

Rotary Club of Brantford Sunrise Handbook 2026-2027

Theme: Create Lasting Impact

President: Jerry Lawlor

Past President: Susan Brown

President Elect: Laurie MacIntyre

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The Rotary International theme for 2026-27 is **Create Lasting Impact**. It encourages all Club Members, as people of action, to work together to make a meaningful difference in our communities and around the world. It builds on the ways in which members have strengthened their connections to each other and to their communities to Unite for Good, the 2025-26 message. Now, Create Lasting Impact will harness those connections and inspire our members, participants, and the public to take collective actions that lead to a sustainable difference — globally, locally, and personally.

At Brantford Sunrise Rotary we continue to demonstrate the impact our club makes through service projects and other work in the community. Our fundraising initiatives regularly raise more than \$100,000 each year resulting in lasting impact for vital charities and programs in our community.

But it's more than raising money.

Think about just a few of the things that we've accomplished together.

- It's local youth receiving a meal to keep them nourished.
- It's a family feeling hope that their child will flourish because of the pediatric unit in our local hospital.
- It's cleaner parks and seniors not being forgotten when they see poinsettias in their lobby or hallway.

This year we will continue to make an impact in our community not just because we want to but because we're needed. I would ask every member to stay curious, stay involved and be proud of what we as team have accomplished. There is a lot to be proud of.

I want to wish each of you a truly wonderful year ahead — one filled with purpose, connection, and the satisfaction of service done well. My hope for you is simple but sincere: whatever you invest into Rotary — whether it's your time, your energy, your ideas, or your heart — may you receive that back tenfold in friendship, fulfillment, and the knowledge that you made a difference in Brantford.

Jerry Lawlor

President (2026/2027)

Rotary Club of Brantford Sunrise

Rotary International

Rotary is a global network of more than 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Solving real problems takes real commitment and vision. For more than 110 years, Rotary's people of action have used their passion, energy, and intelligence to take action on sustainable projects. From literacy and peace to water and health, we are always working to better our world, and we stay committed to the end.

What we do

Rotary members believe that we have a shared responsibility to take action on our world's most persistent issues. Our more than 45,000 clubs work together to:

- Promote peace
- Fight disease
- Provide clean water, sanitation, and hygiene
- Improve maternal and child health
- Support education
- Grow local economies
- Protect the environment

Rotary International mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Rotary International Vision statement

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

Guiding Principles - Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and 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 Rotarians occupation to serve society.

THIRD: the application of the ideal of service in each Rotarians 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

The four-way test is a non-partisan and non-sectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings:

Of the things we 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?**

Avenues of Service

We channel our commitment to service at home and abroad through Five Avenues of Service, which are the foundation of club activity.

1. Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
2. Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.
3. Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.
4. International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad and more.
5. Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

Strategic Plan 2026/27 – Rotary Club of Brantford Sunrise (RCBS)

Priority 1: Communication & Public Relations

Goal: Transform RCBS's community narrative to visibly demonstrating the impact our club has in the community through storytelling, social media presence, and an annual Impact Report.

Objectives:

1. **Enhance a social media campaign** featuring photos from every activity that RCBS participates in.
2. **Publish a digital-first Annual Impact Report** by June 2027, aggregating committee-level outcomes.
3. **Increase storytelling frequency** around donations and service projects, linking dollars raised to measurable community change.

KPI's

- Minimum 1 photo per community activity that RCBS participates in
 - Poinsettia campaign
 - Spring Clean Up
 - Donations
 - Why Not
 - Etc.
- Increase social engagement rates by 25% from previous year
 - Ie. Likes, shares, comments
- 100% of committees submitting year-end reports
 - This will provide the Annual Impact Report

Priority 2: Membership Growth & Engagement

Goal: Achieve net membership growth by implementing a structured, sales-inspired recruitment process and formalizing new member onboarding and mentorship.

Objectives:

1. **Document and evaluate the 2025/26 corporate program** (process, success metrics, lessons learned) by July 2026.

2. **Launch a “Member Pipeline” process** with prospecting lists, outreach scripts, and follow-up tracking.
3. **Formalize a 6-month onboarding & mentorship program** for all new members (buddy system + monthly check-ins).

KPI's

- Increase membership by 5 (net positive)
 - May set higher target based on information between now and June 30th

Priority 3: Strengthening Club Interconnections

Goal: Deepen collaboration between RCBS, Brantford Friday Club, Satellite Club, and Norfolk clubs by exploring the potential of a fundraising and/or a social event

Objectives:

1. **Explore one joint Event** involving local clubs, with fundraising proceeds split evenly.

KPI's

- Investigating the potential of a new event (combined with other clubs)

Priority 4: History & Knowledge of RCBS

Goal: Preserve and document RCBS's institutional history to ensure smooth leadership transitions and deepen member pride.

Objectives:

1. **Form a standing “RBCS Historical Committee”** composed of Past Presidents and long-standing members (minimum 4 members).
2. **Produce a written and/or digital RCBS History Document** by March 2027, covering key milestones, projects, and leadership.

KPI's

- Create new Historical Committee by August 31, 2026
 - Following the creation of the committee, set aside time at Club Meetings to inform and educate Members of key RCBS milestones and people involved in starting and impacting the progression of the Club
 - Add this information to the Annual Impact Report and continue to add key milestones as years pass
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Officers 2026-2027

Position	Rotarian	Committee Responsibility at Board Level
President	Jerry Lawlor	Special Event, Abuse Prev. & Bylaws
Past President	Susan Brown	Global & Dist. Grants, Nominating
President Elect	Laurie MacIntyre	
Secretary	Bernard Neziol	Major Projects, Youth Services
Treasurer	Mike Bijman	Finance

Directors - 1-year term 2026-2027	
Rotarian	Committee Responsibility at Board Level
William Clarridge	Sponsorship
Cameron Johnston	Trip of the Month
Justin Bester	Public Relations
Directors - 2-year term 2026-2028	
Rotarian	Committee Responsibility at Board Level
Julie Powell	Membership
Tracy Mackie	Foundation
Kelly Dzuba	Online Auction
John Utley	Hands-On

2026-27 Committee Roster

Hands On Committee - Chair: Ken Tota

Members: Jason Cherry, Mike Foster, Laurie Macintyre, John Utley

- Hands On Committee – Canada Day - *Chair: Jason Cherry*
Members: Bill Clarridge, Bruce Dzuba, Mike Foster, Paul Harding, John Utley, Andrea Wicks-Cherry
- Hands On Committee – Santa Claus Parade - *Chair: Jason Cherry*
- Hands On Committee – Poinsettia - *Chair: Mike Foster*
- Hands On Committee – Why Not - *Chair: Laurie Macintyre*
- Hands On Committee – Clean Up - *Chair: John Utley*

Sponsorship - Chair: Bill Clarridge

Members: Michael A. Bijman, Susan Brown, Birkin Culp, John Utley

Global & District Grants - Chair: Richard Boyington

Members: Justin Bester, Glen Christensen, Kevin Davis, Kelly Dzuba, Reg Madison

Membership - Chair: Julie Powell

Members: Andrea Berestovenko, Jason Cherry, Maybelline Massey, Susan Brown

Online Auction - Co-chairs: Bruce & Kelly Dzuba

Members: Darion Boyington, Richard Boyington, Susan Brown, Gino Caputo, John Utley

Trip of the Month - Chair: Cameron Johnston

Members: Michael A. Bijman, Blaine Field, Tracy Mackie, George Mychailenko

Major Projects - Chair: Bernard Neziol

Members: William Harrow, Cameron Johnston

Finance - Chair: Michael Bijman

Public Relations - Chair: Paul Harding

Members: Susan Brown, Maybelline Massey

Donations Committee - Chair: William Harrow

Members: Birkin Culp, Mark Littell, Eric Wasylenky

Foundation - Chair: Phil Race

Members: Glen Christensen, Tracy Mackie

HIP (Honouring Indigenous People) - Chair: Darion Boyington

Members: Richard Boyington, Reg Madison, Kevin Davis

Special Event - Chair: Ken Tota

Members: Ken and Jerry to recruit

Youth Services - Chair: Bernard Neziol

Members: Justin Bester (Chair 27/28), Joe Persia, Carmen Berardi, Laurie Macintyre

Abuse Prevention, Constitution & By-Laws - Chair: Bernard Neziol

Members: Jerry Lawlor

Nominating Committee - Chair: Susan Brown

Members: Past President's Council

District 7090 Representatives

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Brantford Sunrise Satellite Club

- Satellite Club Chair, Emily Davis

Sergeants at Arms 2025-2026

- Blaine Field
- Eric Wasylenky
- Carmen Berardi

Past Presidents Council, Justin Bester Chair

Justin Bester	Boyd Van Allen	Richard Boyington
Andrea Berestevenko	Susan Brown	Jason Cherry
Glen Christensen	Kevin Davis	Bill Harrow
Cam Johnston	Mark Littell	Reg Madison
Bernard Neziol	Phil Race	Ken Tota
John Utleby		

PODS for 2026-2027

Rotarians are assigned to bi-monthly Pods to support club operations, fellowship, and shared responsibilities. Each Pod meets or is active during the two months indicated.

July (Darion Boyington) / January Pod (Justin Bester)

Members: Justin Bester, Carmen Berardi, Darion Boyington, Kelly Dzuba, Bill Clarridge, Dolly Sharma

August (Glen Christensen) / February Pod (Shawn Stuart)

Members: Glen Christensen, Bruce Dzuba, Bernard Neziol, Shawn Stuart, Reg Madison, Joe Persia

September (Cameron Johnston) / March Pod (Richard Boyington)

Members: Julie Powell, Richard Boyington, Cameron Johnston, Kevin Davis, John Utleby

October (Ken Tota) / April Pod (Phil Race)

Members: Jason Cherry, Paul Harding, Phil Race, Bill Harrow, Mark Littell, Ken Tota

November (Tracy Mackie) / May Pod (Mike Bijman)

Members: Birkin Culp, Blaine Field, Tracy Mackie, Eric Wasylenky, Mike Bijman, Susan Brown

December (Andrea Berestevenko) / June Pod (Karen Moore)

Members: Andrea Berestevenko, Laurie Macintyre, George Mychailenko, Gino Caputo, Karen Moore, Maybelline Massey

Paul Harris Fellows (As of April 14, 2026)

Linda Bazoian	Jennifer Beal	Josh Bean	Ray Bednarz
Stacey Bester	Rino Bidenti	Cathy Bohemier	Jeannie Boniface
Jim Boughner	Bill Brown	Debbie Brown	Mary Burnett
Carol Cain	Gino Caputo	Dave Carrol	Bill Clarridge
John Coles	Bob Coyne	Robert Crocock	Clarence J. Dick
Kent Dixon	Kelly Dzuba	Barry English	Mike Foster
Laura Fretz	Peggy Gautreau	Nancy Gowing	Elsie Hankinson
Heather Harrow	Cindy Hayward-Dale		Monica Hewitson
Lisa T. Hooper	Doug Hunt	Bob Ion	Melissa Jarman
John Johnson	Antony Jose	Len Kesik	Charlie Kopczyk
Dev Lall	Zack Lapinski	Sandy Lee	Laurie Macintyre
Lucy Marco	Liz Martorano	Colleen Miller	Gregg Moore
George Mychailenko		Kim Neziol	Filip Pajtondziew
Dhruvisha Patel	Nancy Peddle	Real Perras	Bob Przednowek
Lisa Reeder	Dave Reeve	Michelle Regan	Gladye Rizzo
Nick Rizzo (2)	Lori Santilli	Harry G. Sawchuk	Teresa Schoonings
Justine Shortt	Tim Simpson	Andrea Stefenchuk	Nancy Tew-Seberras
Ennio Trignani	John Utley	Wayne Villamere	Mary Welsh
Paul Williamson	Brian Witteveen	Victor Witteveen	Aaron Wynn
Jackie Young			

Multiple Paul Harris Fellows (As of April 14, 2026)

Stephen Assel	Nada Askic	Chuck Beach	Andrea Berestovenko
Justin Bester	Michael A. Bijman	Richard Boyington	Wayne Branchaud
Susan Brown	Rick Bullas	Virginia Bullas	Jason Cherry
Glen Christensen	Kevin Davis	Ed Doucet	Bruce Dzuba
Blaine Field	Mark Gaskin	Walter Gretzky	Mindy Gulas
Dale Hall	Paul Harding	William Harrow	Cameron Johnston
Mark H. Littell	Adam McInnis	Janice E. Mills	Lorretta Madison
Reginald A.M. Madison		Karen Moore	Reginald Moore
Bernard T. Neziol	Jeff Noble	Joseph R. Persia	Jo-Anne F. Proctor
Phil Race	Rick Shaver	Michael Terdick	Ken Tota
Boyd Van Allen	Karen Williamson		

Certificate of Appreciation (As of April 14, 2026)

Bettesworth Johnson Chartered Accountants

Brant Aero

Brant Community Healthcare System

Brant County Health Unit

Dudley Lambert LLP

Millards Chartered Professional Accountants

Neziol Insurance Group

Royal Bank of Canada/RBC Wealth Management – Brantford

St. George Lions Club

The Brantford Expositor

Waterous Holden Amey Hitchon LLP

Wall Plaques of Community Recognition

- Brant Community Health Care System – PARS unit waiting room
- ARTC Adult Recreation Therapy Centre – Recognition marker
- Juravinski Cancer Centre – bronze plaque Radiation Suites

- **Rotary District 7090 Past & Present Honours**

Name	Position	Years
Reg Madison	District Governor	2017-18
Phil Race	Assistant DG	2021-24
Cam Johnston	District Grants	2024-25