



IMAGINE ROTARY

The Rotary Club of Brisbane Centenary Andrew's Advice



Vol 35 Edition 18

7th June 2023

The Rotary Club of Brisbane Centenary Inc. meets on Wednesday at 6:30am for 6:45am at:

Kingsford Terrace,
260 Cliveden Avenue,
Corinda.

P O Box 214 Mt
Ommaney Q 4074



Hi everyone, I hope your weekend was as exciting as mine.

Had a call Saturday afternoon saying there is an out of control fire heading for my house at the farm near the dam. I knew the kids were taking photos for an up coming wedding near the dam, so I rang the kids and got the typical kid answer, what fire!!

I'm not sure if everyone knows the road to Stanthorpe but I made it to the farm which is in the middle of Warwick and Stanthorpe in about 1.30 hours. Kerry rang during the drive and asked if I should worry about a ticket, I said I don't think they could catch me.

Anyway, arrived and dressed in my best rural fire brigade outfit, fought the fire until almost midnight! Moral of the story is don't play with matches, or in my case don't let your drunken neighbours cut fire wood and set fire to the bush! Long story but worth maybe a guest speaker spot.

My apologies for this week I am currently in Toowoomba having a freezing week at FarmFest, and as usual it's raining, windy and cold!

Thanks everyone and have a great week.

Andrew



This week

Report on the Melbourne Convention

John and Craig

14th June

Board meeting

21st June

Julie Miller (Author)

28th June

Our usual Social Night

Venue tba

5th July

Jitendra Prasad on Membership



DISTRICT
CONFERENCE
2024

SEA WORLD
RESORT

8TH TO 10TH
MARCH 2024



The Board for 2022 – 23

President
Treasurer
Secretary
International

Andrew Rodgers
Craig Carson
Di Scotte
Glen Palmer

Effective Services
Membership
Foundation
Club Administration
Bulletin Editor

Di Scotte
Graham Osterfield
John Woodward
Neville Blomeley
Nick Curry

That was the week that was or TW3

Fiji: Grahame told us that the district grant for Fiji has now been spent and that he can now close off with District.

Bunnings: need people to man the BBQ on 22 June.

Membership: The club had a good discussion on membership with some potential leads to be followed up for our meeting on 21 June. Should we also investigate a Satellite Clun in Darra?

Foundation: Funds due for the Foundation have been sent down to RISPO in Norwest.

Movie Night: We have a choice between Indiana Jones and Mission Impossible. Despite Harrison Ford looking good with his shirt off, it appeared that Tom Cruise will get the nod, as much on timing as anything else. Terry to take charge on this.

The Golden Circle!

Neville showed an interesting video about leadership. The theme was the Golden Circle...which has absolutely nothing to do with pineapples!

What did the Wright Brothers, Martin Luther King, and Apple do differently to many others and why were they successful?

- They worked from the inside out of the Golden Circle!
- They worked from the why of why, where and what...why does the organization exist.
- Apple thinks differently and asks its people to challenge the status quo.
- Nothing that the Wright Brothers or Apple did was fundamentally different to what their competitors were doing.
- People buy 'why', not 'what'!

All this is grounded in biology, in that part of the brain that controls feelings such as trust, loyalty, behaviour and decisions.

So most people have a goal to sell 'what' which is not the same as what you believe in. But what Apple did was to give the buyer a reason to buy.

Wright Brothers were not the only ones...or even the first... to achieve flight—although theirs's was the first controlled flight.

- Sam Pierson Langley had been backed by the New York Times to the tune of US\$50,000 and had employed top experts.
- The Wrights started with no capital and no college education but they did have drive.
- Difference is working for a pay check and working for a cause. On the same day that the Wright brothers achieved controlled flight, Langley quit.

The Law of Diffusion Innovation

2.5%	innovators
13%	Early adopters
34%	Early margin
34%	late majority
Rest	—Laggards

You need to have 15—18 % of people to support you and then you achieve a tipping in your favour. So you have to close the gap.

People buy why you do it because they also believe.

Apple succeeded whereas TIVO failed. Their product was of the utmost quality but they told people what the product did and not why they needed the product. The IPO launch failed because people were true believers.

Similarly, in 1963, Dr Martin Luther King held a with:

- No web site
- No invitations
- 250,00 people (white and black) came
- They came because some believed and they told others to come.
- They showed up for themselves and for what Dr Martin Luther King believed.
- I have a DREAM, not, I have a plan!

Ultimately, they lead who inspire and we follow because we want to.



This week's bulletin was supposed to have to answer of where this house is but the editor ran out of space. In the meantime, if anyone can guess

before the next edition, a prize is on offer!



ABOVE: The Brisbane Centenary contingent, John, Craig, and Nick, with Jan and Robyn, enjoying lunch at the Melbourne Convention whilst Nick and Jan also are getting among the Peace Poles.

MIDDLE LEFT: Glen is back home and enjoying the view from her patio. Have a great

convalescence!

MIDDLE RIGHT: It was cool in Tasmania but Di looks well rugged up. Not that much snow though...certainly not enough for a decent snowman!

BELOW: Meanwhile, back on the ranch, a busy weekend for Andrew who spent it mostly fighting a bush fire.

Today (a while ago)!	
1494	Spain and Portugal sign the Treaty of Tordesillas which divides the New World between the two countries
1576	English navigator Martin Frobisher, seeking a Northwest Passage to the Pacific Ocean, departed England, and weeks later he reached Labrador and Baffin Island and discovered the bay that now bears his name.
1665	Great Plague of London: Samuel Pepys writes in his diary of houses marked with a red cross in London's Drury Lane, meaning somebody inside is infected with the plague and must be locked in for 40 days or until death
1975	Sony launches Betamax, the first videocassette recorder format.
1977	Five hundred million people watch the high day of the Silver Jubilee of Queen Elizabeth II begin on television. The Sex Pistols attempt to perform on a boat on the River Thames, but are forced to stop by the police
1982	Priscilla Presley opens Graceland to the public; the bathroom where Elvis Presley died five years earlier is kept off-limits



SMILE...

The adult version of "head, shoulders, knees and toes" is "wallet, glasses, keys and phone."

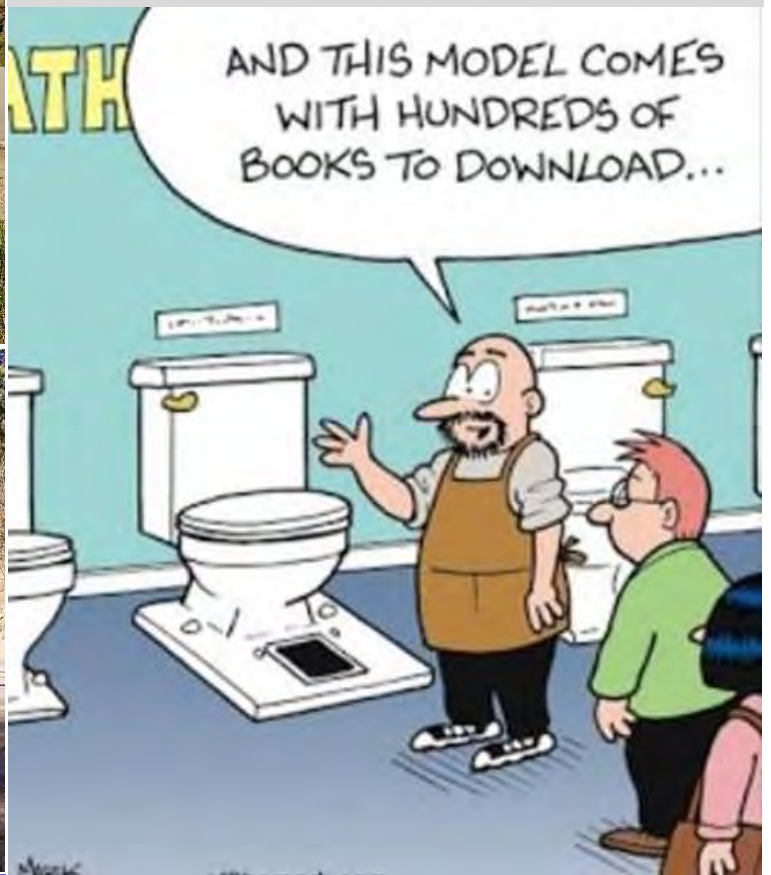


My dream job would be driving the karma bus.



THINK! (It's not illegal... YET)

At my funeral, take the bouquet off my coffin and throw it into the crowd to see who is next.



The 4-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 and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Duty	7 June	21 June
Chair	Graham Osterfield	Dianne Scotte
Duty Officer	Dianne Scotte	John Woodward
Fellowship Officer	Craig Carson	Nev Blomeley
Rotary talk	Nick Curry	Gerry Gebert