



The Four Way Flasher

Meadow Ridge Rotary Club

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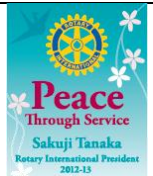
Website: www.MeadowRidgeRotary.ca

Meetings: Tuesday 12pm, Bella Vita Restaurant

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TODAY: ?

NEXT WEEK: ?



Happy Birthday

No birthdays

July 17

July 24

Invocation

Angie Edmonds

Janis Elkerton

Note Taker

Rocky Simpson

Marco Terwiel

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Sun. Aug. 5	10 am - 3 pm	Rotary Duck Race	Lower Maple Ridge Park, 232 nd St.

RI PRESIDENT'S MESSAGE



Dear fellow Rotarians,

I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that my countrymen now place a great priority on peace. We saw where militarism brought our country, and we also saw the great economic growth that came when our nation made the choice to embrace peace.

This was the decision that allowed Japan to grow and thrive. It allowed generations of children to grow up in safety, to become educated, to improve their lives. It fundamentally changed the Japanese attitude toward other countries and cultures. It caused us to open our minds, to become more tolerant, to seek greater understanding.

And it allowed us to redirect our energies toward positive goals. In Japan, it is traditional to prioritize the needs of the society over the needs of the individual. This has always been part of our culture. In the weeks and months following the great earthquake and disaster of March 2011, this was what helped us to survive and rebuild.

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 on a shared goal that is for the good of all – this changes everything. It changes how we relate to the world. It changes our priorities. And it changes how we understand the idea of peace.

In the 2012-13 Rotary year, peace will be our focus and our goal, and I will ask all Rotarians to actively work for *Peace Through Service*.

A belief in the power of service lies at the very heart of Rotary. By making service our priority, we put the needs of others above our own. We empathize more deeply with the difficulties of other people; we become more generous with our time and resources, and more open to new ways of thinking. Instead of trying to change others, we recognize that everyone and everything has something to teach us.

Through service, we become more tolerant of our differences and more grateful for the people in our lives. Our sense of gratitude drives us to understand others better and to see the good in everyone. Through better understanding, we learn to respect others. With mutual respect, we live with others in peace.

And so I ask you all to put *Peace Through Service* at the forefront of your Rotary work this year, and to commit to a Rotary goal of a more peaceful world.

Sakuji Tanaka
President, Rotary International

50 / 50 draw - Jackpot at \$260.50 + 1/2 of today's sales, 41 cards left, Jackpot on "Queen of Hearts" only!

MESSAGE FROM THE DISTRICT GOVERNOR



The new Rotary year begins!

When Rotary works well, it builds on what came before. My thanks to Governor Jane and to all of those who served District 5050 this past year at the District and the club levels!

We have much to do and much to celebrate this Rotary year of **Peace Through Service**.

As Rotary International President, Sakuji Tanaka says- everything that we do as Rotarians is for the ultimate goal of peace. Rotarians build peace through example and by putting the needs of others above our own. We have done much, but we have more to do.

These are the goals for the next year:

- **Membership** - with an increased emphasis on engaging and retaining members.
- **Public Relations/Image** - tell our Rotary stories through traditional and social media.
- **New Generations** - strengthen our youth programs and start New Generations clubs and e-Clubs.
- **Support the Rotary Foundation and PolioPlus** - finish the fight to eradicate polio while continuing in our many other areas of humanitarian service.

July 1, 2012 marks the start of the 25th Anniversary of District 5050. We have many reasons to be proud of our accomplishments during those years and great optimism for what we can do during this anniversary year and as we move forward into the future.

I look forward to celebrating our successes at the Rotary District Conference next year!

District Governor, Sean Hogan

LAST WEEK'S MEETING

Happy & Sad Dollars:

Patrick O'Brien was happy that his wife and daughter returned from Europe last night. The other Happy Dollar is that the second year running and the second year of the competition I managed to garner the wealth management award for Business in Vancouver.

Ineke was happy that we had last week a first Girl's Night Out event for the Businesses in Downtown – it was really fun – you should participate if you're a girl – take all your girlfriends and go out every first Thursday of the month. Also this weekend is the Caribbean Festival and I have to tell you it is a really happy part of my life because it's over after that. We worked so hard on this and we're going to have 20,000 people here in town and come and enjoy the music. The ducks will be selling the Duck Race tickets and we'll have brilliant music all two days Saturday and Sunday.

Bob Shantz urged everybody to sell tickets for the Duck Race. Let's get a push on so we can get better than we did last year and

there's no reason why we can't. But we need the Rotary club behind us.

Sharon Kyle relayed a card from Tamara Reece – she's the young lady from the Pitt Meadows Fire Department, who received a thousand dollar bursary:

I would like to say thank you for your generosity in providing me with my bursary. I have already signed up for the fire investigator course at the Justice Institute of BC which starts this July. This is the first course of four that I plan on taking over the next year at the Justice Institute of BC. Again thank you for your generosity sincerely, Tamara Reece.

Our Guest Speaker was nobody else than our own Brian Bekar, who did a "Who's who".

A long time, years ago, my brothers and I started a company, Pacific Blasting and it was reasonable successful, the year we bought it we did about \$300,000 which isn't that much for the 3 of us, but by the time I left in '82 we were doing about a million and a half a month. But that was killing me that's why I left. So I decided to diversify – I didn't want to get into a like business because I would be back in the same treadmill so I did the logical thing I got into retail.

Everybody asks me why I did that. You guys can figure it out and let me know.

I started Mark's Work Wearhouse in Maple Ridge Square. It was located at the back end of the mall and we were virtually invisible – people would be in Maple Ridge Square and phone and ask where we are because they can't find us.

Some 'smart' advertising would change the picture. I noticed if I took the back page, because it was available all the time – that it was just like sending out my own flyer – it was left on the doorstep right side up – anyway during that experience we increased our sales 25% and the rest of Mark's had about a 10% increase.

Some years later we had problems with the lease under new owners, and at that point I knew that this was the last lease I was ever going to sign. Now the only mall I would ever be in would be ours.

So the problem is now that at the time we build, it was the first Mark's that was free standing because they were all in malls everywhere else. We built this one and everybody was kind of wondering how stupid we were because we had a muffler shop on one side, a real estate company on the other and a big empty lot and opening a clothing store.

We were too big at the time we built, but now we are way too small. I'm looking to get into a bigger store – but try to find one on the Lougheed Highway – we don't want to lose the Lougheed Highway because location is important.

Brian concluded with answering some questions.

One of the comments was that Mark's in Maple Ridge is very community oriented, and that Brian uses his advertising space to promote community and Rotary events.

Submitted by Bob Shantz