

Rotary
Club of South Davao



Southern Kris

Official Weekly Publication * Rotary Year 2020-2021

Meets every Wednesday * 1:00 P.M.
Via Zoom, Davao City

EVERY ROTARIAN



EVERY YEAR

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26th Regular Weekly Meeting
Via Zoom

January 13, 2021 * 7:00 PM

Programme

I. Opening:

- Call to Order.....Pres. Inggy Bertelsen
- Invocation & Recitation of the 4-Way
- Test & Object of Rotary.....Dir. Apple Adora
- Introduction of Guests & Visiting Rotarians.....Sec. Jane Gripo

II. Programme Proper

- Rotary Information & Secretary's Report.....Sec. Jane Gripo
- Introduction of Guest of Honor & Speaker.....PP Norma Monfort
- S P E E C H.....Mr. Ulrich Kronberg
- President's Time Pres. Inggy Bertelsen

III. Closing

Announcements / Adjournment

Dir. Annie Faye Singson
Master of Ceremonies

Invocation

Without faith you cannot travel this spiritual path. Without trust there is no love; and without love life is empty. Open your heart and keep the love flowing, no matter how difficult life may appear to be on the surface. Rise above your outer conditions and circumstances into those realms where all is light, all is peace, all is perfection, and there is no separation. You have to make the choice to do it, and then you have to do it. Allow nothing from without to depress you. See that glorious silver lining behind every dark cloud, and concentrate on it until the cloud is no more. Learn to soar like a lark, up, up into the heights, singing songs of praise and thanksgiving. Be not anchored to the ways of the world, to the materialism in life. It is the ways of the Spirit that matter. Start right now to live by the Spirit and walk in the ways of the Spirit.. Amen.

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 to 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.

FOUR WAY TEST

OF THE THINGS WE THINK, SAY OR DO

- 1st Is it the **TRUTH**?
- 2nd Is it **FAIR** to all concerned?
- 3rd Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4th Will it be **BENEFICIAL** to all concerned?

Declaration of Rotarians in Business and Professions

As a Rotarian engaged in a business or profession, I am expected to:

1. Consider my vocation to be another opportunity of service;
2. Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of community.
3. Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
4. Be fair to my employer, employees, associates, competitors, customers, the public and all those with whom I have a business or professional relationship;
5. Recognize the honor and respect due to all occupations which are useful to the society;
6. Offer my vocational talents to provide opportunities for the relief of the special needs of others, and to improve the quality of life in my community;
7. Adhere to honesty in advertising and in all representations to the public concerning my business or profession;
8. Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded to others in a business or professional relationship.

Rotary Information...

Why you should care about Rotary branding

By Liz Thiam, Rotary brand specialist

As a Rotary brand specialist, I see Rotary signs everywhere. I guess you could say it's an occupational hazard. Even my children spot Rotary signs wherever we go. So when I attended a local Rotary event in my hometown last year, I couldn't help but notice how Rotary's logo was being used.

At first, I was thrilled to see the club's logo featured on a banner welcoming attendees. But then, I spotted another banner featuring the Rotary wheel as a pancake. Inside the tent, the club hung up a huge banner displaying the old, retired Rotary wheel. Club members who greeted us were all wearing polo shirts with the old wheel on them, but they were handing out brochures that included their newer club logo. Here were five different opportunities to promote the club, and each used different Rotary logos. It was bewildering.

So what?

When a club logo isn't used properly, it can create confusion and mistrust. In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when [retailers and customers reported being confused](#). The cans looked too much like Diet Coke cans, and that's not what consumers wanted.

This is one example of what happens when a logo is altered. By just changing the can color, the public was frustrated. They didn't trust the product anymore. And that impacts the brand.

Now imagine that each Rotary, Rotaract, and Interact club had its own logo. How would the public know which Rotary club to trust, to join, or to donate money to?

When a club alters the Rotary logo – like turning the Rotary wheel into a pancake, changing the fonts, or adding additional colors – it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are.



Correct use of the Rotary logo.

Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary — to be a trusted organization in our communities?

Over the next year, we are going to talk a lot more about branding and how to use Rotary's logos properly. We are working with you to build a strong Rotary because a strong Rotary – one that is recognizable, trusted, and united – has a much greater chance of attracting members, donors, volunteers, and partners. Our regional and district leaders will join us in sharing that message.

You can help by taking a look at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary color palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might be time to update it. It's really easy—just visit the [Brand Center](#) to get started.



Secretary's Report

An Dharling Jane Gripo
Club Secretary

Comparative Weekly Attendance

	Jan. 6
CLUB MEMBERSHIP	29
HONORARY MEMBER	04
PRESENT	11
ON LEAVE	00
ABSENT	11
MADE UP	00
ATTENDANCE % BASE	25
WEEK AVERAGE	44.00%

Happy Birthday!!!

Jan. 19 – Spouse Christine
Munda



Reminder:

Feb. 12 – RC South Davao
53rd Charter Anniversary

Feb. 23 – Rotary International
Anniversary



The President's Corner

Bertel Ingmar Bertelsen
Club President

Hello fellow club members,

Through PAG Arthur we received an invitation to Co-Host an event.

The Rotary Club of Makati McKinley, One A-TEAMS Consultants Singapore, Asian Institute of Management Alumni Association, and Standard Chartered Bank Singapore present a webinar on “**Borderless Opportunities in 2021: Global Market Outlook & Philippine Business Prospects**” with esteemed guest speakers Ms. Komal Adlakha (Associate Director and Investment Advisor at Standard Chartered Bank Singapore) and Prof. Richard Anthony Cruz (AIM Associate Professor, Consultant/Founder of Philippine Companies) on February 4, Thursday 6pm to 8pm.

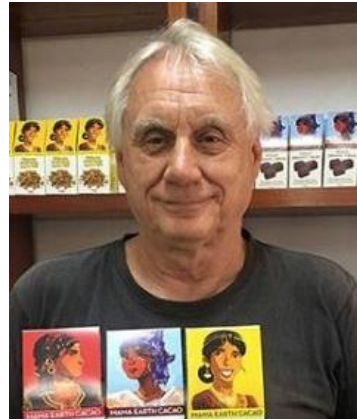
So we are looking for 4 members that can join. Kindly coordinate with Arthur regarding this.

Your presence is highly appreciated.

Maayong adlaw!

*Our Guest of Honor
& Speaker...*

Mr. Ulrich Kronberg
President, Mama Earth Foundation



- From Publisher to Forester
- 73 years old
- Married with four kids
- Living in Lizada Village, Davao City
- First step in the Philippines 23 years ago

Rotary Day at the United Nations celebrates two organizations' shared vision for peace and highlights the critical humanitarian activities that Rotary and the UN lead around the world.

With the theme Connecting for Good, this year's event will focus on community-based solutions to the global refugee crisis. We'll also honor six members of the Rotary family as Rotary People of Action: Connectors Beyond Borders and see how their inspiring work has addressed the crisis.

Who attends?

Rotary Day at the United Nations is open to the public. The audience includes:

- Rotary International president and Board of Directors, Rotary Foundation Trustees, other Rotary leaders, and Rotary club members
- Leaders from the United Nations
- Experts from other nongovernmental agencies
- Renowned humanitarians
- Young leaders who attend to exchange ideas, learn about the UN, and meet international leaders

Nominations for Rotary People of Action Champions of Health

For over a century, Rotary has committed itself to addressing the health needs of communities all over the world. In recognition of that commitment, Rotary will honor six members of the Rotary family - Rotarians, Rotaractors, and Rotary Peace Fellow Alumni - as Rotary People of Action: Champions of Health during Rotary Day at the World Health Organization (WHO) on 26-27 February 2021.

Beginning on 28 September, for the first time, all Rotarians, Rotaractors, and Peace Fellow Alumni will have the opportunity to submit nominations for the People of Action recognition.

Nominees must be:

- A Rotarian, Rotaract member, or Peace Fellow Alumni
- Over the age of 18 by the nomination deadline of 9 October 2020
- All nominees must have held a leadership role in a hands-on service project
- Be involved with projects that are currently active or concluded no earlier than June 2020

Nominees must consent to their likeness being used in Rotary promotions and to taping a presentation for use during Rotary Day at the World Health Organization, 26-27 February 2021.

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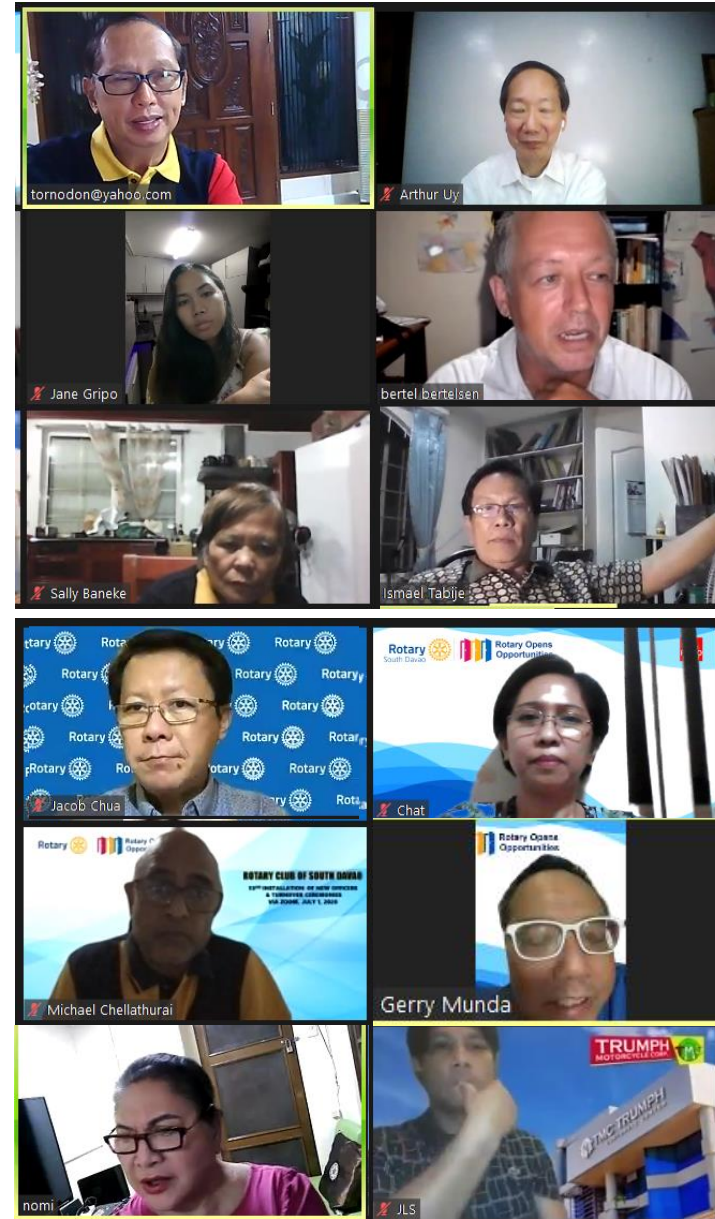
Sanitary Solutions



Water Pumps & Storage Tank

RC South Davao 25th E-Meeting...

Jan. 6, 2021



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