



Thu Aug 23, 2012

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*Editor David Allen*

*If you have any comments or questions, please contact the editor.*

### Club Links

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### Future Speakers

Aug 27, 2012  
tbd

Sep 03, 2012  
NO MEETING  
LABOUR DAY

Sep 10, 2012  
Maura Davies, President & CEO  
SASKATOON HEALTH  
REGION

Sep 17, 2012  
Gary Rusu, President  
CLUB ASSEMBLY

Sep 24, 2012  
Rick Hubbs  
DISTRICT GOVERNOR

Oct 01, 2012  
Linda Brazeau, Executive  
Director  
FRIENDSHIP INN

Oct 08, 2012  
NO MEETING  
THANKSGIVING DAY

Oct 15, 2012  
NO MEETING  
MEMBERS TO STAFF  
FRIENDSHIP INN

Oct 22, 2012  
Elaine Zakreski  
ROTARY AWARENESS -  
MALAWI, AFRICA

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Club Events - AGM -  
Rotary Projects Inc  
and Rotary  
Charitable Trust

No Upcoming Events



### Stories

**NEXT MEETING - August 27, 2012**

Posted by Peter Zakreski on Aug 20, 2012

### Next Weeks Speaker:

Brynn Boeback-Lane - Children's Hospital Foundation



**DUTY ROSTER for NEXT MEETING - August 27, 2012**

Posted by Adriana Van Duyvendyk

**Visitors & Guests** - Steve Wilson

**Greeter** - Wayne McGillivray

**Cashier** - Graham Pearson

**Grace** - Stan Hodgins

**Sergeant** - Kevin Wilson



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*(That's for fining me a dollar at the last meeting Kevin... :)*

**Please be at your posts by 11:45 AM. If you are not able to fulfill your assignment, please arrange for another member to replace you!**

**VISITORS & GUESTS**

Posted by David Allen on Aug 20, 2012

**Visiting Rotarians**

No Visiting Rotarians

**Guests**

No new guests

**MEETING HIGHLIGHTS THIS WEEK**

Posted by David Allen

**There are still approximately 20 members who haven't paid their annual dues!!**

**Health of the Club**

*Bernie Sonntag* is still on the road to recovery and hope to rejoin us in a couple of weeks

*Floyd McNabb* - recently celebrated his 90th b-day

*Arie & Audrey Van Duyvendyk* - recently celebrated their 60th wedding anniversary!

**Rotary Moment**

A COMMENT FROM LAST YEAR'S ROTARY FOUNDATION TRUSTEE CHAIR: Bill Boyd

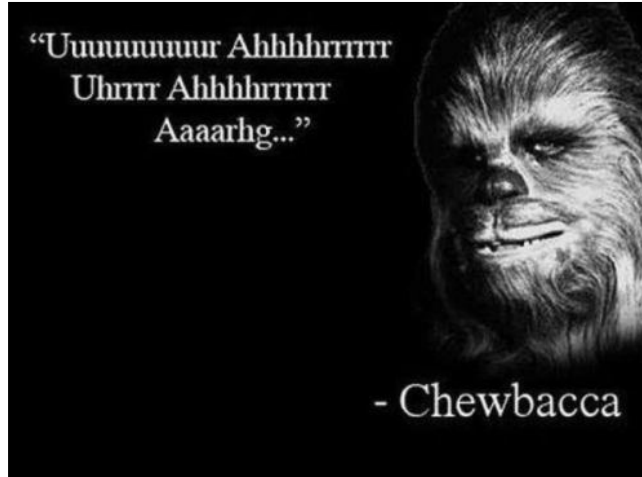
TODAY'S GENERATION SUPPORTS CAUSES RATHER THAN ORGANIZATIONS AND SO WE IN ROTARY SHOULD BE ABLE TO IDENTIFY THE CAUSES THAT DRIVE US. WHEN SOMEBODY ASKS YOU WHAT ROTARY IS, YOU DO NOT HAVE TO FUMBLE FOR WORDS. THIS IS YOUR 20 SECOND ELEVATOR TALK. TELL THE PERSON THIS:

*"WE ARE AN ORGANIZATION OF SERVICE-MINDED INDIVIDUALS AROUND THE WORLD WHO ARE WORKING TO MAKE THE WORLD A BETTER PLACE WITH OUR EFFORTS IN WATER AND SANITATION, BASIC EDUCATION AND LITERACY, MATERNAL AND CHILD HEALTH, DISEASE PREVENTION AND TREATMENT,*

ECONOMIC AND COMMUNITY DEVELOPMENT, AND PEACE PEACE AND CONFLICT RESOLUTION".

### **Weekly Words of Inspiration**

*For you Star Wars Fans:*



*For the non-Star Wars Fans....*



#### **PROGRAM/SPEAKER**

Posted by David Allen on Aug 20, 2012

#### **Tourism Saskatoon Highlight Sheet**

##### **Todd Brandt CEO**

- Organizational Status
- Membership Based Not-For-Profit (430 Members)
- 15 Member Board of Directors
- Conventions Saskatoon Committee and Saskatoon Sports Tourism are key structures for action
- Source Revenues

- o Municipal \$368,100
- o Tourism Sask. \$156,000
- o DMF (2%) \$1,676,407
- o Memberships \$93,847
- o Other \$366,141

- **Budget Allocation**

- o Marketing \$1,610,646
- o Admin/Ops. \$184,288
- o Wages \$717,991
- o Visitor Service \$43,152
- o Member Serv. \$41,450

- **Destination Stats**

- o 964,500 rooms sold in 2011. Up 2.9% from 2010
- o Average Occupancy – 2010 YTD: 73.8% (highest in Canada) but REVPAR down 0.5% (#1 in Canada of 62 cities in 2008-2011)
- o Air Traffic was 1.12 million, down 2.6% from 2010
- o 2010 stats – 1.82 million visitors per year, expenditure \$468 million (30% provincial industry)

- **Marketing Highlights**

- o Sixth year managing Saskatoon's Destination Marketing Fund. Mentoring many other communities in and out of province
- o Confirmed 28,00 room nights for major sporting events and 23,00 room nights via city-wide conferences
- o Will participate in 13 trade events in Canada, the US and overseas in 2012
- o Generated \$482,000 in earned media ad equivalency and 71.1 million impressions
- o First results generated for international congresses through GRAIN
- o Confirmed Travel Media Association of Canada for 2013

- **Operational Highlights**

- o Accredited by Destination Marketing Association International, one of only six in Canada
- o Continue to incubate new events and formed joint marketing partnerships with 16 other events and attractions
- o Trails of 1885 becoming a major program linking Alberta, Saskatchewan and Manitoba
- o 92% compliance in 151 measures
- o New organizational structure developed and implemented

- **Major Issues/Trends/Plans**

- o Overnight room generation strategy to be renewed this year
- o Strategic focus on community ambassadorship, customer service, environmental stewardship, partnerships and communications
- o DMP must be renewed and expanded to include more non-participating partners
- o HR recruitment, training and retention continues to be a major need
- o Restructuring of Tourism Saskatchewan into a Crown Corporation may have implications

#### **ANNOUNCEMENTS**

Posted by David Allen on August 20, 2012

## ***Programa de Beccas Scholarship Dinner and Fundraiser - September 27th!***

Where: Saskatoon Club

Tickets - \$50.00

**Ask about the prospective Rotarian Discount!!!!**

David Allen or Kathy and Jim Weber for details

\* \* \* \* \*

## **8<sup>th</sup> West Africa Project Fair Lagos Nigeria: October 9<sup>th</sup> -17<sup>th</sup> Cost is \$1,699.00 per person**

The West Africa Project Fair was created to share the needs and challenges of West Africa to give Rotarians a hands on experience in Africa's immunization and humanitarian projects. Contact Gary Rusu for more details.

\* \* \* \* \*

### **Formation of Three New Friendship Exchanges**

India - Feb 5th 2013 - Filling up Fast!

Gautemala Feb 15, 2013

New Mexico March 2013

Email communciations to follow - Kevin Wilson for details

\* \* \* \* \*

***Have an announcement you would like included in the Bulletin? Contact David Allen for posting information.***

#### **2012-2013 Club Executive**

President - Gary Rusu

President-Elect - Peter Zakreski

Past President - Dave Sundby

Secretary - Avis Hardy

Treasurer - Joanne Fisher

Club Administration - Cheryl Tuck-Tallon

Rotary Club of Saskatoon, Box 1454, Saskatoon SK, S7K 3P7