



THE ROTARY CLUB OF CALGARY HERITAGE PARK

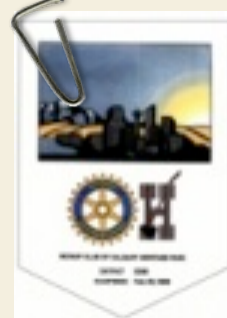
# THE STANDARD

JUNE 21, 2013

VOLUME: 14

ISSUE: 47

**PRESIDENT  
DOUG HOOD**  
**REPORTER  
ASHA PAUL**  
**EDITOR  
ASHA PAUL**



## MEETING NOTES

Peter Harding was representing the President today. Don Bell led the National Anthem and Bob Price gave the invocation. Al Hardstaff, pretending to be Jeanette, introduced the guests and visitors.

Kevin Seitz was assigned to the plates.



### ROTARY MINUTE

Bob Price had a good hi-tech. presentation on the Rotary minute but unfortunately we had no sound.

Bob has suggested we go to the Rotary website or 'google' Rotary Minute to get a lot of information on Rotary.

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## PODIUM DASH

The Golf tournament is on, the volunteers are in place and the shot gun start is at 1pm.

## HAPPY BUCKS

Bob Sadler was happy to see the youngest member, Blakely Seitz at the meeting.

Al H had a curiosity buck, he is not sure if his Condo is still on ground.

Walter is back after a lovely cruise.

John R was also happy about his land cruise.

## SHERIFF - MARK ROWE

Tara was fined because Blakely could not sign her name.

All hecklers were fined.

Surinder was fined for interrupting Bob Clark's joke.



## PROGRAM

### ALL YOU WANTED TO KNOW ABOUT SOCIAL MEDIA - TARA SEITZ

Mark Rowe introduced our speaker Tara Seitz.

Tara gave us a good over view of all the various social networks.

#### Wesites:

Consider it your online brochure available through the internet  
World Wide Web (WWW)

.com (commercial)

.ca (Canadian)

.org (organization)

Type in website and open your page. As of June 2011 there were  
346billion web pages

#### Search engines:

The most common one is Google but Bing is also getting to be very  
popular. Others are Yahoo, AOL, Ask, Altavista, MSN and windows live.

Where there is an audience, there are advertisers. Audience use key  
search words and get matched to ads with similar tags. In the first quarter  
of 2011, Google earned \$2.43 billion through Google Adsense.

### SUNSHINE

#### BIRTHDAYS, ANNIVERSARIES, ROTARY ANNIVERSARIES

##### BIRTHDAY

June 19 - Don Bell

June 30 - Graham Drake

June 30 - Surinder Khanna

June 30 - Doug Kinley

##### ANNIVERSARIES

June 21 - Walter & Jessie Zuk

June 29 - Bill & Barbara Skinner

##### ROTARY ANNIVERSARIES

June 29 - Jim Coyle - 1yr



## **Weblogs or Blogs:**

Are on-line journals. Individuals or groups can post their comments on these weblog forums.

A collection of photographs is a photo blog.

A collection of posted videos is Vlog.

A collection of posted music is MP3 blog.

A collection of posted audio is a podcast.

The broadcast of a micro comment is a microblogging or Twitter.

As people post their common interest, Ad sense will match the key subjects.

Freelance bloggers are paid to add specific content in order to draw attention to their website.



## **Social Networks:**

A personal profile site where you make 'connections' with other profiles

Facebook:

The "LIKE" button is a business intelligence dream.

Indexing LIKES, email content, posts, comments, geographic tags are all

matched to advertising. You might have heard of comments like "Like us on Facebook." There are hundreds of social networks.

## **Twitter:**

Is like a radio program that shouts out small bursts of information to your phone as a text.

## **LinkedIn:**

Is a professional network site for businesses. It is an on-line resume.

## **You Tube:**

Stands for Your Television. Search key words to find videos. The video that receives many 'veiws' ends up with advertising.

Tara's presentation was very well received and there were many questions.

Bob Sadler thanked Tara.





*Rotary Partner's Book Club wind-up.*

## 50/50

Raju Paul was hosting today and after it was determined that Peter Pallesen had the winning ticket, he appointed his legal counsel to pick the card. Peter should get his retainer back.



## DUTY ROSTER

June 29, 2013

Grace and Rotary Minute - Jim Sawers  
Greeter - Brian Semeschuk  
Door Sales - Tara Seitz  
50/50 - Raju Paul  
Introduce Speaker - Bill Skinner  
Thank Speaker - Dennis Tillotson  
Sunshine Report - David McKeown  
Standard Reporter - Bob Clark

**If you are unable to fulfill your duties please find your own replacement**

## **FUTURE EVENTS**

**JUNE 28 - KIMBERLEY SEARCH AND RESCUE**

PETER REID

**JULY 5 - NO MEETING**

**JULY 12 - EXCHANGE STUDENT**

HEIDI

## **THOUGHT FOR THE WEEK**

You are only young once,  
but you can be immature for ever.

.....Hanna Hart

**WEAR YOUR ROTARY PIN**

