



Meetings: Tuesday 12 Noon

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AUGUST IS MEMBERSHIP AND NEW CLUB DEVELOPMENT MONTH

Happy Birthday

Happy Anniversary

Aug. 28: Patrick O'Brien & Stefanie Jeanneret

Upcoming Speakers:

Aug. 26: Isabelle Hayer District Governor's official visit	Sep. 2: Kathy Henderson Who's Who	Sep. 9: Kaitlyn Herbst My life as a Global BC TV Anchor
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LAST WEEK'S MEETING

President Alex Pope presided.

Guests:

Warren Dale

Program: **Stephano Cossalter** – the importance of story telling when talking about “transformative” projects and events.



Bio:

“Stefano Cossalter is a TEDx speaker and coach, public speaking champion, and inventor who inspires and empowers audiences to communicate with clarity, confidence, and purpose. With a unique blend of humor, personal insights, and practical techniques, Stefano helps individuals and organizations turn experiences into tools for influence, leadership, and connection.”

A brief summary of his presentation:

Stephano the inventor? Stephano related the story that while playing soccer, he injured himself, and as a result he couldn't bend over to put his shoes on. “For over 500 years, the shoehorn has remained virtually unchanged—yet it still has one major flaw: you still need to bend to use it.” Stephano and his brother saw an

opportunity to reinvent a time-tested tool — the shoe horn — by making a simple yet “transformative” improvement that could forever change how people put on their shoes. They put a tiny patch behind the tongue of the shoe that connects to the shoehorn—magnetically or with Velcro — lifting the shoe's tongue so you don't have to bend to insert your foot. So, they took an everyday challenge, and solved it, making life better for everyone that faced the problem.

Having told us this story, Stephano then talked about the importance and value of telling stories when giving talks, or just when in speaking to people about things you want them know and care about. He said this is important to Rotarians who value human connections, because “telling stories enhances human connections and brings people closer together”. And of course, listening carefully to other people's stories and experiences is the other side of this same valuable coin.

Stephano said, when telling someone or an audience about your own life experiences and what you have learned from those experiences, or when talking about a Rotary project and why it is important, remember that it is a three-part process (and not just to be used when you are selling something like a new shoehorn!):

First, tell the audience what you were like before the incident or experience happened (*couldn't bend over to put on your shoe*).

Second, explain the moment of transformation (*used the new form of shoehorn*) – what happened that caused a change in the way you looked at something or in the way you acted as a result of the transformational incident.

Lastly, state what you were like after the moment of transformation – how you lived differently after the incident – or how the transformational incident made you feel better (*now, you don't have to bend, allowing you to wear the shoes you want, independently*).

Use the same process when talking about a Rotary project:

- What is it like for people before the project is undertaken
- What is the transformational moment of the project
- What will it be like for people after the project is carried out

Conclusion: Storytelling is a powerful way to connect with your audience.

Happy and Sad dollars, Included:

Gordon is celebrating his 79th birthday, and is hoping that all of his children (except one who is stuck in Toronto) will be able to come for the occasion).

Mary has sold out all her produce at the Farmers' Market, and has only about 16 lambs left (to go on the chopping block?).

Lynda is now able to drive her car again after only three (or is that two?) weeks following her hip replacement operation.

Ineke was happy to have visited **Matt** (with **Laurie**) and to have found him in good spirits on the occasion of their visit, notwithstanding having undergone (and having to continue to undergo) energy-draining and terribly unpleasant effects of chemotherapy. She was also very happy to hear that **Mike** is recovering from a mini heart attack (and - editor's note: he was able to attend via Zoom the Board meeting later this same afternoon)

Sharon is happy to report that she and Ron (who have returned from a three-week camping and fishing trip to the interior) caught and brought back 21 trout that will now reside in the confines of their freezer until unthawed for future delicious "repas".

Eric happily and successfully entered into, and returned from, Washington State to watch the Kansas City Chiefs fall to the Seattle Seahawks on August 15th.

Club Announcements and Notices

Next week's meeting August 26 – **Official Visit of DG Isabelle Hayer** to our club.

"Storm Drain Painting" service project in partnership with ARMS August 20th and also on August 27 in Alouette Park (6 pm).

Pub Hub to be held Thursday August 28 at Golden Eagle Golf Course – 5:30 pm.

Club's Camping week will be held on Sep 1 till Sep 8.

Non-overnight-campers are welcome to join in for the comradery at 4:00 pm.

September 16 – **Peter Westra of Cops for Cancer** has invited us to attend one of their tour stops in Maple Ridge in the afternoon of Sept. 16, and present us with a token of their appreciation for our donation. Contact Alex for time and place if you are able to attend with him.

September 21 – **Frisbee Golf** (@ 4:00 pm) and pot luck dinner social (@ 5:30 pm) at Dave and Sharon Rempel's home

October 18 – **International Thanksgiving** celebration at Adrienne and Warren Dale's home.

President's closing quote:

"I have a question for my Bank: Why do I have to prove that I am me to pay my bills over the phone? Do strangers call to pay my bills? And if they do, why don't you let them?"

Submitted by Laurie Anderson