be presented at the next meeting of Rotary Thailand Newsletter Committee and the Advisory Committee.

The cooperation of all fellow Rotarians is highly valuable and meaningful to the progress of Rotary in Thailand.

Yours in Rotary,

(PDG. Vivat Sirijangkapattana)

Chair, The Rotary Centre in Thailand

Number's Rotary Data source www.rotary.org, 1 July 2019

District	3330	3340	3350	3360	Total
Members	2,289	1,336	2,860	1,411	7,896
Clubs	101	63	116	69	349



Let's cooperate

Help one another

The Rotary Club of Plutaluang

The President of the Rotary Club of Plutaluang and its members joined the Fighting Disease Activity by visiting and helping sick people, the elderly, the disabled and the bed-ridden in Plutaluang Sub-District, Chonburi Province.

**END
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TAKE ACTION
ERADICATE A DISEASE FOREVER