

Today's Program

Kelly Murumets

Topic

Tennis in Canada Today

Host

Neil Phillips

Location

Upper Canada Room, Fairmont Royal York



Kelly D. Murumets assumed the role of President and CEO of Tennis Canada in March 2014. She joined Tennis Canada after serving as President and CEO of ParticipACTION, the national voice of physical activity and sport participation in Canada since 2007.

Prior to her role with ParticipACTION, Ms. Murumets was president of a publicly traded U.S. telecommunications company, where she oversaw the integration of four bankrupt/nearly bankrupt companies into one thriving organization that ranked 7th in Deloitte's Technology Fast 50 Program. She is a member of the Young Presidents' Organization (YPO) and has advised leaders from Canada, the United States, South America and Europe on how to develop focused strategies and realize results within their organizations. She is a member of the Bishop's University Board of Governors, and the Dean's Advisory Council for the Laurier School of Business & Economics.

Ms. Murumets has also worked and volunteered for the Children's Aid Society and Covenant House and speaks regularly to organizations across the country. She holds an MBA from the Richard Ivey School of Business at the University of Western Ontario, a Master of Social Work from Wilfrid Laurier University and a BA from Bishop's University. Ms. Murumets was named to the 2007, 2009 and 2011 Canadian Association for the Advancement of Women and Sport and Physical Activity "Most Influential Women in Sport and Physical Activity" list, and recently named to "Canada's Most Powerful Women: Top 100." Ms. Murumets brings her passion for sport and physical activity to her personal pursuits. She enjoys skiing and scuba diving and has summited Mount Kilimanjaro and Mount Rainier. She resides in Toronto, Ontario.

The Cabins Await!

Camp Scugog, May 22-24, 2015. Go to <http://tinyurl.com/ohbzfr6> for details.



Rotary International Foundation, Investing for the Future

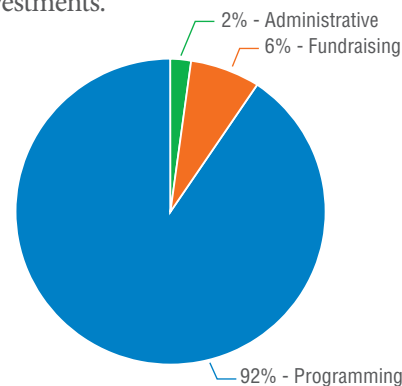
The Rotary Foundation Investment Story

(Neil Phillips dug this interesting note up from somewhere deep inside Rotary.org. He thought it was worth sharing, and I think he's right. Ed.)

Financial markets were largely positive in fiscal year 2013-14, generating exceptional returns of 16-17 percent each for the Annual Fund, Endowment Fund, and RI's General Fund. The Rotary Foundation's net investment return was \$108.2 million, while Rotary International's net investment return was 16 million. These returns enabled the Rotary Foundation Trustees to pay our operating expenses and fully fund our operating reserve, leaving the Foundation best equipped to weather future market downturns.

In accordance with prudent investment management practices, both organizations maintain diversified investment portfolios, which include U.S. and non-U.S. stocks, global fixed-income securities, and hedge funds. The Foundation also invests in alternative assets such as real estate and private equity. Rotary's investment programs are overseen by the Foundation's Investment Committee, which is composed of three trustees and six Rotarian investment professionals, and the RI Finance Committee. Rotary also retains an independent investment consultant to counsel both organizations on investment matters and to monitor Rotary's investments. All of Rotary's funds are managed by experienced, professional investment managers. Additional information on Rotary's investments, including investment policy statements and performance, is available at rotary.org by search the key word "investments."

In 2014, The Rotary Foundation earned a top rating of four stars from Charity Navigator, based on the previous year's results. In fiscal year 2013-14, only two percent of Foundation expenditures went to administrative expenses, and six percent to fundraising. The Foundation directed 92 percent of its spending to programs, far exceeding the benchmarks that independent charity-rating services view as a measure of high efficiency.





What You Missed April 24, 2015

– by John Farrell



The wind may have been a little brisk but the sun was shining and it was Friday at Rotary, so all was well with the world. A good crowd of Rotarians along with three visiting Rotarians and five guests packed into the Upper Canada Room at the Royal York. The Club unanimously approved a motion that perpetually visiting Rotarian Steve Wilkinson become a permanent member.

President Steve Smith has asked that all committees begin their succession planning by filling the roles of committee chairs, vice chairs and secretary as needed for the next Rotary year, beginning in July. He also announced that on May 14 we will be holding another cocktail reception at the National Club in lieu of a regular Friday meeting that week. If you plan on attending, please notify the office so that they can have a good sense of the attendance that evening. June 12 will also be the next edition of the World Wine Tour at the National Club. Tickets are going fast to what always proves to be a good event. \$95 gets you wine and a meal.

Marcy Berg from the Women's Initiative Committee announced that on May 21 at Yonge-Dundas Square there will be a team of Rotarians, "Rotary Mules," taking part in "Walk A Mile In Her Shoes" as part of the White Ribbon Campaign. For those that are interested they still need a few guys to take part in the walk, as well as some sponsorship. Let Marcy know if you're interested. It'll be worth the price of admission to see President Steve don a pair of high heels and fishnets to take part in the walk.

The theme for Saturday's Camp Scugog dinner will be the 50's and 60's. Please come dressed accordingly! One can only assume that Tang, KD and Spam will figure prominently in the chef's creations.

Alanna Scott, laid the gauntlet down and has requested that all Rotary Club of Toronto members strongly consider receiving their copy of The Rotarian electronically. It's as easy as visiting this website: <http://tinyurl.com/lhkcj4h>

Jeff Dobson announced that May 29 will be Youth Day. If possible, consider donating a lunch ticket so that some of these award recipients can bring their families to this event as well. Jeff and Binoy would love to see you. And to further entice you, there will be ten draws eligible to anyone who donates a lunch ticket. The pot is a three-month subscription to Next Issue.

Jeff also had the honour of introducing our guest speaker. Neil McOstrich has spent 25 years in advertising and he's loved every minute of it. So much so that he decided to write a book about the art of storytelling on a flight from Toronto to Dusseldorf. Instead of writing a business book in the traditional sense, he wrote it based on the memories of his career and how he remembers every facet of that career as a series of stories. He found that most business books are obsessed with lists and they miss the human element. He uses the persuasive art of storytelling to shift people's minds. A great example was Canadian Tire's, "We All Play For Canada" ad. The best stories convey powerful meanings indirectly. The best ad's are really just stories. "Stop telling people what you do. Start telling them why you do it."

Just as his tenure as Steve Smith's term President is coming to a close, this writer for one couldn't help but notice he was feverishly writing notes on how to tell a captivating and witty story. As usual it was all for naught.

Jane Fitzgerald won the Ace of Clubs draw, by selecting the Seven of Hearts and taking home a lovely bottle of wine.

Youth Day Expo (May 5th) and Youth Day (May 29th)

Price Kumar reports that volunteers are needed at Daniels Spectrum, 585 Dundas Street East to help with Rotary Youth Expo on Wednesday May 5. There will be over 600 youth attending and help is needed or either an 8:30-12:00 shift or an 11:30-3:00 shift.

Lunch ticket donations are also requested for Rotary Youth Day on Friday May 29. Tickets will be used to host delegates, award winners and their families. As the Rotary year is coming to an end next month, it could be a great way to use some of your extra lunch tickets!



ALL MEMBER Challenge

We are challenging each Rotarian to Nominate **ONE** Potential Lead to join the Rotary Club of Toronto

Are you up for the Challenge?



YOUR BEST RECOMMENDATION FOR THE ROTARY CLUB OF TORONTO

Name of Rotary Member: _____

#1. Name of Potential Member / Corporation & Relationship _____

Occupation: _____

Reason Potential Member would be a good addition: _____

RETURN TO ROTARY OFFICE OR EMAIL TO OFFICE@ROTARYTORONTO.ON.CA

Upcoming Speakers & Events

May

- 05 Rotary Youth Expo, Daniels Spectrum
- 08 Steve Cornish, Doctors without Borders Canada
- 14 Thursday Evening Cocktails! Hosting the Rotary Flame
- 15 No Meeting due to the Victoria Day Holiday
- 22 Camp Scugog Fellowship Lunch
- 29 Rotary Youth Day Lunch

June

- 05 Rotary /Argos Community Champion Community Scholarship Lunch

Editor of the Week

John Andras

Editor May 8

Don Bell

What You Missed Reporter for May 1, 2015

Tamara Levine

Propose a Speaker – Contact

Alex Brown, Chair
alexbrown@integratedappliances.ca

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