

ROTARY CLUB OF NANAIMO

“C GS”

Volume 98, Number 8

4782nd Meeting

Friday, August 25, 2017



Families enjoying a Sunday at Westwood Lake, a jewel in Nanaimo

photo taken August 20, 2017, Ian Williams

Club Meeting Friday at 12:00 p.m.
at the Coast Bastion Inn
CLUB OFFICERS 2017-2018

President ----- Jane K. Currie
Vice President ----- Carey McIver
Secretary ----- Bob Janes
Treasurer ----- Lynne Pankratz
President Elect ----- Charles Ramos
Immediate Past President -- Debbie Narver



Serving Our Community Since
May 1, 1920 - Charter Number 43
DIRECTORS

Henry Jiang ~ Susie Stephens ~ Moe Lessan
Fay Laing ~ David Woodward ~ Christine Parsons

President Rotary International

Ian H. S. Riseley, Sandringham, Australia

District Governor

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Assistant Governor

Bev Hilton

Gateway Rotary, Olympia, WA Nanaimo Oceanside

Rotary Meeting Notes August 18, 2017

By Kathy Smith and Wayne Anderson

President Jane opened the meeting, we sang O Canada and **Susie Stephens** gave an excellent Inspiration which included thoughts from the RI President and asked that Rotarians make a difference, step forward, reach out, help, believe, dream and work.

Dave Connolly introduced visiting Rotarians and Guests, **Patrick Knight**, a Rotarian who is relocating to Nanaimo from Medicine Hat, AB and **Rob Dodds**, President of Oceanside Rotary. There were no guests.

MOTIONS/ ANNOUNCEMENTS:

President Jane was looking for a Rotarian from our club to go to a party on her behalf for four visiting Rotarians from Australia, party and BBQ to be held on September 9. Please see President Jane if you can help.



Joan Ryan reminded the club about the welcoming party for the new Exchange Students on August

29th. Joan has tickets for a beer and burger and there will be a silent auction. Monies raised will help to finance the club costs for the Exchange Students. Joan has welcomed two Exchange Students who have already arrived from Brazil and Thailand and Peter from Hungary is arriving on August 28th.

Susie Stephens stated that the book committee had a great pre-sale meeting this past Wednesday at Janeane's home. Susie is encouraging everyone to Adopt a Category to maintain for the sale, please see Susie to make your pick.



President Jane wondered if there was any interest in having a

salad and coffee option for our lunch, please get back to Jane if you are interested.

Sergeant at Arms:

Wayne Anderson was the Sergeant at arms for the meeting and immediately fined



President Jane for forgetting the SAA portion of the meeting, thanks to Allan for the reminder. Wayne welcomed back **Brenda Grice** and **Douglas Anderson** to the club after their extended visit to Scotland. Wayne thanked **Wendy Pratt**, **Susie Stephens**, and **Dave Connolly** for stepping

in to help with club duties. As a Side Note, Wayne is now thanking **Kathy Smith** for stepping in to help him with the meeting notes.

Wendy Pratt had \$ 10 happy bucks to announce that she is going to Cape Breton for 5 weeks, she was also very happy to see **Don Bonner** at our club, Don was our speaker for the meeting.

Brenda Grice had a happy buck to say that



Brenda Grice



Wendy Pratt

they had a great time in Scotland, they went to the Tattoo and saw the pipe band from SFU perform.

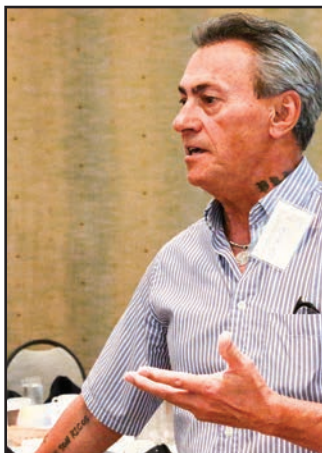
Kathy Smith had a happy loonie to announce that there are new courts for Pickleball in Nanaimo and there will be an

open house to show them off, see Kathy for details.

Carey McIver had \$ 20 happy bucks to announce that she and **Annabelle** were off to Nova Scotia by car for a six week holiday.

John Salem had a few happy bucks to announce that he is off to Palm Desert for a 10 day holiday.

Our guest, **Patrick Knight** gave us a Rotary Minute which highlighted his involvement in Rotary, PP of the Medicine Hat Rotary Club, PHF, went to Mexico to help building schools, while there he met a woman from Nanaimo and the rest is history. Welcome to our club Patrick.



Rob Dodds had an information buck to



announce their Club Golf Tournament, unfortunately it is being held on October 13, 2017, the first day of our club book sale. If you aren't working at the book sale please support their club if you are a golfer.

Table Stakes were won by **Ian Williams**.



Joan Ryan won the opportunity to draw for the ace of spades and did not win.

Speaker Notes - August 18th 2017

Prepared by John Shillabeer

Promoting Rotary Using Social Media

by Don Bonner

President Jane introduced **Don Bonner**.

He joined Nanaimo Daybreak Rotary Club in 1997 and is a past president and is a multiple Paul Harris Fellow. He has twice been to Africa in connection with Rotary Projects. Don works in IT.

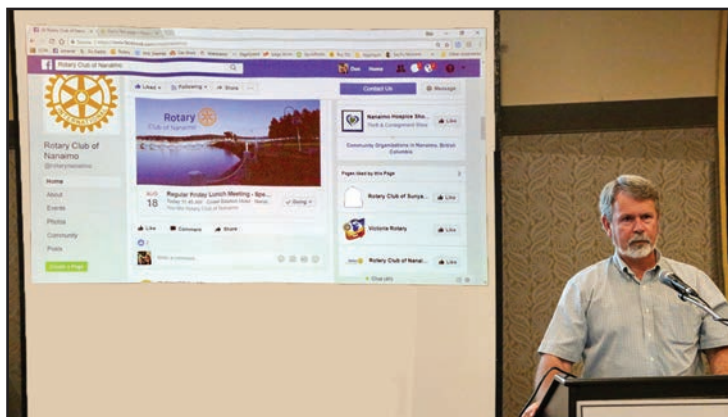


Don's talk was, in fact, a live demonstration using Facebook. He focused on Facebook because it is the most commonly used social media software. This was born out through a show of hands when almost all the Club members indicated that they had a Facebook account. Facebook was originally a way to communicate with friends, but it has grown and developed so that it can be used to keep up to date with what is happening. People also use it to advertise though its primary purpose remains social networking.

Don recommended that to publicize events and/or news, we should put the content on a website and then anchor it to our club Facebook home screen. From that point it can be shared with friends who in turn should be asked to share it with their friends. This is the powerful multiplying effect of Facebook. Incidentally Don said that "Like" is not as powerful as "Share".

Items on Facebook remain visible until they are overwritten by something newer, so in general they don't stay visible for very long. This could be a concern for us when for example we are publicizing the Book Sale. We need to try and keep the Book Sale on potential customers' minds so they don't forget about it, or mix up the dates of the sale. If you "Pin" a post on Facebook it will remain visible.

"Boosting" on Facebook is another option.



This must be paid for and is only open to the administrator. Boosting ensures that your post or event is displayed prominently. An advantage is that the administrator sees lots of detailed statistics about the demographics of people interacting with the boosted event or post. As an example of the cost of boosting, Don said that Daybreak boosted their last Octoberfest event on Facebook at a cost of about \$50 for about 1000 hits. In return they collected information about the time of day the post was visited, the age and gender of those who showed some interest.

Peggy Richardson is managing our Club's Facebook account and is an expert. Don recommended that we work with her to use Facebook in the best possible way to get the word out about the upcoming Book Sale.

Janeane Coutu thanked Don for his very instructive talk and demonstration. It was



Janeane presents Don with a pen

and passed on lots of good information. We need to get more active with Facebook "Liking" and "Sharing" more.

very timely in view of the upcoming book sale and our need to generate low cost publicity. Don created lots of interest

Guest, Birthdays, Anniversary

Guests:

Patrick Knight, Robert Dobbs

Birthdays:

Borisenko, Ed

Aug 28

Ryan, Joan

Aug 30

Anniversary

Coutu, Janeane, Chris 25 yrs Aug 29

DATES TO REMEMBER

Aug 26 - Work party - VI Mental Health 2356 Rosstown Rd.

Aug 29 - 5 club meeting and BBQ at the Hornets Rugby Club (6700 Dover Rd.) to welcome the new exchange students.

Oct 13-22 - Rotary Fall Book Sale at Nanaimo North Town Centre.

WEEKLY CLUB PROGRAMS & MEMBER DUTIES

Meeting Date	August 25, 2017	September 1, 2017	September 8, 2017
Greeters	Barbara Blinston, John Salem, John Heisterman	Ed Borisenko, Bruce Samson, Carmon Henderson	Geoff Clay, John Shillabeer, Mike Herold
Cashier	Egon Holzwarth	Mike Minhas	Mike Minhas
Sgt at Arms	Wahid Ali	Joan Ryan	Raedler
Invocation	Bob Wilson	David Woodward	Denise Wittkofski
Head Table	Pres. Jane, Kelly McBride, Christine Parsons	Pres. Jane, Laura Shanna, Joan Ryan	Pres. Jane, Adrienne Dartnall, Ross White
Intro Guests	Debbie Narver	Lynne Pankratz	Christine Parsons
Intro Speaker	Christine Parsons	Joan Ryan	Ross White
Program	Kelly McBride, CVI Multicultural Society	Laura Shanna, Medically-Assisted Death	Adrienne Dartnall KIDS - making a difference in southeast Asia
Thank Speaker	Bezhad Targhi	Doug Cowling	Hwney Jang