



ROTARY CLUB OF WEST OTTAWA

Marcia Armstrong, President

February 4, 2025

Editor: Don Butler

This meeting was hybrid

(In person at **New Desi Zaiqa Restaurant**
Carlingwood Shopping Centre)

Program: **W Vijay Dube** Classification talk

In-person: 31 member 2 visitors

Online: 22 members, 1 visitor

Opening

President Marcia Armstrong welcomed members to **the 29th meeting of the 120th Rotary Year**. She acknowledged we meet on unceded territory of the **Algonquin Anishinaabe people**

Guests included former member **Joe Redhead, Gabriel Karkaji,** and **June Wells**.

O Canada: a rock version by the Dubai Band.

President Marcia commented on the strong grassroots patriotism being displayed by Canadians in response to recent political events.

President Marcia told us **Vijay Dube**, is a corporate member of the Club along with his wife **Girija** and daughter **Priya**. **Vijay** is a member of the **International Service and Fundraising & Events Committees**. He would now tell about his life and career.

Vijay began by reflecting on his **Ottawa upbringing**, recalling childhood hockey games on the Rideau Canal and his time at **Lisgar Collegiate Institute**. His interest in technology led him to study **Systems Design Engineering** at the **University of Waterloo**, where he specialized in **artificial intelligence and machine vision**—decades before AI became mainstream.

His early career took him to **Vancouver, France, and China**, working on **remote sensing and AI applications** for industries such as **forestry, agriculture, and geology**. Recognizing market shifts, he transitioned to **business strategy and marketing**, leading global expansion efforts for his company in **Europe and Asia**.

A defining moment in Vijay's career came when he co-founded a **semiconductor distribution company in Germany**, supplying technology to major telecommunications firms. While based in Stuttgart, he also facilitated **technology transfers from Germany to India**, an experience that led to meeting his wife, **Girija**.

Upon returning to Canada, **Vijay** pivoted into **machine vision and industrial robotics**, helping develop technology that could **automatically detect manufacturing defects**. He later joined **Atsana Semiconductor**, working on early **cell phone camera technology**. Investors initially dismissed the idea of **cameras in every phone**, but within two years, it became an industry standard—an anecdote highlighting how **market vision often outpaces investor foresight**.

Today, **Vijay** serves as CEO of **ADS Biotech**, an **international leader in lab automation**. His company designs instruments used in **DNA extraction and cytogenetics**, playing a key role in **cancer diagnostics and precision medicine**. He also mentors Canadian tech startups, including Boréas Technologies, a company developing **haptic feedback technology** for mobile devices—enabling users to **feel textures** on touchscreens.

Vijay's talk showcased the challenges of scaling technology businesses, and his ongoing commitment to **mentorship and business development**. He told us his son Umber lives in San Diego where he is a doctor. Daughter **Priya** is a lawyer working for the federal government.

Vijay's slides <https://drive.google.com/file/d/19t0p4siTUyw169qhqXjdJ2MHLYbdeNjs/view?usp=sharing>

Q&A Highlights:

- **To Don Butler on Trade Wars: Vijay** emphasized how geopolitical tensions are **reshaping global supply chains**, prompting countries like China to accelerate technological self-reliance possibly more than if China had had easy access to American technology
- **Visitor Gabriel Karkaji , in mobile app development asked to contact Vijay about how he gotten into so many technologies. Vijay agreed.**
- **To Ron Doll Vijay gave more detail on the work of ADS Biotech** which develops equipment to producens lab-grown organoids based on patient DNA to test **personalized treatments** for cancer etc
- **Vijay** stressed that his skill was not science but rather turning science into a business. He told **Denzel Feinberg** of a company in Montreal, working on transmitting smell over a telephone. Which could be useful in many applications.

President Marcia thanked **Vijay** for a very interesting presentation “helping us to see the future, which may be here before we know it.”

Club Business and Announcements:

1. **Past Presidents' Draw: Rod Holmes** won
2. **Youth Programs:** Members were encouraged to refer interested high school students to **President Marcia** or **Phil Powel Smith for Adventure in Citizenship** and the **Rotary Youth Leadership Academy (RYLA)**.
3. **Ken Murray Tribute Donation: Peter Fisher** and Joe Redhead told us Ken’s tennis and golf friends are donating **\$1,000** to the **RCWO Foundation**. **President Marcia** noted that we are thinking of **Ken** and Glenda at this time.
4. **RC Kanata Music Trivia Night:** March 28 at the **Kanata Legion**—members were invited to form a team.
5. **Jake Maarse** thanked members for supporting his **Rideau Canal Skating Challenge**, which has raised **\$1,300** for the **Rotary Club of West Ottawa Charitable Foundation**.
6. **Soc and Rec: Ron Doll reminds us of the** hike on the Sheila McKee Trail in Dunrobin with **Dave Morton** Feb 16. Fellowship afterwards at the Royal Oak. See message sent out Jan 27 for details

7. **Doreen Ide** received her **Paul Harris +3 Pin**
 8. **President Marcia** had a postcard from peripatetic member **Henry Sim** now in Victoria. **Henry** says he had spotted **PE Ginette Thomas** out walking.
 9. **Bob Harrison** told of the contribution, **Ken Murray** had made to the work of **Awards Committee**. He sketched out the work of the **Committee**, which decides which nominations fits with which awards writes the citations, etc. He summarized the criteria for the different awards. Nominations must be in by **March 31**. Awards will be presented on **June 17**.
Slides <https://drive.google.com/file/d/19tVc-3CMOVLd-grv8TNBQXbROSpAhWEN/view?usp=sharing>
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Happy Dollars:

- **Not this week**
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Closing:

President Marcia reminded us that the Feb 11 meeting meeting would be held at **Local Heroes (Clyde & Starwood)** as part of a venue trial.

Adjourn

Next Meeting - Hybrid

Tuesday, Feb 11 2025

(In person at **Local Heroes Bar and Grill, 1400 Clyde Avenue**)

Luncheon at noon.

Program starts 12:30

Gigi van den Hoef, RN on Parkinson's Disease.

Intro **Gaye Moffett**

Spinoff: **Don Butler**

For log on info for Zoom see invitation

