



**SERVE TO  
CHANGE LIVES**

## ROTARY CLUB OF FONTHILL

### WEEKLY MEETING AGENDA

September 29<sup>th</sup> 2021

Zoom Meeting

**ZOOMING** Marcel Morgenstern, John Julien, Dick Goode, Paul Snack, Frank Adamson, Dave Schulz, Ann Harrison, Hugh Graham, Pat Duncan, Andy Glavac, Toy Killick, Lance Wiebe, Bob Eamer, Mel Groom, Michael Jacques, Keith McConkey, Diana Huson, Meghan McNaughton and Declan, Hugh Graham, Paul Allen.

1. **Welcome Guests. Dickson Goode – considering being a member, Diana Huson – Regional Councilor** (Pelham)

2. **Land Acknowledgement - Meghan**

We begin this gathering by acknowledging the land on which we gather is the traditional *territory of the Haudenosaunee and Anishinaabe peoples, many of whom continue to live and work here today. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum agreement. Today this gathering place is home to many First Nations, Metis and Inuit people and acknowledging reminds us that our great standard of living is directly related to the resources and friendship of Indigenous people.*

3. **Toast: Frank**

To the Queen and Canada, To the Office of the President of United States, and To the President of Rotary International

4. **4-WAY TEST: Paul**

Of the things we think, say, or do  
Is it the truth?  
Is it fair to all concerned?  
Will it build good will and better friendships?  
Will it be beneficial to all concerned?

5. **Invocation: Paul**

As we gather here today as members of Rotary, we pray that we are ever mindful of opportunities to render our service to fellow citizens and to our community. Keeping in mind always the enduring values of life, exerting our efforts in those areas and on those things upon which future generations can build with confidence. Let us continue to strive to make a better world. Amen.

6. **President's Report/Correspondence/Announcements: Ann**

We got our cluster grant approved.

TV Auction is coming quickly. Get your donations into the Wizard by the 8<sup>th</sup>.

This Saturday is an exciting day – Pedal for Polio  
October 21-23 is the District Conference. We won't be holding a meeting that week – they are encouraging us to participate in conference.  
I sent a note to Board members about returning to MCC for face to face. Not all have replied.  
Fundraising Meeting tonight at 7 pm is at My Place.  
Kevin's dad passed away earlier this week.  
Annie, please ask Gail to send a card.  
Keep him in our thoughts as well.

## **Today's Presentation**

### **Introduction by Paul of Introducer**

I'd like to introduce a long time member of our club who is busy with lots of kids but is always with us in spirit. I was able to tug on his heart strings as he and our guest speaker, Marcel, are good friends. Join me in **welcoming John Julien**

### **Guest Speaker introduced by John**

I'm a good friend of Marcel's, a good friend of Rotary's. Marcel Morgenstern is the best marketer in the Niagara Region. He has built a presence on TV. He is the father of 2 children, one of whom is in high level soccer. He's really busy with his own house and properties.

#### **Marcel Morgenstern – Going back to the way things were is not possible.**

Going back is not an option. The longer we're witnessing this it points to not going back but history shows it never does. I'm working with local wine individual with a close connect with a travel individual supplying Niagara restaurants with Niagara wines. I worked with great brands, imported products. My partner is Burnt Ship Bay Winery (great French brewer) plus sales and marketing via PondView and Bella Nova. I was asked 8 years ago why I was opening a winery. Answer: I love it and I'm going to make it work. Nothing sold in the first day. I had to do something different. I needed to share the story of its inception. People *enjoy* the stories. I was advised to focus on social media and TV and in that jut several TV channels. 8-9 years ago, winery online activity was done by an outside company to update website. Either they used high class portraits or pix on the phone. It's tough to see what it tastes like with pictures. Tell the story behind it – product is secondary. I started off with a new economic platform. Shopify integrated everything for us. It was very helpful. It was clear to me that I needed in house mediation. Today you have to control your own message. In pandemic times, there's distance but with ZOOM – new connections. I've gotten to know people better. It was an opportunity to connect faster and more directly when all went down.

QR codes popped up in early 2000. North America ignored their value. I went to China and loved the QR. WeChat over there was Facebook on steroids/ China was well prepared for QR. At a subway in China, you can buy orange juice when you get off the subway by showing your QR and there is no touching during transaction. Importers introduced new products into China. It's done in one 'share' – 1000's of people depend on their interests. Today small businesses need to turn their companies into marketing and media companies, selling wine. Hire people to carry you the rest of the way. Take 10 minutes out of your day to learn about it. If not you, look around your staff. It was a side product of the first weeks of lockdown. During the 1<sup>st</sup> week, 70% of business disappeared because of restaurant business. A petition started on Change.org collected 10,000 signatures petitioning government to change take out services. Take out for alcohol in a few days was made legal and it still is. Very exciting! How can we support our restaurants? I Started a Facebook group sharing which restaurant did take out. WheninNiagara.com I'm sharing my screen. It was filmed on an iPhone. The graphic designer has an inexpensive program and di the clip in half an hour. Out of the Facebook group, a true organisation marketing approach, a true directory that connects people with where they should go. Tiffany Myes works for St Catharines and does their blog. 10,000 reach within a day. Well over 1 million generated.

**Paul.** You've proven you're competition.

**Marcel.** Especially in Niagara! It's a small region. So much coming in from elsewhere – real competition. If everyone had a glass of Niagara wine once a week, we wouldn't be able to produce enough.

**John.** Not in purview but it's a delight to ask tough questions. I was told the easiest way to raise money was with wine. How do you see fundraising going?

**Marcel.** You are the experts/ I've never understood the black tie galas. I'd rather be asked to donate \$ and get a receipt. I think money should all go to the cause. With direct sales, I can help with fundraising. It comes down to telling the story. Making the connection needs to be totally reinvented. An event like Covid makes people hold onto their money. How do we get it? It's the approach.

**John.** Use power of the media to capture what we're looking to promote.

**Marcel.** Things are moving so fast. Have to be in front of people constantly.

**Paul.** Next comment will create discussion. I've spoken to Marcel about tying Rotary into the Canada Games food/drink event at end of Torch Run.

**Marcel** is willing to invite his group.

**Andy.** This is a true definition of entrepreneur. Thank you for the sire re restaurants!

**Ann.** I'll take this opportunity to thank you, Marcel. The site is very interesting, sharing 'new to us' places, etc. As a thank you to our speakers, we make a donation to Pelham Library in their names as Literacy is something we support locally. Thank you!

## 7. Rotary Moment and Happy Loonies – Frank

**Frank,** Rotary Club of Fonthill will be receiving the Governor's Trophy. Hopefully someone can be there to accept in Hamilton at District Conference. Well done!

**John.** Going to the ice rink with kids.

**Hugh.** Happy re Governor's Award. I've sent out a photo of the certificate to all. A survey was filled out because we were in the top with member recognition.

**Ann.** Two weeks in Gaspé. Beautiful.

**Dick Goode.** Enjoyed meeting; speaker was excellent.

**Paul.** Things are always happening.

**Lance.** Steve Bauer walk today re protecting trail.

**Bob.** Reflecting on change. I'm getting our wine delivered!

**Mel.** Reflecting on Ann' Gaspé, we found Newfoundland also beautiful.

**Meghan.** Happy to be here. Declan is about to start moving around.

**Michael.** Marcel did a great job, It gave me ideas. I'm happy because my Birthday is coming up October 5<sup>th</sup>. We're celebrating on the weekend.

**Dave.** I enjoyed Mel's photos of her trip. We're hoping to follow her trail. Welcome, Dick. Trina is retiring January 2023. I'm telling more people so she can't change her mind.

**Marcel.** I'm thankful sharing time with all of you.

**Frank.** Back to Ann.

## 8. Birthdays and Anniversaries

There are no birthdays, or anniversaries in September listed in Club Runner.

Maria joined the club in September of 2017

**Next Meetings/Events:**

**October 2<sup>nd</sup> – Participate for Polio**

**October 6<sup>th</sup> - Dolores Fabiano**

TV Auction due date coming soon – have your donations listed on line by the end of next week.