



MeadowRidge Rotary 18th Annual Sports Banquet Tuesday October 7, 2008

Please join us for the 18th Annual Sports Banquet to raise funds for Youth Sports Facilities within our communities of Maple Ridge & Pitt Meadows.

Two more local individuals will be inducted this year which will bring the number to 29 Home Town Heroes.

MeadowRidge Rotary has raised close to **\$400,000.** for projects benefiting youth baseball, hockey, ball hockey, football, soccer, lacrosse, lawn bowling, kayaking, track & field.

Every year we have representatives from the professional sports organizations including BC Lions, Vancouver Canucks, Vancouver Giants and Vancouver Whitecaps as well as many in attendance from our Home Town Heroes' roster.

"Raising Funds for Youth Sports' Facilities in Ridge Meadows"

6:00 pm No Host Bar
7:00 pm Three Course Gourmet Dinner

Emcee John McKeachie
Home Town Heroes Inductees
Live & Silent Auctions

TICKETS \$150. PER PERSON
AVAILABLE THRU THE FOLLOWING ROTARIANS:

TERRY BECKER 604-465-9993
BRIAN BEKAR 604-463-7277
LYNDA LAWRENCE 604-467-3333
KEN PATERSON 604-467-5528
MARY ROBSON 604-466-3333
BOB SHANTZ 604-463-8890

PLEASE NOTE: \$125. TAX RECEIPT WILL BE ISSUED THE NIGHT OF THE EVENT.



The Four Way Flasher

Rotary Club of
MeadowRidge Newsletter

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Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings: Tuesday 12pm, Gourmet Hideaway Restaurant

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SEPTEMBER IS NEW GENERATIONS MONTH

INVOCATION

Sept. 9	Mike Davies	Sept. 16	Wende Dawes
Sept. 30	Jennifer Dawkins	Oct. 7	

BINGO SCHEDULE

	6:15 - 8:15	8:00 - 10:00
Sept. 18	Mary Robson	Gordy Robson
Oct. 16	Sharon Kyle	Robert Campbell

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



TODAY'S PROGRAM: Ed Chu – Salvation Army

NEXT WEEK'S PROGRAM: Howard Blank - Maple Ridge Casino

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Sept. 13	7pm	WineFest	Thomas Haney Centre
Sept. 23	5pm	Fireside	P.M. Corn Maze
Oct. 7	6pm	Sport's Banquet	Meadow Gardens Golf Club
Nov. 4	Noon	D.G. Larry Stinson's Visit	

50 / 50 draw - Jackpot at \$356.50 + 1/2 of today's sales, 41 cards left, Jackpot on "Queen of Hearts" only!

LAST WEEK'S MEETING

Our Guests today were Irena Shantz, visiting Rotarian Ray Hughes, Helen Ferris and our exchange student Nico.

Announcements:

Rotary Education & Literacy Dinner in La Conner will be held on September 20th from 6 - 10 pm at the Swinomish Yacht Club in la Conner, Washington. Tickets are \$75. per person and may be obtained thru Christopher at 360-466-2933.

The Ridge Meadows Opry will be held on October 27th at the ACT. Proceeds will be shared with the Asante Centre for Fetal Alcohol Syndrome. For tickets, please call (604) 476-2787. Posters are available for display.

Wine Fest is only eleven days away. A push on ticket sales is needed to turn out as many people as possible for this great event.

The Rotary Club of Tsawwassen and Point Roberts, Ladner and Richmond Sunrise, in partnership with Shelterbox Canada and District 5040, are hosting a fundraising event on September 11, 2008 at Riverside Banquet Hall in Richmond. The keynote speaker is Tom Henderson, founder of the Shelterbox Program. Tickets are \$80 per person and a \$50 tax receipt will be issued. For tickets please call 1-800-677-0990. Doors open at 5:30 pm with dinner at 6:30 pm.

Mary presented plaques to the Rotarians who helped make the 2nd Annual Ridge Meadows Heritage Day such a success.

Our Guest Speaker was Rotarian Barry Seaton, Public Relations Chair for District 5050. Mr. Seaton is a charter member of the Port Coquitlam Centennial Club. He is on the District 5050 Ambassadorial Sponsorship Committee and the District 5050 Vision & Planning Committee.

His presentation encompassed three topics - Rotary International Public Relations, the 2008 Rotary International Convention held in Los Angeles, and the upcoming 2009 Rotary International Convention, which is being held in Birmingham, England.

The goal is to have all Clubs and Districts participate in a public relations campaign. He advised that there are two types of public relations - hard PR, which includes Rotary International press releases and media campaigns, and soft PR, which includes Club members speaking knowledgeably about Rotary and its goals.

He advised that there are pre-produced Rotary International materials such as the *Humanity in Motion* piece as well as public service announcements. Rotary International has a Public Image Resource Group that gathers information from Clubs worldwide. The PR Counsel includes Steven Schneider and Rod Thomson.

All PR materials can be found online at www.rotary.org which include such pieces as the *Effective PR Guide* and the *Media Crisis Guide*. Rotary PR Tips are available from the bi-weekly e-newsletter which includes local PR ideas and industry trends. Courses for effective public relations are available and include *PR 101* and *PR Writing*.



Soft Public Relations is where Rotarians reach out to their community. There are a couple of good PR pieces including the brochure "*This is Rotary*" and the wallet size handout "*What's Rotary*". Hard Public relations include the PolioPlus Campaign, billboards, fact sheets and images.

The Rotary International Public Relations Division may be contacted at 1-847-866-3000 or pr@rotary.org. There is a District PR Grant Program to assist with the cost of advertising.

Robert announced that Cailin has agreed to head up the PR Committee for our Club.

Mr. Seaton then showed us some slides from the 2008 Convention held in Los Angeles in June. He had shots from the opening ceremonies, featuring flags from each country where Rotary has a presence.

He advised that there were many good speakers for the Plenary sessions. The break-out sessions included such topics as Ethics, Rotoract, Youth Exchange, GSE, media training and info on the Permanent Fund. The theme was ending Polio.

He then presented a promotional video for the 2009 International Convention, which is being held in Birmingham, England. This will be the 100th Rotary International Convention. He encouraged our members to attend a convention to experience the fellowship from around the world, and attain the knowledge and enlightenment from spending time and sharing ideas with one another.

Nico presented our Club with the Rotary flag from his hometown of Lucon, population 9,306. The symbol depicted on the banner is of Cardinal Richelieu, who was the Bishop of this old Episcopal city.

Thank you Nico!



Submitted by Lynda Lawrence

About Interact

Interact is Rotary International's service club for young people ages 14 to 18. Interact clubs are sponsored by individual Rotary clubs, which provide support and guidance, but they are self-governing and self-supporting. Club membership varies greatly. Clubs can be single gender or mixed, large or small. They can draw from the student body of a single school or from two or more schools in the same community.

Each year, Interact clubs complete at least two community service projects, one of which furthers international understanding and goodwill. Through these efforts, Interactors develop a network of friendships with local and overseas clubs and learn the importance of

- Developing leadership skills and personal integrity
- Demonstrating helpfulness and respect for others
- Understanding the value of individual responsibility and hard work
- Advancing international understanding and goodwill

As one of the most significant and fastest-growing programs of Rotary service, with more than 10,700 clubs in 109 countries and geographical areas, Interact has become a worldwide phenomenon. Almost 200,000 young people are involved in Interact.

