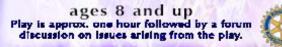


For more info 604 467 2787





The Four Way Flasher

Rotary Club of MeadowRidge Newsletter

6:15 - 8:15

Mina Park

Jan Dale

Vol. 13 Issue 48 May 29, 2007

Web-site: www3.telus.net/MeadowRidge Rotary

Tuesday 12pm, Gourmet Hideaway Restaurant Meetings:

President: Sharon Kyle Secretary: Maureen Goodrick Peter Boekhorst Editor:

Phone: 604-788-1742 Phone: 604-329-2879 Phone: 604-465-3392

8:00 - 10:00

Wende Dawes

Robert Campbell (?)

sharonkyle@shaw.ca maureen.goodrick@interprotech.ca mrrotary@telus.net

INVOCATION

BINGO SCHEDULE

June 14

July 12

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



Call Peter at 604-465-3392 for assistance or email peter.boekhorst@telus.net

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

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 th 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

Where in the world is [wah-háh-kah]?

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 Gutenburg. 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 lead 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

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



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.

HISTORY OF ROTARY YOUTH EXCHANGE-

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.