

THE STANDARD

November 24, 2017

President:
Jim Sawers

Editor:
Joe Klassen

Reporter:
Doug MacDonald

FOUR WAY TEST

In all 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?

In the beginning:

President Jim got the meeting started forthwith, and we took our places. Joe Klassen gave the blessing after we sang the national anthem, then Mark Rowe presented the plates.

Speaker:

This week's speaker was Dr. Tom Keenan from the University of Calgary. Tom is the author of a long list of academic articles as well as "Technocreep: The Surrender of Privacy and the Capitalization of Intimacy. Tom is a member of the Rotary Club of Calgary – Downtown and probably the only Rotarian any of us have met who helped defuse an IED in Afghanistan.

Tom explained that when it comes to this digital age, his job is to scare us, but not too much.

For those who don't know how Facebook and Twitter know just which advertisements we want to see, it is a little creepy. The social media giants make their living selling information about us, not products. Your Google search history is valuable information to the social media platforms who can show retailers exactly who to advertise to. In the old days, we'd probably be asking if someone was following us around. Today, we know they are following us around the internet.

We need to be careful how much information we share and we need to know when we are doing it. For example, when you rent a car, and pair your phone with its onboard Bluetooth device, you are downloading your entire address book (and more) to the car. The next renter has access to all of your information, unless you take a minute to delete your information before you return the car. As Tom proved, most of us don't think to do that.

Even the bricks and mortar stores are learning how to use technology to encourage us to buy. Tom told us about an audio advertising tool that

Rotary
Club of Calgary Heritage Park



ROTARY:
MAKING A
DIFFERENCE

Inside this issue:

| | |
|--------------------|-----|
| Meeting Highlights | 1-3 |
| Guest Speaker: | 2 |
| Sheriff's Fines | 3 |
| Happy Bucks | 3 |
| 50/50 | 4 |
| Duty roster | 4 |

Our meeting.

stores are experimenting with audio spot lights that sense when a customer is beside a display and then it speaks directly to the customer. In other words, don't worry, you are hearing voices. They are also introducing shelf sensors that ping your phone with today's special, right on the shelf in front of you. Creepy.

Be careful how much information you share. Disney parks offer folks special wrist bands to let you bypass the long lines and get quicker access to adventures. That little wristband also tells nearby park employees how much is left on your grandchild's daily spending allowance.

Tom told us what fitness wristband is telling the manufacturer and maybe your insurance company.

Some of the creepy things on that in the digital world are just plain nasty. Ransom-ware is a real challenge for all of us. We all read about the ransom Uber paid to get their information back (and hide the fact) but these creeps go after individuals and charities too.

Think your house is safe because you have a security keypad. Not so. Heat sensing equipment can even tell burglars that sequence of your security code.

That's only a little bit of what Tom had to say. Remember his closing advice – we are all making choices using technology. It's our job to understand before we act.

You can tell how engaged we are by the questions and this meeting proved it. Tom answered as many questions as he could before President Jim tried to get us back on track.

THE MEETING

Happy birthday Stan Christmas. Happy 5th Rotary anniversary (again) Brad Wellicome. Happy Rotary Anniversaries Al Black (30 years) and Harold Aikenhead ((years)

There were a few Rotary minutes:

Christine Martin reminded us that its almost the end of Foundation Month. We've already sold 131 bags of beef jerky. December 1 is the deadline.

Fran Hochhausen reminded us to sign the Christmas cards for past Exchange students.

Sheila Tyminski promoted the Christmas party and asked for help with another Syrian refugee family that will be coming to Calgary within 18 months.

Bill Skinner updated us about the used art sale. We need two more volunteers to help inventory and price the goods.



Roger Sonntag didn't win the 50-50 draw but could have if he'd had one of those thermal cameras Tom Keenan told us about. We were a happy lot this week. The list of happy bucks was financially rewarding for the club.

Sheriff Raju Paul proved that being a Saskatchewan Rough Rider fan was expensive and so was just cheering for them.

See you next week for club elections.

**Duty Roster for December 1**

Greeter: Christine Martin

Door sales: Rob Matthews

50/50: Don McArthur

Grace and Sunshine report: Christine Mihailedes

Introduce speaker: Ginny Murphy

Thank speaker: Leroy Nelson

Standard Reporter: Velma Noble

Duty Roster for December 15

Greeter: Aliisa Paivalainen

Door sales: Asha Paul

50/50: Raju Paul

Grace and Sunshine report: Din Peerani

Introduce speaker: Jamie Powell

Thank speaker: Jeanette Pyle

Standard Reporter: John Radermacher

***THE ROTARY CLUB OF CALGARY
HERITAGE PARK***

**P.O. BOX 30261
CHINOOK RPO**

**WEAR YOUR
ROTARY PIN**

**The Rotary Club of Calgary Heritage Park
Announcements**

| | |
|--------|---|
| Dec 1 | Club Elections |
| Dec 7 | Christmas party |
| Dec 8 | Recovery from Christmas party; No meeting |
| Dec 15 | District Governor Rick Istead |
| Dec 22 | No meeting |
| Dec 29 | No meeting |
| Jan 5 | Classification; Neil Cameron Al Hardstaff |

