

# ANGER MOUNTAIN

## ONE YOUTH'S JOURNEY THROUGH ANGER AND ADDICTION

**DIRECTED BY NIGEL HARVEY WRITTEN BY JACK EMBERLY**  
 (ADAPTED FROM THE BOOK THE KING OF ANGER MOUNTAIN BY JACK EMBERLY) GRAPHICS BY CHRIS CLEVETTE  
 PRODUCED IN PARTNERSHIP WITH CLAUS ANDRUP, THE CRYSTAL METH TASK FORCE  
 AND THE ARTIST IN RESIDENCE PROGRAM THROUGH THE MAPLE RIDGE PITT MEADOWS ARTS COUNCIL  
 AND MAPLE RIDGE PARKS & LEISURE SERVICES.

**Friday, June 22nd at 7pm** *Featuring a cast and crew of over 45 community members.*

**ACT** At the ACT, 11944 Haney Place, Maple Ridge  
 ages 8 and up  
 Play is approx. one hour followed by a forum discussion on issues arising from the play.

By Donation / no reservations  
 partial proceeds go towards the creation of a Youth Arts Council for the districts of Maple Ridge and Pitt Meadows  
 For more info 604 467 2787



# The Four Way Flasher

Rotary Club of  
MeadowRidge Newsletter

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Web-site: [www3.telus.net/MeadowRidge\\_Rotary](http://www3.telus.net/MeadowRidge_Rotary)

Meetings: Tuesday 12pm, Gourmet Hideaway Restaurant

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### INVOCATION

May 29	Fraser Stamp-Vincent	June 5	Eng Tan
June 12	Marco Terwiel	June 19	Nizar Virani

### BINGO SCHEDULE

	6:15 - 8:15	8:00 - 10:00
June 14	Mina Park	Robert Campbell (?)
July 12	Jan Dale	Wende Dawes

Call Peter at 604-465-3392 for assistance or email [peter.boekhorst@telus.net](mailto:peter.boekhorst@telus.net)



TODAY'S PROGRAM: Ana Ló Castillo Núñez – our Exchange Student

NEXT WEEK'S PROGRAM: Phillip Soo - Wine Consultant

### CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
May 28		Italian Serata	La Trattoria
May 31-June 3		District Conference	Harrison Hot Springs Resort
June 17-20		RI Conference	Salt Lake City
August 18	3:00pm	Vladimir's Honey BBQ	The Bee Farm - 129 <sup>th</sup> Ave., Pitt Meadows

50 / 50 draw - Jackpot at \$533.00+ 1/2 of today's sales, 29 cards left, Jackpot on "Queen of Hearts" only!



## HAPPY ANIVERSARY

**June 1:** Eng Hock & Catherine Tan      **June 2:** Anil & Zulekha Bharwani  
**June 4:** Brian & Sharon Bekar

## HAPPY BIRTHDAY

**May 30:** Diane Kirkland      **May 29:** Jo-Ann Knuttila, Catherine Tan

## LAST WEEKS MEETING

Our guests today were Phillip Soo, a consultant and wine maker, who will be speaking to our Club in two weeks, and Ana our exchange student.

Val advised that 48 out of 60 tickets have been sold for the Italian Serata Dinner. Members are encouraged to help sell out the remaining 12 tickets.

Sharon read a note from Ian Wright, our exchange student in Belgium, who sent thanks to the Club for the opportunity to study overseas. He's having a great time and has learned a new language.



Our Guest Speaker, Cailin Green of Avalon Design, was introduced by her partner Robert Campbell. Cailin's presentation was on marketing. She began by advising that the marketing message has not changed, just the medium has as a result of technology.

She gave a brief history on marketing. Marketing began as far back as 3,000 BC in the form of signage on buildings. In medieval times there was shop signage, and the Town Criers who were the forerunners of radio and TV commercials. In 1450 the first movable press was invented by Johannes Gutenberg. First printed English ad was a handbill printed in 1472. 200 years later the first English newspaper ad was published. The first ad agent set up shop in the US in 1841. As technology continued to advance and include more media forms, a simple presentation of benefits was not enough to entice the buyer. This led to the creative revolution in marketing during the 50's and 60's.

Marketing consists of identifying the benefits to the consumer and the features of the product. It consists of branding (a name, logo, sign, symbol or design) and an image (a feeling, look or a message). Slogans are powerful messages. Together they will convey a clear message and confirm credibility of the product and its manufacturer.

Marketing hasn't changed, just the method of delivery has.

**Submitted by Lynda Lawrence**

## Where in the world is [wah-háh-kah]?

If you ever wondered where our Exchange Student Ana is from, well here is the answer. Good thing I found it on the Internet, because if I would had to ask for it in Mexico, I would have pronounced it as 'o-a-xa-ka' and the only answer would have been ¿Que?

**It's** 500 years behind the times • four hours away by plane from New York, Chicago or San Francisco, and only two hours from Houston • 35 minutes from the beach of Huatulco • 300 miles southeast from Mexico City

**It's** the birthplace of Benito Juárez • the home of Zapotec culture • the center of Mexican contemporary arts and traditional crafts • the culinary capital of Mexico • the same latitude as Bangkok • It's in the hearts of those who visit • It's the soul of Mexico



**That's** Oaxaca

## HISTORY OF ROTARY YOUTH EXCHANGE



Since 1927, students and host families all over the world have had their horizons broadened and their lives enriched by the generosity of Rotary's Youth Exchange program. Administered by Rotary clubs, districts and multidistrict groups, the program today involves more than 82 countries and over 8,000 students each year.

The first documented exchanges date back to 1927, when the Rotary Club of Nice, France, initiated exchanges with European students. Exchanges between clubs in California, USA, and Latin American countries began in 1939, and exchange activities spread to the eastern United States in 1958. In 1972, the RI Board of Directors agreed to recommend Youth Exchange to clubs worldwide as a worthwhile international activity that promotes global peace and understanding.

## WELCOME BACK, YOUTH EXCHANGE ALUMNI

If you've participated in a Rotary Youth Exchange, you probably know that your exchange experience does not end the moment you return home. From your time abroad, you gained insight into how people from other cultures view the world, and as such, you now likely view your native culture in a different light.

For many students, the personal growth they experience on a Rotary Youth Exchange program remains with them, affecting them for the rest of their lives. Because of their exposure to the world outside of their own backyard, many students develop a lasting interest in international and global affairs. Below are a few examples of what Youth Exchange alumni have accomplished as a result of their broadened horizons:

- A program alum from the United States now works at the United Nations.
- An alum from Canada who went to Thailand wrote a book that received national honors.
- Numerous alumni work in international exchange offices throughout the world.
- An alum from Denmark who went to Japan conducts tours in Denmark for Japanese tourists.
- A number of alumni have spent a portion of their university studies abroad.
- Countless alumni have become [Ambassadorial Scholars](#), [Rotaractors](#), and [Rotarians](#).