



The Four Way Flasher

Meadow Ridge Rotary Club

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Website: www.MeadowRidgeRotary.ca

Meetings: Tuesday 12pm, Bella Vita Restaurant

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JANUARY IS ROTARY AWARENESS MONTH

TODAY: FRCC - Steve DeCosta
NEXT WEEK: Fireside at Patrick O'Brien's home



NO REGULAR LUNCH MEETING

Happy Anniversary

Jan. 22: Gord & Mary Robson

Happy Birthday

Jan. 17: Irena Shantz
 Jan. 20: Urma Mollema

Jan. 17:

Jan. 24:

Invocation David Rempel

Note Taker Peter Davies David Riddell

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Jan. 24	6pm	Fireside Meeting at Patrick O'Brien's home	10328 276 Street, Maple Ridge
June 01-03		District 5050 Convention	Semiahmoo Resort, Blaine, WA

'PEACE THROUGH SERVICE' IS 2012-13 RI THEME

By Megan Ferringer and Arnold R. Grahl
Rotary International News -- 16 Jan. 2012

RI President-elect Sakuji Tanaka will ask Rotarians to build *Peace Through Service* in 2012-13.

Tanaka unveiled the RI theme during the opening plenary session of the 2012 International Assembly, a training event for incoming Rotary district governors.



"Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary," he said. "Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways."

Peace has different meanings for different people, Tanaka said.

"No definition is right, and no definition is wrong," he said. "However we use the word, this is what peace means for us."

"No matter how we use, or understand the word, Rotary can help us to achieve it," he added.

Tanaka, a businessman from the greater Tokyo metropolitan area, shared how becoming a Rotarian broadened his understanding of the

world. After joining the Rotary Club of Yashio, in 1975, he said, he began to realize that his life's purpose was not to make more money, but to be useful to other people.

"I realized that by helping others, even in the simplest of ways, I could help to build peace," Tanaka said.

He noted that the Japanese tradition of putting the needs of society above the needs of the individual helped his country rebuild after the tsunami and earthquake in March.

"This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs -- when we focus our energies on a shared goal that is for the good of all -- this changes everything," he said. "It changes our priorities in a completely fundamental way. And it changes how we understand the idea of peace."

Tanaka will ask Rotarians to focus their energy on supporting the three priorities of the RI Strategic Plan, he said. He added that he will ask the incoming leaders to promote three Rotary peace forums, to be held in Hiroshima, Japan; Berlin; and Honolulu, Hawaii, USA.

"In Rotary, our business is not profit. Our business is peace," he said. "Our reward is not financial, but the happiness and satisfaction of seeing a better, more peaceful world, one that we have achieved through our own efforts."

50 / 50 draw - Jackpot at \$730.50 + 1/2 of today's sales, 26 cards left, Jackpot on "Queen of Hearts" only!

LAST WEEK'S MEETING

Special Announcements

- Executive Meeting on January 18, 2012 at 12 Noon at Sunwood Manor
- Fireside on January 24, 2012 at Patrick O'Brien's
- Reminder of the District Assembly, June 01-03

Happy & Sad

- Dave Rempel announced that the Haney Club donated \$1,000.00 for the Russian project
- Marco Terwiel referred to our banner board and commented on the large number of international connections the club has made over the years

Rotary Moment

Presenter: Sharon Kyle - History of Rotary Mottoes

Today's Rotary Official Mottoes "Service Above Self" and "One Profits Most Who Serves Best", trace back to the early days of the organization.

The first Rotary motto was established at the Portland Convention in 1911 – "He Profits Most Who Serves Best" was from a speech by Frederick Sheldon. The convention also inspired the motto "Service Above Self".

At the 1950 RI Convention in Detroit, slightly modified versions of the two slogans were formally approved as the official mottoes of Rotary. In 1989 Council of Legislation established "Service Above Self" as the principle motto and in 2010 the Council established the second motto's current wording "One Profits Most Who Serves Best"

For more information visit the Rotary website at: www.rotary.org

Key Note Speaker:

Ineke Boekhorst, Executive Director of DMRBIA

Topic: Downtown Maple Ridge Business Improvement Association



The Downtown Maple Ridge Business Improvement Association's mission statement: "To create a prosperous destination that is clean, safe and vibrant where a diverse community of business and residents live, work and play".

The Downtown Maple Ridge BIA has completed their first 5 year mandate; the membership and Mayor & Council have approved renewal for a second 5 years and a new Bylaw is in effect until December 31, 2016.

The non-profit association was established in 2006 at the recommendation of the Downtown Property Owners Association. At present, the BIA has 1 full time and 1 part time staff member and is fully funded by a levy on commercial properties within a specific geographic area. The area stretches from 222nd to 230th on Dewdney Trunk Road and Lougheed; North boundary is Brown Ave and South Royal Crescent.

One of the main areas of concentration of the BIA during the first 5 years was security. During the next 5 years, marketing will be the number one focus. Some of the programs established during the first years include: promotion and assistance to established downtown festivals, development of new events & festivals, shop local campaigns, 3/50 project (each citizen encouraged to spend \$50.00 per month locally), window display contest, summer and winter markets, numerous different beautification and revitalization projects, with the Facade Improvement Project probably being the most successful program, mural projects, graffiti removal program, core area patrol program, development of community partnerships, installation of back alley lighting, Downtown Maple Ridge security patrols 8 hrs per day, 6 days per week, to just name a few.

Presently the DMRBIA features a monthly business column in the Times, highlighting different retail sectors in our Downtown.

Some examples of the physical improvements you may have noticed over the last five years are Gateway banners at the entrances of our downtown on Lougheed Hwy, now followed by new banners throughout Downtown Maple Ridge, flower baskets on 224th and Lougheed, lights in the trees, benches, mosaics in our sidewalks, new trees (that won't push up the sidewalks anymore), 2 solar compactors for garbage, many adaptations in Memorial Peace Park (to make the park more usable for festivals, events and markets), annual power washing of the sidewalks, daily litter pick up, daily graffiti removal and many more. The Downtown Maple Ridge BIA has been the catalyst in all these projects and will continue to make things happen in our beautiful Downtown.

Enjoy Downtown Maple Ridge it's "**Ours To Share!**"

For more information visit their website at: www.downtownmapleridge.ca



50/50 Draw – Bryan Bekar was not a winner

Submitted by Mike Davies