

Rotary

Thailand

โรตารีประเทศไทย

No. 214 September - October 2024


Going to Calgary

The Seven Principles
of Persuasion for
Member Engagement



Governor Jakchai

Working for the Magic of Rotary in District 3330

Rotary 

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**WORLD
POLIO DAY
24 OCTOBER**



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World Polio Day event

**Together,
we end polio**





←
Urchick's grandmother's house in Slovakia.

The meaning of family

The Magic of Rotary is belonging, and it's a feeling that can appear when you least expect it.

Earlier this year, I was in Slovakia serving as a president's representative during a six-week trip through Europe. When I wrote to Katarina Cechova, governor of District 2240 at the time, I mentioned that my grandmother Veronica Zilka grew up in a small village in the area before settling in the U.S.

It wasn't long before Cechova tracked down my grandmother's village, Jakubova Vol'a. She even organized a visit for me, where I received an unforgettable Slovakian welcome.

When I entered the community center of Jakubova Vol'a, a small crowd of people dressed in traditional Slovakian clothing greeted me. They sang with beautiful and powerful Central European voices that reminded me of my grandmother.

A lot of families play cards or games when they get together. When I was young, my father would pick up his accordion and lead my family in song. My grandmother would sing along with her impressive voice.

When I walked into the community center and heard traditional music from my childhood — when I saw a woman play the accordion the way my dad played — I suddenly felt like a little girl sitting at my grandmother's house in Monessen, Pennsylvania. I burst into tears of joy at the memories.

But the magic didn't stop there. District Governor Cechova really outdid herself. A local genealogist worked with a videographer to make a short film about my grandmother. We watched the video together in the community center.

When the video ended, I turned around and saw a man standing in the back of the room. I quickly learned that this stranger, Frantisek Zilka, was my second cousin. His grandmother and mine had been sisters. I felt like I had been struck by lightning.

I visited my newfound cousin's home, which happens to be the home where my grandmother was born. There, he shared old photographs I had never seen of my dad, my uncle, and my grandmother.

Since then, I can't stop thinking about my family of Rotary. When I refer to you as my family, I'm not just being kind. I really think of everyone in Rotary as my family. But I never would have imagined that my Rotary family would introduce me to long-lost personal family.

Sitting in that community center listening to traditional Slovakian music from my childhood filled me with joy and a profound sense of belonging. I am so grateful to District Governor Cechova and everyone who helped create that magical experience.

As members of Rotary, we have a unique opportunity to share the same magic with each other and with the world. I encourage you to consider how you can help spread that magic and ensure other members of your club — other members of our Rotary family — feel like they truly belong.

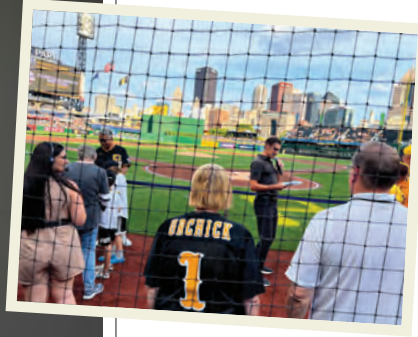
STEPHANIE A. URCHICK
President, Rotary International

RI PRESIDENT'S MESSAGE

October 2024



Urchick dons a baseball jersey during a July fundraiser for PolioPlus at the home of the Pittsburgh Pirates.



It takes a team

With World Polio Day on 24 October, I'm proudly rooting for Rotary as we team up around the world to End Polio Now.

I had the honor of attending a Strike Out Polio event in July at PNC Park, home of the Pittsburgh Pirates Major League Baseball team. The Rotary Club of Delmont-Salem hosted the event, which raised \$1.3 million for PolioPlus.

Later in the summer, I joined members of our Rotary family in supporting the Más Millas Menos Polio (More Miles Less Polio) bike ride. Felipe Meza Chávez and his team rode all the way from Ciudad Juárez, Mexico, to One Rotary Center in Evanston, Illinois, to raise money and awareness. The ride took 12 days, and Felipe and his team collected more than \$100,000 to support the fight against polio. It was a joy to greet them as they arrived in Evanston.

And I was thrilled to see Team End Polio raise global awareness around the 2024 Paris Olympics. This world-class roster of athletes, global leaders, and polio eradication supporters came together to advocate for a world where no child has to live in fear of being paralyzed by polio. Some of the athletes on Team End Polio are polio survivors themselves, adding weight to their advocacy.

These are just a few examples of the many ways Rotary has teamed up recently to End Polio Now. It is vital that we continue to seek out and recruit teammates in polio eradication, especially after the challenges our eradication efforts have faced this year.

The Rotary world was heartbroken to learn about the tragic passing in August of Aidan O'Leary, director for polio eradication at the World Health Organization.

I knew Aidan and worked with him directly. He was a tireless advocate in the fight against polio and a kind, genuine man. We will remember him both for his advocacy and his warmth.

But where there is hardship, there is also hope. I feel hopeful whenever I consider the countless ways Rotary supports the fight every day to eradicate polio.

As people of action, we don't have the luxury of giving in to despair, even in the face of tragedy. The best way to honor Aidan's memory is by teaming up and reaching our goal to End Polio Now.

We made a promise to the children of the world and their families. It is incumbent upon us, together with our global partners, to end this threat once and for all.

There are so many ways we can team up to eradicate polio. You can donate to the End Polio Now campaign, join or initiate a PolioPlus Society in your club or district, or take inspiration from the fundraisers I mentioned above.

I encourage Rotary members around the world to continue to seek out new teammates, so that together, we end polio.

STEPHANIE A. URCHICK
President, Rotary International

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Editorial



As I have been appointed Editor in Chief of the Rotary Thailand magazine, three words have come to my mind. “**Membership**” started with my experience as a Rotarian in a Rotary club, and next I gained “**Leadership**” experience as a member, and at present, “**Readership**” has created my drive to do the best for all readers’ satisfaction. Though those three words seem unrelated, it’s like me being an engineer and then becoming a magazine editor.

I have been tasked by the Board of the Rotary Centre in Thailand to, in addition to having members read our magazine more, bring more of the Rotary Thailand magazine to online readers and reduce the printing of the traditional hardcopies.

If the reason is “despite sending it to members, they don’t read, it’s a waste”, that should be a sad outcome for the editorial team. The real reasons are:

- Online reading is convenient, you can go back and read any issue, anywhere, anytime, and can read it before the printed version is released.

- Reducing paper usage, which helps to conserve the world’s resources and decreases the expenses of our Rotary Centre in Thailand.

For convenience, I’d like to inform you that we’ve improved the Rotary Thailand magazine “application”. You can read the issues conveniently with your fingertips. You can adjust the font size and enlarge the images to see them clearly. You can read the magazine in both Thai and English languages. You can also download it as a PDF file to save and read later. For those who have previously downloaded the application, please update it to the new version.

In terms of cost reduction, please be informed that our magazine has been priced at 220 Thai baht per year for six bimonthly issues for over 10 years. If you choose to receive the Rotary magazine from RI in print, the subscription fee has now increased to 3 US dollars per issue or 1,230 Thai baht per year for 12 monthly issues. We’ve tried to reduce printing and added an advertising page to control the increasing costs over the years. Therefore, please download the app to your mobile phone or tablet, whether iOS or Android, and try reading the magazine online. If you want to stop receiving the magazine in print, you can confirm via the QR code that is featured in the magazine.

Certainly, the team always welcomes your feedback and contributions. What would you like us to improve? What are your opinions? What would you like us to cover? What are your favorite projects? What stories would you like to share? Please write to us because Rotary Thailand magazine belongs to all of our readers.

-

PDG Anurak Napawan
Editor in Chief
Rotary Thailand magazine

Rotary

Thailand โรตารีประเทศไทย

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Factors that
influence us in
mentioning the
term

yes!

Seven simple
forms that engage
powerful principles
of human
psychology, but
hidden power, the
magic of the art
of persuasion and
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Three months and 15,000 km of
driving by Governor Jakchai



A Journey to Luang Prabang:
The Cultural Atmosphere and
Rotary's Aspirations

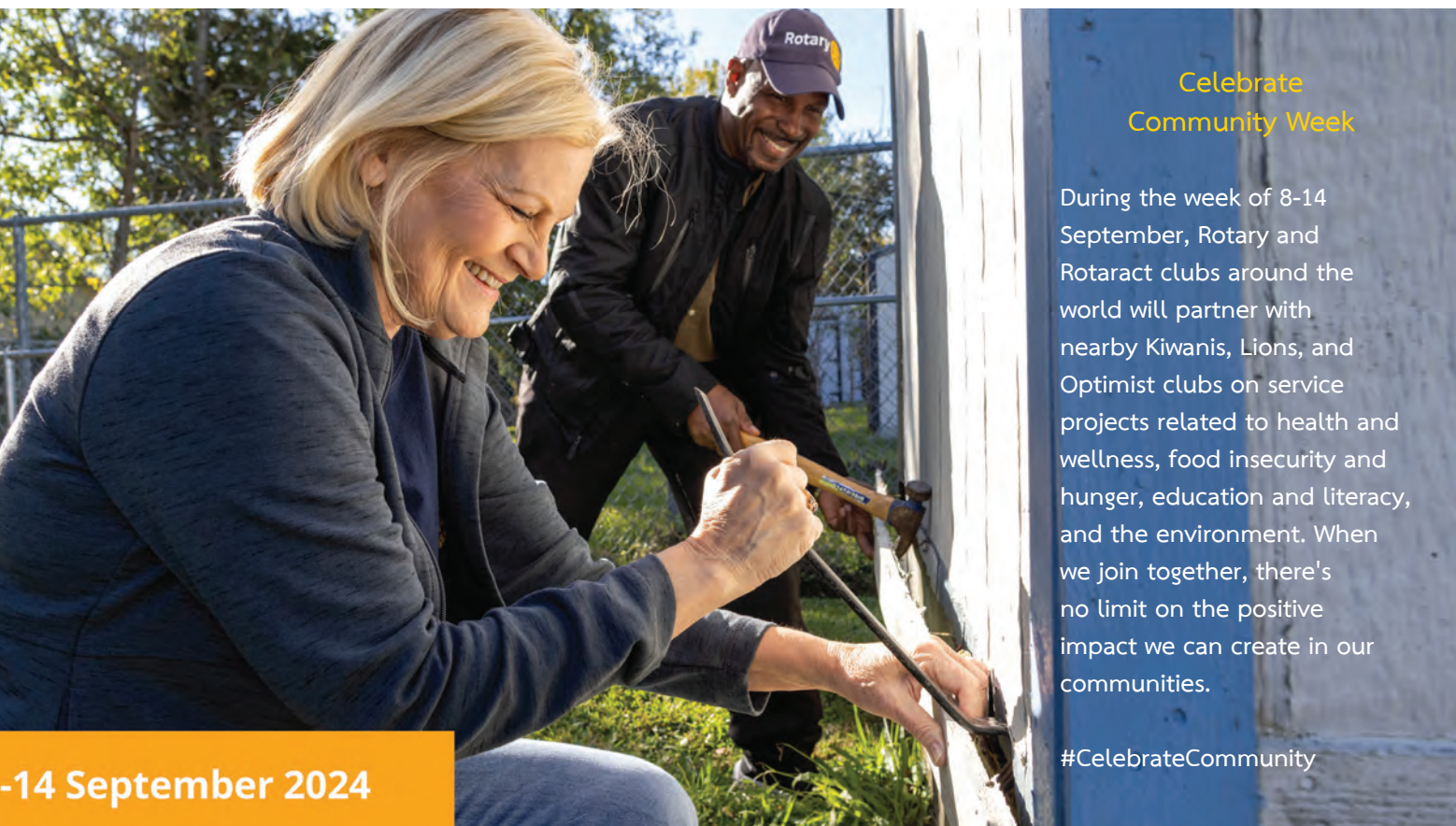
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The Rotary International Conference 2025 is a unique opportunity to meet old friends and new ones unexpectedly on this occasion in Calgary, Canada.



Celebrate Community Week

During the week of 8-14 September, Rotary and Rotaract clubs around the world will partner with nearby Kiwanis, Lions, and Optimist clubs on service projects related to health and wellness, food insecurity and hunger, education and literacy, and the environment. When we join together, there's no limit on the positive impact we can create in our communities.

#CelebrateCommunity

-14 September 2024



2025 CONVENTION

New friends, old friends



This magazine labeled the 1953 convention in Paris “an exciting adventure in friendship.” That description fits every convention before and since. At the Rotary International Convention in Calgary 21-25 June, jump wholeheartedly into your chance to renew old friendships and find “instant friends” among strangers, as one Rotaractor puts it. Those friendships are among the top reasons members give for why they go to the convention.

Consider a few reflections from over the years on convention friends:

“You don’t need an introduction to talk to anyone at the convention, so go ahead and make new friends.”

“A new best friend awaits your arrival, and I can promise it because it’s happened to me often over the years.”

“Where else but the Rotary Convention could you make new friends from Brazil, Taiwan, and Kenya?”

Who couldn’t use a friend these days when adults report fewer close friends and more loneliness? Rotary encourages members to support each other’s mental well-being, but even in 1914, a magazine article said that valued convention friends “smooth the rugged path of life.”

At the core, Rotary’s good works emanate from friendships, new or old. Founder Paul Harris was looking for true friends, not just acquaintances, when he started Rotary. Past President Frank Devlyn addressed the topic in a 2001 convention speech in San Antonio: “We make new friends because that is the basis for everything we do.” You’ll find those people at the convention in Canada. Years later, there will be a good chance you’re still connected.

[Learn more and register at convention.rotary.org](https://convention.rotary.org)

Members came
together in
May 2024 at the
Rotary International
Convention in
Singapore

1. In a general session address, 2024-25 RI President Stephanie Urchick challenges Rotary members to make their clubs irresistible.
2. The Red Hot Chilli Pipers, a Scottish rock band that includes bagpipes, command the stage at the closing session.
3. RI General Secretary John Hewko encourages members to embrace change and “revolutionize Rotary.”
4. Gordon R. McNally, 2023-24 RI president, officially brings the five-day convention to a close.
5. Rotary members Michael Lapiña and Heather McNally (Gordon’s spouse) perform the vocal duet “All I Ask of You,” from the musical The Phantom of the Opera.
6. Cheers break out at a general session.

2024 CONVENTION RECAP

Rotary shares hope with the world





Going to Calgary

By Geoffrey Johnson

Photography by
Monika Lozinska



The Calgary Tower is reflected in one of the many pieces of public art in the city's downtown.

For centuries, people have gathered in Calgary at the confluence of the Bow and Elbow Rivers. Now, with the June 2025 Convention, it's Rotary's turn.

Last year, Condé Nast Traveller readers voted Calgary the friendliest city in the world.

Calgary has more miles of bike and walking trails than any other city in North America.

The 2025 Rotary International Convention in Calgary. Register by 15 December to receive a discount.



Saddle up

The Calgary convention ends on 25 June; stick around for the world famous Calgary Stampede, which begins 4 July. Those intervening days are the perfect opportunity to take advantage of the unparalleled opportunity to visit a few of Alberta's six UNESCO World Heritage Sites.

- **Canadian Rocky Mountain Parks** consists of seven contiguous national and provincial parks. One of them, Banff, is justly celebrated, but with their waterfalls and lakes, their snowcapped mountains and starlit nights, the other parks warrant a visit — and perhaps an extended stay.
- Over the years, Alberta's boundless Badlands have yielded a treasure trove of Cretaceous jewels. See for yourself at **Dinosaur Provincial Park**, followed by a swing up to the Royal Tyrrell Museum of Palaeontology in Drumheller.
- A vivid insight into Plains culture, **Head-Smashed-In Buffalo Jump** is more than just the 33-foot-high cliff where, beginning more than 5,500 years ago, Indigenous people on the hunt drove bison to their deaths.
- Straddling the border between Alberta and Montana and comprising Canada's Waterton Lakes National Park and the U.S. Glacier National Park, **Waterton-Glacier International Peace Park** is both a monument to global amity and a breathtakingly beautiful natural wonderland.
- A sacred Blackfoot site, **Áísai'pi** (meaning "it is written" or "it is pictured"), also known as **Writing-on-Stone Provincial Park**, is one of the largest aggregations of petroglyphs in North America, carved either by the Indigenous people who once lived here or by the spirits said to dwell among the adjacent hills.
- A 14-hour drive from Calgary, the vast **Wood Buffalo National Park** is home to about 3,000 free-range bison, in addition to bears, moose, wolves, owls, and whooping cranes. Stargazers take note: It's also the world's largest dark sky preserve.

An antidote to troubled times

Rotary Club of Springboro, Ohio

It was 2020 and the world was, as Sarah Garrette puts it, “a dumpster fire,” roiled by the global pandemic, unrest over police violence against Black Americans, and a divisive election in the United States. “I felt pretty isolated and wanted to give back, but I felt out of control with things happening in the culture and with the pandemic,” she says. “I thought, I can’t change the big things, but if I start on the microlevel — in the community — those little impacts add up.”

She hopped on Facebook and typed “volunteer opportunities” into the search bar. The Rotary Club of Springboro popped up.

Her dad had been a Rotary member, so Garrette reached out over Facebook. Because of the pandemic, meetings were held over videoconference, and she dropped in to check a few out. She found a dynamic group of people of all ages, about 50/50 women and men, who want to strengthen their community.

This thriving membership wasn’t always the case for the club. It chartered with 25 members in 2004, but by 2007, that number had shrunk, perilously, to 13. Doug Buchy, a member of the Rotary Club of Dayton, was asked to transfer his membership to help bring

the Springboro club back to life. While he was Springboro club president in 2009-10, it grew to 17 members. “We stopped the bleed,” he says. “We kept growing and growing.” Today club membership stands at almost 40.

The club made adjustments to attract new members. It switched from a lunch club to a breakfast club, which offered more convenience in a suburb where residents often work in the larger cities of Dayton or Cincinnati. “People couldn’t come back to Springboro for lunch from where they were working,” explains Buchy. “That’s why we were losing membership.”

To lower costs, a concern especially of younger members, the club decided to meet for coffee instead of breakfast. Occasionally, someone brings doughnuts. “We try to make things really simple,” says Past President April Walker.

A highlight of meetings, members say, is the monthly “get to know a Rotarian” presentation, in which club members take the floor to talk about themselves. One member told about how his dad was a clown; another showed a senior photo from high school in the ’80s in which he sported a mullet and gold chain. “You think you know people in the hour you

spend with them, but you don’t,” says Walker, who instituted the club favorite when she was president in 2021-22. “It really added a level of fellowship.” At many meetings, the club also asks “get to know you” questions, such as “Which is your favorite Muppet and why?” and “Did you name your family car when you were a child and what was its name?”

“I know fun is a plain, boring word, but I can’t think of a better way to sum up this club,” says member Scott Marshall. “No person in their right mind wants to be up and at a meeting at 7:30 in the morning. But I really look forward to these things. It’s just a blast.”

In another change, the club increased the number of service opportunities and is involved in more than 20 fundraisers and projects each year. On a sunny day in April, the club hosted a “build a bed” project in partnership with the nonprofit Sleep in Heavenly Peace. The group collaborated with nearby Rotary clubs to raise \$22,000 to purchase materials and bedding. More than 100 volunteers — club members and their families, high school students, and other community members — gathered at the county fairgrounds in Cincinnati to work assembly-line style to build 150 beds in less than six hours.



Members of the Rotary Club of Springboro, Ohio (from left): Doug Buchy, Sarah Garrette, April Walker, and Scott Marshall.

“These aren’t Ikea ready-to-assemble beds,” Marshall says. “There was wood coming off the truck. We were measuring it, cutting it, drilling holes, branding with the logo.”

To quickly bring new members into the fold, the club surveys them about which committees, projects, and fundraisers they’d like to be involved with. They’re put to work on their choices. “You have to get them involved right away,” says Buchy, the

2023-24 governor for District 6670. (All club members receive the same survey annually.)

When Walker joined the club in 2019, she was “voluntold” to lead its nascent social media efforts. She started taking pictures and livestreaming videos of service projects to put the club out there. “I think people are inherently good; they want to do things in the community but don’t know how,” she says. “We give them an opportunity.”

The club continued to gain members even during the pandemic. When Walker became club president, she made recruiting women and elevating them to leadership positions a centerpiece.

One of them was Garrette, who within six months became club treasurer. And as she tallies what she’s given through Rotary versus what she’s received, the value of her membership becomes clear. “I joined the club in a very polarized time. I was looking for something to ground me, make me more open-minded to others,” she says. “If we can find common ground through giving back to our community and surrounding area, it gives me a lot of hope that people aren’t all that different after all. I’ve gotten back tenfold.”

And she’s able to lead by example for her two young children. “Now my kids think Rotary is super cool,” she says. “They always ask if they can go to meetings, probably because it’s before school and they can get a doughnut.”

— DIANA SCHOBURG

'May peace prevail'

How to make a mark with a peace pole

With a blinding flash, a 900-foot-wide fireball exploded above Hiroshima, Japan, in August 1945. Along with a second atomic bomb dropped a few days later in Nagasaki, the attack led to the deaths of hundreds of thousands of people, ended World War II, and reshaped the nature of war and peace. A decade later, the Japanese spiritual teacher, philosopher, and poet Masahisa Goi began spreading the message "May peace prevail on Earth." As peace gatherings grew, supporters began handing out posters, stickers, and literature carrying Goi's simple yet profound message. In the 1970s, people began inscribing the phrase on poles, and today, more than 250,000 peace poles exist in such locations as the remote Canadian arctic and the pyramids of Giza in Egypt (as well as Rotary headquarters in Evanston, Illinois).

Rotary members around the world have dedicated many such poles in parks and public spaces. In Australia, the Rotary Club of Canberra Burley Griffin led an effort to plant 100 peace poles at 100 schools leading up to the 100th anniversary of Rotary's presence in Australia in 2021.

Each pole dedicated in that campaign has its own story. In Brisbane, an octagonal pole carries the message of peace in the languages of a cohort of Rotary Peace Fellows studying at the University of Queensland. A series of peace poles sponsored by the Rotary Club of Maryborough feature carvings by Indigenous artists. The peace pole at Coonamble Primary Public School includes student art. On 21 September 2021, Australia's governor-general,



David Hurley, was on hand to unveil the 100th pole. And Rotary members didn't stop there: As of May, 348 peace poles had been planted by Rotary clubs through the initiative in every state and territory in the country.

How did they do it? To find out, we spoke with Michael Rabey, a member of the Canberra Burley Griffin club who coordinated the effort. He has these tips for Rotary clubs interested in dedicating a peace pole.



1 Pick a school or other public location

Australian Rotary members decided to site their poles at primary schools, targeting students around 11-12 years old to participate. They work with schools to find a location at an assembly point or in a garden where playful kids won't bump into it. "The poles shouldn't be hidden away; they should be in a public place," Rabey advises.

2 Choose which languages to feature

In English, the peace poles bear the message "May peace prevail on Earth." In Australia, Rotary members worked with school leaders to select additional languages to feature on the poles, based on languages spoken by students and teachers.

Many schools wanted to inscribe their local Indigenous language, which led to an unexpected outcome of the project: It created cultural bridges since Rotary clubs had to reach out to Indigenous communities for language guidance. A school in Canberra, for example, wanted to include the Ngunnawal language on its pole, but these words didn't exist. So, Rabey says, club members worked with elders and decided to inscribe the phrase "Dreaming strong on Ngunnawal land" instead.

3 Order your peace pole

The cost and source vary by location; see peacepoleproject.org for details. The poles in Australia include panels with the history of the peace pole movement and the names of the sponsoring Rotary clubs with Rotary branding.

4 Hold a dedication ceremony

In Australia, many Rotary clubs and schools hold ceremonies at their peace poles annually on the International Day of Peace, 21 September. "We didn't want these peace poles to be just sticks in the ground that didn't mean anything," Rabey says. A college in Tasmania developed a suggested template in which student participants deliver a peace pole history and read the peace message in each of the languages displayed. The ceremony often includes words attributed to the sixth century B.C. Chinese philosopher Laozi:

*If there is to be peace in the world,
there must be peace between nations,*

*If there is to be peace between nations,
there must be peace between cities,*

*If there is to be peace between cities, there
must be peace between neighbors,*

*If there is to be peace between neighbors,
there must be peace in the home,*

*If there is to be peace in the home,
there must be peace in the heart.*

It's timeless wisdom, Rabey says, pointing to today's problems, for instance, with domestic violence and cyberbullying. "It's about world peace," he says, "but it's about peace at home, too."



Clockwise from top left: David Hurley, the governor-general of Australia, unveils the 100th peace pole of a centennial project; the pole is located in Lennox Gardens in Canberra; a peace pole is planted at the pyramids of Giza in Egypt; members of the Rotary Board reveal a new peace pole at the Rotary headquarters in Evanston, Illinois.

Photographs (clockwise): Canberra Rotary Peace Pole Project; Wikimedia commons; shutterstock; Wen Huang

PROGRAMS OF SCALE

Rotary awards \$2 million grant for sustainable farming in India

Groundwater storage and climate-resilient agriculture will benefit 60,000 farmers

Rotary has awarded its fourth annual Programs of Scale grant to Partners for Water Access and Better Harvests in India. The program will use rainwater collection systems such as check dams and ponds to increase groundwater tables by 10-15 percent each year, improving the livelihoods of more than 60,000 farmers in four states. The \$2 million grant was announced in May at the Rotary International Convention in Singapore. By increasing the availability of water, the five-year program will extend areas of cultivation by 20-30 percent. It will introduce drip irrigation and plant native species and fruit trees to reduce soil erosion on 4,113 hectares (more than 10,000 acres) of land. By helping offset the effects of climate change, it will lay the groundwork for generations of sustainable farming.

“Congratulations to the Rotary Club of Delhi Premier and their partners for taking action to empower rural communities in India,” said 2023-24 Rotary President Gordon McNally.

Each year, The Rotary Foundation awards a \$2 million Programs of Scale grant to an evidence-based, sustainable program that targets at least one of Rotary’s areas of focus and can be expanded to create far-reaching change. Rotary members work with local communities and knowledgeable partner organizations to design and implement the initiatives.

“The grant will help the club advance environmental sustainability and ensure a brighter future for rural communities in



Illustration by Bárbara Tamilin

India,” said Bharat Pandya, a trustee of The Rotary Foundation.

Throughout India, crop yields have drastically diminished due to erratic rainfall and drought worsened by climate change. In drought-prone areas, depleting groundwater threatens to make farming unsustainable. One study projects that India’s wheat yields will fall by as much as 23 percent by 2050.

“In a country where only 50 percent of the arable land is irrigated, I have seen the plight of farmers who pray fervently to the rain gods so that they may have a bountiful harvest and enough income to survive until the next crop,” said Sudhanshu Pachisia, 2023-24 president of the Delhi Premier club. “I have seen the distress in families of the marginalized farmers in years of failed monsoons. Making more water available is the solution for the more than half of the population that subsists on agriculture.” Rotary clubs all over India have previously worked with partners to construct rainwater-

harvesting check dams. This initiative will build on this work, and what is learned will help improve future projects.

Rotary members, experts, and technical advisers will collaborate with local governments to enhance farmers' knowledge and resources related to water storage, agricultural subsidies, and crop diversification. The program also provides training in alternative agricultural practices to help farmers increase their long-term economic security.

There's a great deal of cultural and geographical variance in the program's target areas, the states of Rajasthan, Uttar Pradesh, Madhya Pradesh, and Maharashtra. To address this, the Delhi Premier club is collaborating with three experienced organizations: Global Vikas Trust, PHD Rural Development Foundation, and Self-Reliant Initiatives Through Joint Action (SRIJAN). These partners have regional expertise in rainwater-harvesting methods, drip irrigation, crop selection, and community organizing.

"Through our combined efforts in water conservation, climate-smart agriculture, and livelihood initiatives, we aim to benefit 1,500 women farmers and facilitate the planting of 7,000 trees," said SRIJAN CEO Prasanna Khemariya. "This project will create 8 crore liters [21 million gallons] of water potential, transforming 700 acres of agricultural land."

Forty-five percent of the farmers targeted by the program are women, noted Sharad Jaipuria, the chairman of PHD Rural Development Foundation.

"The partnership will focus on climate-resilient agricultural practices, including diversifying to high-value crops like fruit plantations and multilayer vegetable farming," Jaipuria said.

Harvesting rain and planting climate-smart crops in arid environments are not new ideas. In fact, they have already proved successful in India. Evidence shows

that adjusting agricultural practices and planting different crops can create more stable incomes for farmers.

"We know that it is the poorest of the poor that bear the greatest brunt of the climate crisis," said Mayank Gandhi, managing trustee at Global Vikas Trust. "The only way to transform their lives is through sustainable agriculture at scale."

The other Programs of Scale finalist this year is One Million Healthy Mothers and Newborns. This Ugandan initiative aims to reduce both maternal and newborn deaths by 35 percent each in at least 200 public health centers. The program provides medical equipment, training in newborn and maternity care, and a community awareness campaign. — ETELKA LEHOCZKY

Recent Programs of Scale award recipients

2021-22: Together for Healthy Families in Nigeria aims to reduce maternal and infant mortality by increasing access to high-quality health care in several areas of Nigeria. The program improves supply of health services by equipping health facilities and training health care workers and strengthens demand for health services through community dialogues and home visits.

- In its first year, the program trained 514 health care workers in emergency obstetrics and neonatal care.
- Health workers conducted over 11,800 home visits to encourage use of health services, more than doubling the program's initial goal.
- 140 community dialogue sessions reached more than 14,000 people.
- Partnerships with the Federal Ministry of Health and eight other institutions ensure the initiative's sustainability.
- Rates of births at health facilities supported by the program increased.

2022-23: United to End Cervical Cancer in Egypt works to reduce the number of cervical cancer cases while improving women's access to preventive care in and around Cairo. The four-year program includes a vaccination campaign, cancer screenings, and public awareness.

- The initiative will vaccinate more than 30,000 girls ages 12-15 and provide cancer screenings for 10,000 women.
- A public awareness effort will reach 4 million people.
- Health care workers, school administrators, and staff will be trained to understand cervical cancer and its causes so they can provide appropriate care and counseling.



Watch videos about these programs and learn more about Programs of Scale grants at my.rotary.org/programs-scale-grants

SERVICE ABOVE SELF

THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian's personal, business and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE FOUR-WAY TEST

Of the things we think, say or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL & BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?

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



Trustee's message

September 2024

A legacy for future generations

"The great use of a life," wrote American philosopher William James in 1900, "is to spend it for something that outlasts it."

Some leave a legacy through family and friendships, others through faith or principles, and still others through their professions. The Rotary Foundation offers another powerful option.

As a believer in the power of passing down a legacy through The Rotary Foundation Endowment, I was humbled that my wife, Gay, and I were able recently to help others in Rotary leave their legacy.

Our district (6860 in northern Alabama) had never organized a fundraising dinner focused on the Foundation's Endowment before, but we knew it was time. We called it a legacy dinner, emphasizing giving's long-term impact.

Progress was slow at first, and there were skeptics who doubted we could raise \$1 million, our initial goal. However, we remained optimistic, setting a date for 23 February 2024, Rotary's anniversary.

During this campaign, committee members traveled throughout northern Alabama, meeting with small groups in fireside chats about contributing to the Endowment. Then, significant gifts began coming in. One Rotarian made a \$25,000 commitment, handing over a check for \$10,000. Soon, other members followed suit, and we had more than \$200,000 in gifts and commitments.

We still had far to go but if there is one thing I know about Rotary, it is this: If you present the opportunity to members, they will respond. Topping off the district's generosity were two surprises. One was a bequest commitment of \$500,000, and then another of \$560,000.



By the end of the campaign, our committee had exceeded our greatest expectations: We had raised \$2,729,863.14 for the Endowment, nearly triple our goal. The impact of those gifts will create a legacy that will keep on giving forever.

No single club or district alone will achieve our goal of fortifying The Rotary Foundation Endowment to \$2.025 billion by 2025. Not all of us can give \$25,000 now or as part of an estate plan. But I also know many of us can.

Please help us reach that Endowment goal and in doing so leave behind a legacy and further the work of future generations of Rotary members by visiting rotary.org/legacy. On behalf of the Foundation Trustees, I am grateful for your Rotary legacy.

October 2024

Remembering a hero of polio eradication

World Polio Day, on 24 October, is a time to celebrate progress and rededicate ourselves to finishing the job of eradicating the disease. Let's also honor the countless Rotarians and Rotaractors who have championed the cause. One such hero was John Sever.

Sever, who died in April at age 92, was a member of the Rotary Club of Potomac, Maryland. An infectious disease specialist at the U.S. National Institutes of Health, Sever recommended in 1979 that Rotary make polio eradication a global goal, expanding what began as a national vaccine campaign in the Philippines.

It is hard to imagine where we would stand today without Sever's decades of leadership, expertise, and advocacy. In August, I was honored to present his family with the International Service Award for a Polio-Free World and a crystal recognition piece in Sever's name.

What he helped initiate, PolioPlus, became an example of implementing an action plan in Rotary. Thanks to him — and the volunteerism and generosity of countless others — polio cases have decreased by more than 99 percent since 1988.

The path to our goal could not have been predicted and may take longer than expected. There are sometimes setbacks, as we experienced with increased cases in Pakistan and Afghanistan this year.

But we get back on our feet. This year, we ended an outbreak of wild poliovirus in Malawi and Mozambique that was caused by an importation from Pakistan in 2021, and we decreased variant poliovirus cases. Rotary and our partners stay flexible, developing new tactics while staying focused on the long-term goal, with optimism.

Delivering a polio-free world with stronger health systems and communities is not only right for humanity but also a smart investment in future generations. It will be Rotary's greatest gift to the world.

Countless heroes have followed Sever's lead. From the club president who organized her first End Polio Now fundraiser to the advocates, donors, and volunteers. We are all part of this story.

With your support, this year's World Polio Day will be the greatest ever. Donate to End Polio Now at rotary.org/donate. Your gift will be tripled, thanks to the 2-to-1 match by the Gates Foundation. Join or initiate a PolioPlus Society in your club or district. Raise awareness in your community about how we will eradicate a human disease for only the second time in history.

Whatever you do, do it for future generations who will live without this debilitating disease. Let us deliver on our promise to the world's children and end polio forever.

MARK DANIEL MALONEY
Foundation Trustee Chair

Photograph: Cary Norton



District Governor Jakchai Visutthakul District 3330

Rotary Thailand magazine would like to present the four district leaders in this Rotary year to our readers. In this issue, we begin with District Governor Jakchai Visutthakul from the Rotary Club of Poochaosamingprai, who officially starts visiting clubs in the lower southern region from July 2024 onward.

DG Jakchai expressed his readiness to fulfill his responsibilities after transitioning from the district governor-nominee to the district governor-elect. He coordinated the Pre-PETS events three times in the provinces of Hatyai-Songkhla, Phang-Nga, and Samut Songkram, as well as the assistant governor training in Samut Prakan. He also participated in the International Assembly in Orlando, Florida, USA. Additionally, he arranged the district team training for district committees (DTTS) in Phetchaburi, and led the Presidents-Elect Training Seminar (PETS) in Samut Prakan. Furthermore, he organized the District Training Assembly (DTA) in Nakhon Pathom, and he attended the installation ceremonies of the Rotary clubs in the upper area of District 3330. He traveled hundreds of kilometers to the southernmost part of Thailand to attend the installation ceremonies and fulfill his official club visits.

"I consider it a tough endeavor to achieve the aim that I had aspired for as a Rotarian in a club. I used to consider how to enhance and strengthen the membership and unity in different clubs, including the quality member increment. How can small clubs implement service projects that align with Rotary's Seven Areas of Focus? How can growing clubs learn and understand about giving to The Rotary Foundation, which leads to the Global Grant



program? How to publicize good service initiatives so that others can see what Rotary does?"

"These are all the things I have thought about in my 27 years as a Rotarian," DG Jakchai stated. "Since July 1, 2024, I have been seeking information and turning it into reality to the greatest extent that I can. Regardless of how big or small, it serves as a springboard and runs on the ladder for the upcoming governors to carry on the Magic of Rotary. In my view, repetition—like a habit—is what creates magic instead of magic itself. For instance, when one performs good things and form



excellent friendships, the magic is not involved. We just do it right away; the magic appears, as the motto "The Magic of Rotary".

Beginning in the southernmost region of Thailand and continuing through Betong district, Yala province, Pattani, Narathiwat, Satun, Songkhla, Phatthalung, Trang, Krabi, Phuket, Nakhon Si Thammarat, Phang Nga, Surat Thani, Ranong, and Chumphon, DG Jakchai traveled for the first three months of Rotary Year 2024-25, from July to September, to attend the establishment of Rotary club presidents and board committees and around 15,000 kilometers over the course of these three months while carrying out his district governor responsibilities as mandated by Rotary International. Along with sharing Rotary International policies with other Rotarians in different clubs, DG Jakchai has also achieved what he set out to accomplish. He succeeded in his goals of promoting quality membership growth through club assessments of their own strengths and weaknesses and using their strengths to guide the implementation and empower their weaknesses.

Club members were inspired and greeted this with great enthusiasm. He made time to meet with each club to go over the club strategy, offer guidance to club members, and go over important Rotary information. The club presidents are new, and a few of them have just recently joined Rotary. Furthermore, numerous club members are new. It is a great chance to share knowledge about Rotary with fellow Rotarians during the official club visits. DG Jakchai values meeting with each club and spending valuable time together.

DG Jakchai continued by saying that he had traveled to the lower south to visit Rotary club communities, where he was able to observe the opportunities, way of life, and



constraints associated with certain clubs. Every location has a unique social background. He emphasized to Rotarians the value of making donations to The Rotary Foundation. To what end do the donations go? What benefits do our donations provide for the community? Through the Global Grants program of The Rotary Foundation, we are able to carry out service projects that have a significant, positive impact on the communities. Additionally, he gave clubs advice on how to carry out service initiatives in Rotary's Seven Areas of Focus, such as the Dragon Spine Project by the Satun Rotary Club, Cardamom Mountains for Single Mothers Project by the Pattalung Rotary Club, and The Magic Heart of Thung Song Project by the Thung Song Rotary Club.

Apart from his official visits to Rotary clubs, DG Jakchai also took part in various club service projects, including planting trees, mangroves, crab banks, giant freshwater prawn banks as well as rare aquatic animals on the Songkhla coast, beach garbage collection projects, Thai herbal medicine projects, and wall-painting projects as instructional tools.

"I have witnessed excellent initiatives that remain unnoticed. It is like doing a good deed without expecting



praise, or a diamond in the rough. I have focused on promoting Rotary's public image so that the community will know what Rotary does and how the projects benefit the community”, stated DG Jakchai.

Following his marriage to Rotary Ann Pornchit Yimpakorn, two daughters were born. The eldest one is Miss Pornthip Visutthakul, a sixth-year student of the Faculty of Chinese Medicine at Huachiew Chalermprakiet University. The younger one is Miss Apinya Visutthakul, a fourth-year student of the Faculty of Physical Therapy at Mahidol University. As Managing Director of Kongping Intertrade Co., Ltd., Jakchai is involved in the computerized embroidery industry. Additionally, as Chairman of Marketing Rectrix Co., Ltd., he oversees the marketing management of information and platforms.

DG Jakchai joined the Rotary Club of Poochaosamingprai as one of its founding members and became a Rotarian in 1997. Over the course of his 27 years as a member, he has maintained a perfect attendance record of 100% at all meetings. He is especially impressed by the Rotary family, which is more than simply colleagues and business associates, in District 3330, where a strong relationship is evident. He is proud to be a Rotarian and has done a lot for the community. The Rotary Club of Poochaosamingprai, in collaboration with other local and international clubs, recently presented Rajaprachasamasai Hospital (formerly Leprosy Hospital), Phra Pradaeng district of Samut Prakan province, with 20 dialysis machines and a water system to aid those in need of kidney disease treatment through a Global Grant project.

Should life be a voyage, and being a Rotarian to DG Jakchai is a voyage towards accomplishing objectives while forming connections and friendships with fellow voyagers, to do good things for the community on a regular basis, to create *The Magic of Rotary*.

PP Jantanee Tienvijit
Rotary Club of Lanna

Rotary Membership 17 September 2024

District	Rotary		Rotaract		Country	Rotary		Rotaract	
	Clubs	Rotarians	Clubs	Rotaractors		Clubs	Rotarians	Clubs	Rotaractors
District 3330	104	2,303	20	168	Cambodia	9	180	4	81
District 3340	64	1,324	4	56	Thailand	348	7,515	60	692
District 3350	131	3,118	34	531	Myanmar	6	293	5	119
District 3360	69	1,304	12	176	Laos	1	15	-	-
Four Districts	368	8,049	70	931	Vietnam	4	46	1	39
Worldwide	36,635	1,163,664	8,938	118,727	In addition there are 349,577 Interactors in 15,195 clubs and 13,588 Rotary Community Corps in the world.				



Royal Hua Hin
Rotary
Club



14th ANNUAL AMATEUR CHARITY GOLF CLASSIC



Friday, 29th November 2024

A FUN EVENT FOR EVERYBODY • TROPHIES TO BE WON
GREAT PRIZES • A SPECIAL EVENT FOR THE RIGHT REASONS

From past fundraising events and sponsors' donations, the Rotary Club of Royal Hua Hin was able to purchase a much-needed, fully-equipped ambulance costing THB 2.5 million for Hua Hin Hospital in August this year. In addition to our recent and ongoing community service projects around Hua Hin and Thailand, our focus is on the underprivileged and disadvantaged with a primary emphasis on the well-being of children.

E-mail: golf@rotaryroyalhuahin.org

Tel: Brian: 087 146 3258
Aree: 081 802 3585
Michel: 089 258 9733
Arnold: 087 806 8416
Phil: 061 986 5448

www.rotaryroyalhuahin.org

ENTRY FEE: THB 6,000

INCLUDES:

- Green fee
- Shared cart
- Golf shirt
- Cap
- Breakfast
- Buffet dinner
- Caddie (excluding tip)

PLAYING FORMAT:

- Shotgun start at 12:00 pm
- 4 Player Scramble
- 10% of combined handicaps
- Maximum handicap 28
- Minimum of 4 drives per player

A Journey to Luang Prabang

PP Dr. Busabong Jamroendarasame
Rotary Club of Phayao

With the support of the Educational and Buddhist Dissemination Foundation of the Mekong River Region, led by Phra Ajahn Dr. Maha Saneh, it was decided to deliver the Tripitaka – the “Triple Basket” of sacred Buddhist scriptures – to various temples in the Luang Prabang area of Laos. Many devotees and Buddhists participated in this event, and together, they prepared four sets of the Tripitaka in both Thai and Lao languages, each consisting of 45 volumes. These sets were donated to Wat Muennachomphuaram in Luang Prabang, Wat Nayang Nuea and Wat Nayang Tai in Nam Bak, and Wat Okat Chaiyaram in Ban Nong Khiew.

Luang Prabang is an important city in Laos in terms of both history and culture. Located in northern Laos, it was the former capital before moving to Vientiane. In 1995, UNESCO declared Luang Prabang a World Heritage site due to its beautiful ancient architecture, including colonial-style temples and homes. The locals still maintain their traditional way of life, which can be seen in the daily almsgiving of sticky rice in the mornings.

Travel to Luang Prabang is accessible by air through the Luang Prabang International Airport, by land via buses from various cities, and by water from Chiang Khong, which docks at Luang Prabang. Our pilgrimage group departed from Wat Suan Dok to Chiang Khong and crossed the border by bus, before boarding a large boat that could accommodate 150 people, although our group had only 71. The experienced boat driver expertly navigated through rapids and the winding Mekong River, ensuring we reached Luang Prabang before sunset.





In the 2014-15 Rotary year, over a decade ago, the Phayao Rotary Club brought its members to Luang Prabang to explore the possibility of establishing a Rotary club in the city. We dined with the provincial governor and formed friendships, but reaching the point of establishing a Rotary club still seemed far away. Nevertheless, we were able to use a District Grant to sponsor five Lao professors to train at Phayao University, which continued to foster ongoing friendships and benefits.

Among the well-known tourist attractions are the Tham Ting (Pak Ou Caves), home to various Buddha statues, the beautiful Wat Xieng Thong, and the famous Kuang Si Waterfall, with its multi-tiered cascade of crystal-clear, turquoise waters. Our hotel, Treasure de Laos, had a continuous flow of guests, which were mostly Westerners. Many tourists enjoy the night market, which sells similar goods in nearly every stall.

Eight vans provided transportation for our group, with good service and drivers who, although fast, did not take risks, making us feel safe. The Lao guide was informative and fun to talk to. We had many activities at the temples, including early morning almsgiving, visiting the beautiful Wat Xieng Thong, and offering the first set of the Tripitaka. Phra Ajahn Maha Saneh conducted the full ceremony, explaining that the Tripitaka consists of the Vinaya, Sutta, and Abhidhamma, which form the core teachings of the Buddha and provide guidance for practicing Buddhism and living according to Buddhist principles.

From Luang Prabang, the drive to Nam Bak took a long time, with roads similar to rural highways in Thailand. We occasionally stopped at gas stations. Upon reaching Wat Nayang Nuea, we conducted the Tripitaka offering ceremony along with other offerings to both temples. We arrived at Ban Nong Khiew late in the evening and had dinner before retiring to various homestays. The accommodations were clean, comfortable, and surrounded by beautiful mountains and the Ou River.

The next morning, we took a boat ride for several hours to Wat Okat Chaiyaram. The boat journey offered stunning views as our group sailed together in multiple boats. After completing the Tripitaka ceremony at the temple, we returned by boat to Ban Nong Khiew and then took the van back to Luang Prabang.

We brought Thai baht and Chinese yuan, but we ended up not using the yuan at all. The guide helped us exchange money, so we didn't have to bring any leftover Lao kip back home. Our many days in Laos were filled with giving, leaving our hearts at peace, which made everything seem wonderful. In these remote areas, there is still much need for assistance. It made me think of the Rotary Club of Vientiane in District 3360, which was established a long time ago. The District Governors over the years have likely addressed the situation, and if we could collaborate with the Vientiane Rotary Club on service projects, it would be wonderful.

I secretly dream of once again participating in service projects with the Rotary Club of Vientiane.



The blueprint that moves others to say to your requests

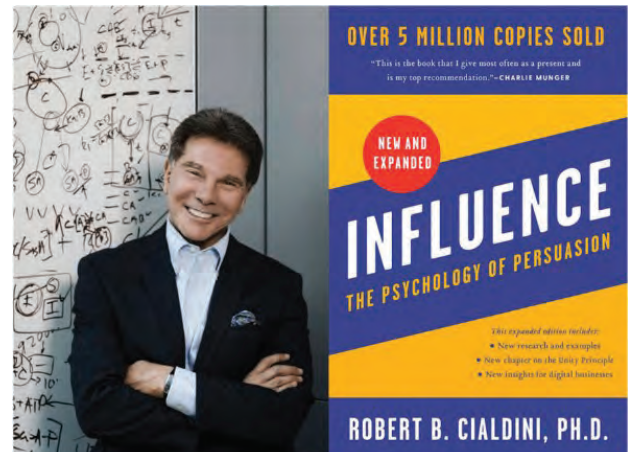


PDG Kasemchai Nitiwanakun
“Lead the Way” Governor

Managing volunteers who are not receiving a salary can be challenging but incredibly rewarding. Effectively managing a Rotary club involves many of the same principles as managing volunteers, with some additional considerations specific to each club.

Utilizing the RI learning resources to help manage club activities, or focusing on impactful service projects that align with the Seven Areas of Focus might help a club president. But quite fleeting, like writ in water.

Let’s delve into the fascinating world of human behavior and the psychology behind why people respond to certain triggers and scenarios. By adopting more integrated approaches, we can enhance the effectiveness of creating a more resilient and committed volunteer base. I invite you all to immerse yourselves in a set of psychology principles extensively researched by Prof. Robert Cialdini, which have stood the test of time. The seven gems of his arsenal are invaluable for managing a volunteer-based club and enhancing engagement and effectiveness.



Principle 1. Reciprocity: The Old Give and Take

We are hardwired to give back! “It’s true in every culture that people give back to those who have given to them first,” according to Cialdini. Giving your members a Rotary T-shirt, ‘khanom’ snacks, or knowledge for free will inspire a reciprocal response. Thais have a deep-seated tendency to return favors and this principle is widely applicable, particularly among Asians.

In the context of marketing and sales:

Firms often give away free product samples, and they can make customers feel obliged to buy the product in return. Offering exclusive discounts or rewards to existing customers encourages repeat business.

Principle 2. Commitment and Consistency: Fairies of the Mind

We desire to be, and to appear, consistent with what we have already said or done. Once we announce our choice or take a stand, we face personal and interpersonal pressure to think and behave consistently with that commitment.

After members pledge to donate to the Annual Fund-SHARE or annual community-service fundraising, they are more likely to comply with what aligns with their prior commitment.

In the context of marketing and sales:

A salesperson might start with a small request. Once the customer agrees, they are more likely to agree to a larger one, like making a purchase. Companies use loyalty programs to induce repeat purchases. When customers sign up and start participating, they are more likely to continue engaging with the brand to stay consistent with their commitment. This can lead to increased loyalty and repeat business.



Principle 3. Liking: The Friendly Thief

We are more likely to be influenced by people we like and prefer to say YES to them. Several factors can increase likeability and make others more receptive to influence. They include similarity (sharing similar interests, values, and beliefs), compliments (genuine ones, positive feedback), proximity (physically close, working together), physical attractiveness (the “halo effect”), reciprocal liking, familiarity, and cooperation (working together towards common club goals), and desirable characteristics (kindness, intelligence, a good sense of humor).



In the context of marketing and sales:

Salespeople find common ground (discussing shared interests/experiences) with potential customers to build personal connections, rapport, and trust. “Influencer marketing” is a widely used strategy where brands collaborate with influencers with a large following to promote their products. When followers see influencers using and endorsing a product, they are inclined to try it themselves.

Principle 4. Authority: Directed Deference

We have been socialized to obey authority and follow the rules and tend to rely on experts and authority figures when making decisions, using them as a shortcut to justify our choices. Titles, clothing, and uniforms are prominent cues that indicate authority, although they can sometimes be misleading. To be perceived as an authority, you need to be credible, which requires two distinct attributes; expertise and trustworthiness. Both take time to develop.

Cialdini warns against blindly following authority and recommends evaluating the source’s credibility. Our service club setting bears a close resemblance to this scenario.



In the context of marketing and sales:

Using titles such as Dr. or Professor in adverts can increase the perceived authority of the person promoting the product. Products endorsed by experts or celebrities in a particular field are more likely to be trusted and purchased by consumers.

Principle 5. Social Proof: Truths Are Us

Science tells us that rather than relying on our ability to persuade others, we can point to what many others are already doing, especially many similar others. People decide what to believe or how to act in a specific situation by examining what others believe in or are doing. Social proof is very effective for getting compliance.

In the context of marketing and sales:

Positive reviews and testimonials from other clients can significantly influence potential buyers. Seeing that others have had a good experience with a product or service can encourage new customers to buy.

Principle 6. Scarcity: The Rule of the Few

Simply put, people want more of those things they can have less of. This principle leverages the concept that when something is perceived as scarce or limited, it is more desirable. It hinges on two techniques to encourage purchase; limited number and limited time (deadline tactic). Thus, if you don't act now, you won't be able to purchase the valuable product due to "sold out" or "the offer expired". These methods stimulate the human tendency for loss aversion.

In the context of marketing and sales:

Products released in limited quantities can become highly sought after, as people want to own something unique and rare, such as limited edition products. Sales promotions offered for a limited time create a sense of urgency, prompting customers to buy quickly for the "limited-time" offers.

Principle 7. Unity: "WE" is the Shared Me

We are inclined to say "YES" to someone we consider to be "one of us". The experience of togetherness with others is about shared identities and is often used to define themselves and their groups. This unity goes beyond similarities to shared identities. Members identify as part of the "WE" groups like race, ethnicity, nationality, family, and Rotary club affiliations.

"WE" groups can either positively or negatively lead to favoritism, groupthink, and partisanship. Club presidents can leverage this human interaction to foster cooperation and effectively implement service projects, fundraising activities, donations to Annual Fund-SHARE, etc.



In the context of marketing and sales:

Companies create "brand communities" where customers feel a sense of belonging and shared identity, leading to stronger brand loyalty and advocacy. Marketing campaigns focusing on inclusivity and shared values can resonate more deeply with audiences, fostering a sense of unity.



PDG Chamnan Chanruang
District 3360

Rotary and the Toast to the King

On numerous occasions, I have had the opportunity to attend Rotary and private events, which were not directly related to His Majesty the King. These included alumni reunions, wedding celebrations, or Rotary events, where participants were invited to make a toast to the King. Accompanied by music or the Royal Anthem, this act, while expressing loyalty and reverence for the King—who is highly revered by everyone—should be done with the utmost respect and in accordance with proper ceremony protocols.

I would like to share the guidelines provided by the Royal Household in 1985, which offer advice on how to properly conduct a toast to the King in formal events.

1. Occasions Appropriate for Toasting the King

1.1 The event coincides with a royal occasion, such as the King's birthday.

1.2 The event is held at a venue that has received royal permission or support.

1.3 One of the hosts is someone who serves closely under the King.

1.4 Although the event may not meet the first three criteria, it is attended by members of the Privy Council or the Chief of the Privy Council.

1.5 The event is attended by foreign dignitaries, such as ambassadors or diplomats, or is a national celebration by a foreign embassy, for which an exception is made.

2. The Person Leading the Toast

The toast should be initiated by the guest of honor, who is invited to speak first, as the toast to the King must be made before any other activities at the event.

3. The Toast Script

The Royal Household recommends the following script for the toast, which should be delivered respectfully:

"On this auspicious occasion, I would like to invite you, honorable guests, to join me in raising a toast to His Majesty the King..."

(At this point, the attendees should rise and hold their glasses, with their elbows raised appropriately. Once the speaker sees that everyone is ready, they should continue with...)

"May the Triple Gem and the Siamese deities protect His Majesty the King and the Royal family, granting them health and longevity for the benefit of the nation and its people for eternity. With deepest respect, Your Majesty."

4. Conclusion of the Toast

After the speaker finishes, attendees should take a sip from their glasses. There is no need for the Royal Anthem to be played or for any chants of "Cheers!" or similar exclamations. For Rotary, the traditional practice of toasting the King may not always follow these guidelines. I do not presume to judge the correctness of past practices, as many senior members have followed these customs. However, I have often seen certain deviations, such as playing the Royal Anthem or chanting "Cheers!" repeatedly. While not severely improper, if someone knowledgeable were present, it might seem less than ideal. Therefore, I present this information as a guideline.

I believe that His Majesty the King is deeply revered by everyone in the nation. Making a toast to the King is universally accepted as a way to express goodwill and loyalty. However, it is crucial to conduct this with respect and in accordance with the King's dignity, as outlined in this article—particularly point 4, which states that there is no need for the Royal Anthem or additional chants after the toast.

Therefore, if Rotarians wish to make a toast to the King, it is advisable to follow the guidelines provided by the Royal Household, and it must be done correctly.

Note: Toasting to Rotary should be similarly concise. Often, speeches become lengthy, almost resembling Rotary education sessions. In reality, just two or three sentences suffice, concluding with "To Rotary International", or "To Rotary". There is no need for embellishments. Following this with the Rotary Friendship Song is not an issue, as it is not part of the toast to the King.



PDG Dr. Peera Farmpiboon
Chair, Membership Development
Committee, District 3330

Rotary Membership

Members of any organization are of utmost importance, and Rotary International is no different. On the other hand, one of the highest priorities of Rotary International is the eradication of polio from our world. As I am responsible for overseeing the membership of District 3330, I would like to mention some aspects that I consider important and that have changed somewhat in recent times, especially since Rotary International has a new vision with its four-part strategic plan.

To develop an organization and grow sustainably, we need to adapt to the rapidly changing world. We need to consider our members to be the center focus, and increase the diversity of our members in all dimensions. Clubs are also trying to increase their flexibility in terms of membership qualifications with meetings that have been reduced in frequency to at least twice a month. The meetings that can be in person, online, or a combination. Social gatherings, club family days or even club activities that members already attend can be counted as meetings as well. The club format is also diverse, depending on the interests of the club.

However, what has never changed and has always been the organization's outstanding focus are its core values. We also value the diversity of our members, friendship, morality, and ethics. Service and leadership, as well as addressing diversity, equity, and inclusion are promoted among members. In other words, when members are accepted and live together happily and with unity, participation in activities in all aspects will occur, and the organization will eventually succeed.

For any level of an organization, strategic planning and an action plan are also extremely important. If there is good planning, with the cooperation of members in setting particular goals, assigning responsibilities, having clear operational guidelines, measurable indicators, and a time frame for every activity, we highly believe that all Rotarians will participate in the successful activities for our great Rotary organization.





CP Natthakorn Kaewpijit
Rotary Club of
Muang Pathom Nakhon

Establishing a New Rotary Club in District 3330

Background of Club Establishment

I have observed many people around me who are involved in Rotary. Whether it's my grandfather, Mr. Soonthorn Kaewpijit, past president of the Rotary Club of Nakornpathom, my uncle, Lt. Col. Dr. Sinthop, a member of the Rotary Club of Nakornpathom, or my uncle, Mr. Somphat Kaewpijit, the charter president of the Rotary Club of Sanam Chan, as well as other respected elders and many friends and acquaintances, most of them are part of Rotary. This sparked my interest in becoming a part of the organization. I consulted my uncle, Prinya, the past president of the Rotary Club of Sanam Chan, and he advised me to start a new club, recommending that I have to gather at least 25 members as the first step. With very little knowledge about Rotary at that time, I received significant support from my uncle and aunt in establishing the club.

We started by gathering members, initially from people close to us, with the goal of reaching 25 members. In the end, we gathered 31 members, both from older and younger generations who shared the same ideals. We held a founding meeting where we invited district leaders to provide information about Rotary. After sending our members' information to Rotary International, and after only two weeks, we received approval and were officially chartered on 1 April 2024, during the Rotary year of District Governor Dr. Chatchawal Telavanich. The Rotary Club of Nakornpathom served as our sponsor club, and the installation of our board of directors and the club charter celebration was held on 25 June 2024.

How do you envision the club?

I envision the club as "a place where all members live together in friendship". I believe that friendship leads to success. I want all members to feel happy, warm, supportive of one another, and respectful as if they are family, and to feel that they are truly a part of this club. When members foster friendships, collaboration follows, making the club more effective. I aim to balance the success of our work with the happiness of those involved, and I will encourage all members to actively participate in the club's activities.



Goals for Establishing the Club

Many of you may have had thoughts like mine, such as sometimes seeing individuals or communities lacking the necessities for daily life and wondering how to help. Alone, it may be difficult to make a significant impact, but if we pool our knowledge and abilities with like-minded individuals through service projects, we can contribute more effectively to helping communities and society. At the time I was considering the founding a club, I attended a Global Grant project handover ceremony hosted by the Rotary Club of Samutprakarn, in collaboration with the Rotaract Club of Sanam Chan Community and Rotary clubs from Japan and Korea, where they donated a colon cancer screening machine to Sampran Hospital. I was amazed to see how Rotary could donate equipment worth millions, providing vital assistance to hospitals, communities, and the public.

I have since been inspired to undertake a Global Grant project myself. After surveying the needs of Sampran Hospital, we found that they are in need of an Auto CPR machine. I believe that this device would support the hospital's operations by providing modern equipment, enhancing the staff's capabilities, and increasing the success rate of resuscitating patients more quickly and effectively. We are now seeking partners both locally and internationally to make this project a reality.

Challenges in the Work

As a newly established club, the members still have limited knowledge about Rotary. It takes time to provide training and encourage members to attend district meetings. Having mentors and engaging in consultations has helped ensure that we remain on the right path and understand Rotary's mission, vision, and strategy correctly.



The Rotary Club of Tharua-Kanchanaburi has initiated a reforestation project within the Huai Mae Takheung Reservoir Project and its water distribution system, a project under a Royal initiative. AG Seri Pakdee spearheaded this effort with the goal of developing the surrounding area and promoting Rotary's involvement on a global scale. The club was honored to have PP Sayam Mamaitrejit, an expert in the western forest region, voluntarily take the position of Chairman of the Service Committee to oversee the Rotary Forest initiative.

The creation of the Rotary Forest (Community Forest), which highlights the "value of the western forest region", reflects the importance of preserving this world heritage site and enhances Rotary's environmental image both in Thailand and internationally. It also represents a new role for Rotary International in emphasizing the conservation of vital resources. Thailand's western forest region is uniquely rich in biodiversity, featuring rare plant species, wildlife, and a fertile landscape. Conserving and restoring this forest not only preserves nature but also serves as an example of protecting a precious world heritage site for future generations.

The goal of expanding Rotary International's environmental role will inspire and motivate Thai society to focus more on collaboration in conservation and restoration efforts. The creation of the Rotary Forest not only improves the environment but also fosters friendships and cooperation between global communities for a sustainable future. We hope to play a significant role on the world stage in environmental conservation.



The Rotary Club of Tongkah, in collaboration with the Rotary Club of Hokkaido, District 2500, Japan, and the team from Therapy Dental Clinic, led by Dr. Sitthanan Wangsai, organized a dental service event providing check-ups, extractions, fillings, and scaling for 200 children who are the descendants of Burmese people. This initiative is part of a project aimed at improving



the quality of life for children at Saint Europhrasia, Ban Ya, Moo 6, Si Sunthon subdistrict, Phuket province, founded by Sister Europhrasia from the Good Shepherd Sister Thailand Foundation. It is a project that utilizes the members' professions to engage in community activities.



The Rotary Club of Khohong, led by P Tanaya Thadechkaewmanee and its members, welcomed DG Jakchai Visuttakul, and Rotary Anne Pornchit Yimpagorn during their visit to the RCC community of Ban Kog Mueang, Khuan Niang district, Songkhla province. The Rotary Club of Khohong supports this community and has provided funding for the construction of a facility to breed giant freshwater shrimp and rare aquatic species to increase the number of marine animals in Songkhla Lake around Ban Kog Mueang and nearby areas, ensuring sustainable income for the community.



The Rotary Club of Suphannikar, led by P Oranuch Tharnpanich and its members, participated in an activity to distribute mosquito nets and mosquito repellent equipment at Ban Thungmakok Sub-District Health Promoting Hospital, Dan Chang district, Suphanburi province. Disease control officers provided education on the prevention and elimination of mosquitoes, which are carriers of malaria and dengue fever. This initiative is part of the Global Grant project aimed at combating malaria in Thailand, in collaboration with District 3690, South Korea, and District 3330. This project is overseen by PDG Chalermchat Chun-In from the Rotary Club of Kanchanaburi.



PP Pakpoom Jumprak
Inbound Youth Advisor
District 3340

Another step that changes the future for the better, "Youth Exchange Program" in District 3340

The Youth Exchange Program in District 3340 has a long history for more than 40 years. There have been more than a thousand young people traveling for exchanges around the world, including the arrivals of exchange students from foreign countries to learn Thai culture. The rules and regulations of the program have occasionally been revised over the years and are designed for the safety of young people. On the other hand, the principle of conduct, the 4 Ds, still adheres to the program. Those are follows.

1. No Drink – The drinking of alcoholic beverages is expressly forbidden.
2. No Drive – The student is not authorized to operate a motorized vehicle of any kind.
3. No Drug – The student is not allowed to possess or use illegal drugs.
4. No Date – Romantic relationships or sexual activity is not allowed.

If the youth exchange is found to have committed any intentional act, they will be immediately sent home. It is not always easy for students to adapt themselves after leaving their home country to live with a host family in a foreign country.

However, the advantages of the Rotary Youth Exchange Program are outstanding compared to other exchange programs. The students receive good care by Rotarians and host clubs, as well as host families who are well trained to raise the inbound youth exchange. As the result of such doing, the Rotary Youth Exchange Program is commonly trusted. The trust to take care of the students, especially in District 3340, is relied upon with a long history in the Youth Exchange Program.

It is the 3rd year of PDG Siri Iam Chamroonlap (Rotary Club of Nakhon Ratchasima), the Chairman, in collaboration with PAG Nipaporn Sapthanarat (Rotary Club of Khunying



Mo-Korat), the co-chairperson to support the selection of exchange students each year.

The Youth Exchange Program was interrupted due to the Covid-19 pandemic lockdown across the globe, until 2021-22, and restarted with 13 students after the lockdown and went up to 26 students in 2022-23. Recently, 24 students joined the program in 2023-24, which is almost the same as the previous amount before the outbreak.

The YE Committee of District 3340 has tried to collect information about the students' situation and lifestyle during their year abroad after the Covid-19 pandemic. We must admit that the pandemic has changed the lifestyle of each country dramatically.

Therefore, we take seriously the experiences of the youth exchange students who returned last year. We called them to a Debriefing Camp or "Youth Exchange Summary Camp" (Rebonds). This camp allows the committee to learn the revealing aspects which are essential for operating youth exchange in the following years.

This year, District 3340 welcomed and trained 20 Inbounds from many countries including the United States, Canada, France, Germany, Spain, Taiwan, Japan, and Mexico. The committee adheres to the Inbounds orientation training because young people must be aware of various regulations and adaptation, as living in a foreign country, especially in Thailand, has its own unique traditions.

The Youth Exchange Program sincerely hopes that youth exchange around the world will provide a positive experience, whether it is a short-term or long-term exchange program.



Proud to be a Rotarian

PP Kongchai Sitthiphachaikul
Rotary Club of Chantaboon

I joined Rotary back in 2009, which has been a total of 15 years of traveling and participating in various activities with Rotary clubs. I have been entrusted by members to hold various positions within the club such as the chair of various committees, club secretary, and I was elected as Club President in 2013-14. I have enjoyed participating in many projects and activities with the club.

The opportunity to learn about leadership roles in Rotary at all levels is the best opportunity in life. Even if you have already achieved success in your career, personal business, or family, but if you can achieve success in Rotary, the pride and acceptance from people in the organization is the true quality of oneself from one of the largest and longest-standing service organizations.



AG Annop Santhana
Rotary Club of Nakorn Ratchasima

The theme of Rotary International President Stephanie A. Urchick for 2024-25 is The Magic of Rotary, which is the last year with an annual theme. After this, there will be no more.

The Magic of Rotary for me is that when we join Rotary, it is like having a large number of families. If we count in the club, there are 30 families. If we count around the world, there are 1,200,000 families. It is great magic for me. Attending the meetings are like relatives coming to talk, discuss and consult about doing activities that are beneficial to society. We set a date and time to do activities together and are happy to do them.

When we travel to different places, there are Rotary friends everywhere, making our travel smooth and safe. Moreover, Rotary friends are happy to take care of you like relatives. That is probably one of the reasons why Rotary has been stable from the past to the present. When we do service projects, our fellow members will help each other. It makes us feel warm and close, like one family. I am ready to serve Rotary friends like my own family, to fulfill the theme of The Magic of Rotary.

However, I believe each of you have a different concept or experience of what The Magic of Rotary is. Let's think about your Magic of Rotary.





Rotary Club of Chantaburi led by P Sairung Srisukwat contributed rice and vitamin drinks to Almshouse during the Thai Hungry Ghost Festival at Wat Khet Na Bunyaram, Chantaburi province, worth THB 15,000.



Rotary Club of Silpakom led by P Vasana Apinyapichon with members went to Prajak Silpakom district to receive 30 hens and food-related products from the Vice Governor of Udon Thani province, Mr. Surasak Assornkul, and the Head of Udon Thani Provincial Industry in order to deliver the items to the farmers of the Yuwasatri Family on 13 August.



Rotary Club of Trat led by P Linjong Wongchalernsuk contributed 198 pieces of 100-litre plastic tanks to flood victims in Sato, Khao Saming, Trat province. The estimated victims are 800 families.



Rotary Club of Plutaluang together with the Red Cross and the local government conducted a project for Royal Celebration to repair houses for the poor and visually impaired on 14 August.



Rotary Club of Moon River led by P Sirisak Worathiti with members delivered clothes, blankets, bags and school supplies to the people of southern Laos, in Pakse City and Paksong City.



Rotary Club of Muang Loei led by P Dr. Plengmanee Rengsomboonsuk with members traveled to provide equipment for repairing school buildings and scholarships to the Border Patrol Police School in Ban Nong Khan, Na Duang District, Loei province, and participated in student performance activities and award presentations.



Rotary Club of Thanthasuranaree donated fans and light bulbs to the Wang Takian School Library to inspire the students to visit the Library more often, which will create a habit of reading and increasing knowledge.



Rotary Club of Magkang organized their 11th annual scholarship-awarding activity, which is a 3-year continuous scholarship for each student, and this Rotary year, 65 students received scholarships. In addition, CPR training activities were organized, which were very beneficial for the students.



PP Trong Sangswangwatana
Rotary Club of
Bangkok Suwanabhum

Rotary One Day: is the name of the type of service activities that Rotarians come together to do good for the community within a single day. This could be any day that the Rotary club and the community involved find convenient. In the past, District 3350 tried to get clubs to do such projects on 23 February (Paul Harris' birthday a.k.a. Rotary International's anniversary).

Host Club: This can be big or small Rotary club, a single club or a combination of clubs, that invites clubs in other Districts to join the activity.

The Activity: The activity that finishes in the same day, should be sustainable; for example offering knowledge in different areas of health, environmental, or offering educational guidance, and not just simply donating money or goods. Such activities offer Rotarians the opportunity to use their professional skills for the benefit of the community and students. This also promotes Rotary because usually in such events we often invite the local mayor or community leaders, so it is a way to promote our public image.

Location: Most clubs choose a school to hold such activities because they're a convenient location, with numerous classrooms offering the ease of holding different activities, and students are present to be taught various programs. On 26 December 2014 we held the Thai Rotary Day with the theme 'Rotary brings happiness to communities' where Rotary International President Gary C.K. Huang participated as well as all four Rotary districts in Thailand.



Rotary One Day



This year Assistant Governor Mongkol Tungkasamit from the **Rotary Club of Singburi Veerachon** organized a Rotary One Day activity at Singburi School on 20 August. PP Achara Pandaeng and the Singburi Province Public Health Office jointly organized a dental program for nearly 300 students. There were more than 20 clubs participating and teaching various activities to about 1,500 students, such as cooking, the art of pleating fabrics, soap making, portfolio making, photography with cameras and drones, etc., as well as lectures to educate on various topics such as law and writing a novel online. Also taught were the preparation for the entrance exam for the Military Preparatory School, the Postal School, the Electrician School and to study abroad, as well as Dharma for teenagers, and car insurance claims, etc.



PDG Kasemchai Nithiwannakul
Facilitator Committee Chair

Cambodia District Training Assembly (CDTA) and Myanmar District Training Assembly (MDTA)

Cambodia's District Training Assembly on 20 July 2024 was a thriving hub of engagement, interactive activities, enthusiastic leadership, and a supportive atmosphere. It helped DTA participants and learning facilitators feel comfortable and confident.

From nine clubs, 62 Rotarians were present at this learning event, averaging nearly seven members from each club. In addition, three prospective charter members of the Siem Reap Bayon provisional club were present. A great attendance number to cheer for! It significantly signifies a high level of participation and turnout to be proud of.

I would fail in my duty if I didn't mention the Rotarians who spent over six hours on the road to travel from Pursat and Siem Reap to Phnom Penh to attend this one-day training session and the same amount of time on their return trip.

Facilitating a fully packed training room was an exhilarating and rewarding experience. The energy in the two breakout rooms was palpable with every seat filled and participants passionately and energetically influencing the overall learning mood despite certain degrees of language barriers.

Interactive training activities and group discussions were incorporated into the learning hours and their energy level visibly rose. Such group work encouraged collaboration and allowed participants to share experiences and learn from each other.

To give credit where credit is due, kudos to the CDTA host committee chaired by the 2024-25 Club President Vichet Chhuon



Richard of the Rotary Club of Phnom Penh Central, President Design of the Rotary Club of Phnom Penh Chaktomuk as the co-host club, AG CP Jacky, AG CP Yuan, and AG CP Phally, for the huge success of this annual training event.

The Myanmar District Training Assembly took place on 17 August 2024. The CDTA and MDTA were indistinguishable regarding the participants' passion, dedication, and commitment. They were avid learners with an insatiable thirst for new Rotary knowledge, always seeking to expand their understanding and soft-skill expertise such as public speaking, situational leadership, and problem-solving.

An outstanding point to commend is that they have an awe-inspiring mastery of English! I was thrilled to listen to and immerse myself in each presentation. Another laudable point observed was the "no truancy" phenomenon, as every participant was present and remained engaged past the allotted time.

About 80 participants were from seven Rotary clubs (Yangon, Central Yangon, Greater Yangon, Metro Yangon, Mandalay, Yadanabon Myanmar, and Shwe Bangkok) and three Rotaract clubs (Yangon, Central Yangon, and Gusto University).

My deep gratitude goes to the organizing chair, AG Su Su Tin, IPDRR Charles Aung Steber, PN Sandar Aung Steber, IPP Tin Latt, and President Daw Yee Wyne Oo, who kindly hosted a fabulous farewell lunch.





District Governor Patsri Suvimol and Past District Governor Prawit Rojkajonpalai, Chairman of District Disaster Relief Fund District 3350, donated THB 30,000 to help flood victims in Kanchanaburi province of District 3330 in coordination with PDG Somphop Thirasan at the beginning of August.

A donation of THB 100,000 was transferred to DG Apisak Chompong of District 3360 to contribute to the flood relief efforts in the north at the end of August.

Rotarians in District 3350 jointly donated and prepared survival bags and necessities to prepare for the flood situation that was flowing down to the central region, including 1,000 sets at Go Wholesale Rangsit to pack, store, and distribute survival bags on 5 September 2024, courtesy of Suchada Itthijarakul. However, the District Disaster Relief Fund Committee continues to accept donations.



The Club President – District Team – Governor Meeting #1 was held at The Idle Hotel & Residence in Khlong Luang district of Pathum Thani province on 31 August 2024. There were 169 participants from 90 clubs in attendance.



Six members of the **Rotary Club of Bangkok Vibhavadi** attended the inauguration ceremony of the Board of Directors of their sister club, the **Rotary Club of Daegu Eagle** in District 3700, South Korea on 8-14 July 2024, and also discussed the Global Grant project to donate ENT (ear, nose and throat) medical devices to Lumsak Hospital in Thailand.



Rotary Club of Bangkok Suwanabhum in collaboration with the **Rotary Club of Tharue** donated 19 sets of tables and chairs and other items to the Special Children's Education Center in Tha Ruea district, Phra Nakhon Si Ayutthaya, worth more than THB 30,000, and a KFC fried chicken lunch requested by the children was served on 2 August 2024.



The **Rotary Club of Chakkrathatr** together with the **Rotary Club of Taksin Thonburi** and **Rotary Club of Bangkok-Bang Khun Thian** presented scalpels to Sikhio Hospital in Amphoe Sikhio, Nakhon Ratchasima province, and conducted a survey on the progress of the use of the high flow rate air-oxygen dispenser, which was presented in June. The response was very positive, which helped patients return to their homes for treatment and who had been hospitalized before receiving donations.



PP Thanijporn Khomson
Rotary Club of Doiprabaht
Joint Editor of District 3360

Understanding of the Rotary Action Plan



The Vibrant Club Workshop of District 3360 this year was held at the Grand Pa Hotel and Resort in Lamphun province from 31 August to 1 September. The workshop focused on exchanging knowledge and understanding the strategic plans related to The Rotary Foundation, Membership, and Rotary's public image. The aim was to help clubs within District 3360, as well as their members, gain a deeper understanding of the Rotary Action Plan.

The Vibrant Club Workshop aims to energize and revitalize Rotary clubs. During the event, there are breakout sessions for focused discussions. The session on membership emphasizes strategies for increasing and retaining members, establishing new clubs, and promoting the creation of Rotary Satellite Clubs. These satellite clubs are designed to offer more flexibility in meetings and Rotary activities. District 3360 has established Rotary Satellite Clubs every year, and each club demonstrates strengths in both meeting participation and activity engagement.

In the area of The Rotary Foundation, the focus is on implementing grant projects, including Global Grants and District Grants. The workshop featured a special lecture by Past District Governor Wichai Maneewatcharakiet from District 3330, who serves

as a technical advisor to The Rotary Foundation. He discussed the topic of Cadre and how it can assist in Foundation projects, as well as the impact of a high-value water project under a Global Grant exceeding THB 10 million from District 3360.

In terms of Rotary's public image, Past District Governor Tanongsak Pongsri from District 3350 and the Assistant Rotary Public Image Coordinator for Region 12 (ARPIC) shared insights on promoting Rotary's image in the modern era, emphasizing that good deeds need to be seen by others. He highlighted the importance of using online media to publicize various Rotary activities as a primary means of outreach. Additionally, he encouraged members to report their club activities in the Service Project Center, a new feature in My Rotary that replaces the previous Rotary Showcase. He also emphasized the importance of utilizing the Learning Center in My Rotary to help members better understand the significance of Rotary's public image. This approach aims to enhance visibility and recognition of Rotary's work in communities.

Additionally, in terms of strategic planning and goals, Past District Governor Jason Lim from District 3350, who is a coordinator of Rotary Region 12, shared insights on accessing various Rotary projects. He emphasized that Rotary has not only engaged in small community projects but has also undertaken global initiatives, such as the End Polio Now campaign, clean water projects, educational programs, and the provision of medical equipment. These global projects expand Rotary's reach and significantly enhance its positive reputation within communities.

This training helps promote broader approaches for clubs in District 3360 in carrying out various activities. By enhancing their understanding of strategic planning, public image, and effective project implementation, clubs will be better equipped to engage with their communities and contribute meaningfully to Rotary's mission.



Rotary
District 3360

กองทุนช่วยเหลือภัยพิบัติ โรตารีภาค 3360



On-the-Ground Assistance: Many Rotarians continue to volunteer in the flooded areas, assisting in various ways such as evacuating people from high-risk zones, managing evacuation centers, and distributing food and supplies to those affected by the disaster.

The flooding event has provided an opportunity for Rotarians to express their love and concern for fellow human beings. The collaboration in assisting those affected not only benefits the recipients of the aid but also fosters friendships that often lead to further cooperation and activities that are advantageous to society in the long run.



Rotarians Unite for Crisis Relief and Rescue

District 3360 and the confrontation with disasters: A great challenge for Rotarians

The recent crisis has brought immense challenges for our Rotarians, but it has also been a time when friendship and collaboration have truly shone brightly. This was clearly evident in August 2024, when the flooding began in the Thoeng district of Chiang Rai province. Initially, no one in the community expected the water levels to rise so high and so quickly, but within a day, almost the entire district of Thoeng was submerged, leaving everyone unprepared.

The main cause of the flooding was the continuous rain, which caused the major rivers, namely the Yom River and the Nan River, to overflow their banks. No one anticipated that the water levels would keep rising and spread across multiple areas, affecting several provinces in northern Thailand, including Chiang Rai, Phayao, Nan, Phrae, Uttaradit, Sukhothai, and parts of Phitsanulok. All these provinces are home to Rotary clubs under District 3360.

When the flooding occurred, Rotary members in each area came together to provide assistance in various forms, such as supplying essential goods, offering financial support, aiding in rescue operations, and helping with recovery after the floodwaters receded. District Governor Apisak Jompong promptly initiated fundraising efforts to support those affected by the flood disaster.

District 3360 established an urgent donation fund, receiving approval for THB 100,000 from the Thai Rotary Foundation, along with contributions from Rotarians both within and outside the district, totaling over THB 300,000. Initially, it was thought that assistance would be needed only for Thoeng district in Chiang Rai. However, it became clear that a disaster relief fund was necessary at the district level, as many areas within District 3360, as previously mentioned, were also severely affected by the flooding. Even the homes of some Rotary members suffered significant damage.

Provision of Essential Goods: When the flooding occurred, Rotarians collaborated to gather essential items for the affected individuals, such as food, drinking water, blankets, medicine, and everyday necessities. The collection and distribution of these items helped the victims navigate through this difficult time.



The District Governor of 3360 visited and evaluated **the project at Khok Nong Na, Maetha, Lampang**, Global Grant #2349923, which is a project of the Rotary Club of Doiprabaht with a total value of USD 34,900. This was supported by the Rotary Club of Suntec City, District 3310, Singapore, and the Rotary Club of Patumwan, District 3350. The project provides support in the form of agricultural equipment, plant varieties, livestock, and pond excavation, with a focus on sustainability.

The training was conducted in six sessions, covering topics such as the Theory of Sufficient Agriculture, the

use of equipment and tools, intensive practical agricultural training, charcoal burning using Bio-char kilns, using wood vinegar as a substitute for pesticides, solar-powered water pumps and control, and the use of wood shredders for making organic fertilizer.

The project aims to empower farmers to become self-reliant, reduce expenses, increase income, and have food all year round. It also helps farmers use homemade natural pesticides and fertilizers, leading to better health for everyone. With the necessary tools and equipment provided, 20 selected farming families became leaders in their respective villages in spreading the knowledge to surrounding farmers and held monthly meetings to exchange ideas and knowledge, which ultimately led to the project being recognized as an outstanding Khok Nong Na initiative in Lampang province. The provincial governor has visited the project multiple times.

The Rotary Club of Wangchan, led by President Chantratip Chaijittiprasert, in collaboration with the Rotary Club of Phitsanulok, the Rotary Club of Buddhachinaraj, the Rotary Club of Naresuan, the Federation of Thai Industries Phitsanulok, and the Phitsanulok Songkhwa Media Association organized a blood donation activity under the project “Rotary Moving Forward: United in Blood Donation”. The event took place at the National Blood Service Region 9 in Phitsanulok on the occasion of the Royal Coronation Ceremony celebrating the 72nd birthday anniversary of His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun (King Rama X) on 28 July 2024.





The Healthy Hero Run event, a “Walk-Run Campaign to Prevent NCDs and Raise Awareness on E-cigarettes,” was held in collaboration with the Thai Health Promotion Foundation. The event was led by District Governor Apisak Jompong and District Governor-Elect Dr. Jaruwat Techawut at Chiang Mai University, Chiang Mai province, on 11 August 2024.



The Rotary Club of Phrae, led by President Kriangsak Kampon and Club Service Project Chair Sahapob Jaksupan, organized the “Merit-making Fish Release Project on the Occasion of Mother’s Day 2024” at Chetawan Pier, Phrae province, on 12 August 2024. The club will use the funds from this project to support further community service initiatives.



The Rotary Club of Chiang Mai, led by President Tunradee Sanghangruttana, in collaboration with Lertwasin Co., Ltd. and Suksawat Group, organized a “Tree Planting” activity at the Ban Ton Peung Community Forest, Mae Pong subdistrict, Doisaket district, Chiang Mai province, on 25 August 2024. The event aimed to preserve the watershed forest for sustainable environmental conservation.

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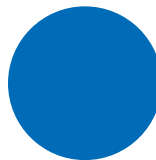
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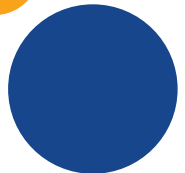
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