



Service Above Self

Rotary Club of Regina Eastview

The ROTOR

Thursday February 23, 2017

 [Club Web Site](#)

Editor: Peter Peters mppeters@sasktel.net
If you have any comments or questions, email the editor.

March 2	“Literacy” with Rob Vanstone
March 9	“Multiple Sclerosis Society of Canada” with Lisa Smith
March 16	“State of the City” with Mayor Michael Fougere-joint meeting with the Rotary Clubs of Regina and Regina Eastview
March 23	“Electronics Products Recycling Association” with Gaylene Creelman
March 30	“From Away” with Jeanne Martinson
April 6	“Saskatchewan Professional Teachers Regulatory Board” with Becky Wock
April 13	“Parkinson Awareness Month” with Todd MacPherson

NEXT WEEK
Literacy
With
Rob Vanstone

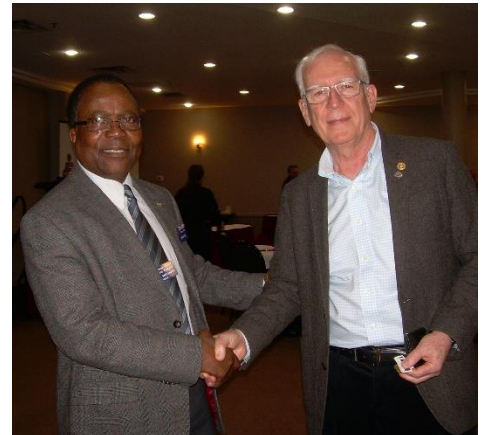
March, 2
2017

Registration: Tracey Schick
Sparrowhawk
50/50: Richard Schwan
Greeter: Doreen Pankewich

Registration: the capable handlers of the registration and 50/50 duties were Louis Browne and Kell Sloan.



Left, shows some of the high stakes negotiating with President Greg for assurances of a winning ticket on the 50/50 draw. As you will see later the negotiating did not work for President Greg! Charles Sadzamre was the greeter today and did a fine job of welcoming everyone to Eastview.



Lead table guests: President Greg had invited Guest Rotarians, Rollie Hardy and Doug Keam, both from the Rotary Club of Regina to sit with him, along with DGE Peter Neufeldt, PDG Doug Mortin, Laurel Mattison and Gail Bradley. Nelson Falkowsky was called to lead us in the National Anthem followed by Rotary Grace offered by Gail Bradley. **Barry Strohan**, in the absence of club philosopher Doreen Pankewich, provided us with a quote from an unknown source: **“A recent study has found that women who carry a little extra weight live longer than men who mention it.”** There may be truth in that statement!! Thanks Barry for the words of wisdom.

Our two visiting Rotarians were treated to the Welcome Song led by Nelson Falkowsky.

50/50 Draw: Kell Sloan is a master at building the suspense. Finally the winning ticket number was announced and the holder was Leif Riesach. However the marbles were not to be found so Leif will be the first to draw for the green marble next week. \$60 was collected today which brings the total pot to over \$900.

There were no birthdays to be celebrated this week but President Greg indicated there will be a number of members to celebrate next week. A task to be carried out by PE Richard Schwan as President Greg will be away.

Sergeant at Arms:

- Sergeant Pat Dell came to the podium and was in her usual fine form. She revealed that she was greeted by Kell Sloan and made the statement that “sucking up had reached a new level!” Needless to say Kell was fined. It can be difficult not to cross that invisible line with the Sergeant!
- The Sergeant reported that she had received a complaint from PE Richard about Nelson Falkowsky—something about inappropriate scratching!! Before anybody could contest/defend, Nelson stood up and offered a happy buck for Richard who had also been seen carrying out inappropriate scratching!! Not sure this is being reported accurately as the acting editor saw no one scratching anyone or anything!!
- The Sergeant noted that President Greg did not have his badge on and did not appear to know where it is but for some reason this did not trigger a fine—was it empathy from the Sergeant for all the fines she has given the President—who knows?
- Leif was fined for bumping into the Sergeant’s chair and Barry was fined for passing insults to members at his table.



- The Sergeant will try and remember to fine Allen Hillsden next week for not having the marbles available. Not sure it is Allen's fault that we have lost our marbles but that is up to the Sergeant!
- Happy bucks came from the following: Sam Berg was happy that family members survived a serious car accident last week; Doug and Leslie will be leaving for a visit with family in Hong Kong next week. Safe travels—we will miss you at meetings, Doug; Leif apologized (no, not to the Sergeant) for ungentlemanly and despicable behavior at the curling rink to both Sam Berg and Lyle Gollnick. Apparently because he was on a winning streak Sam felt that he must have had a camera on his curling stick/broom (whatever it is called these days); Gord Wicijowski celebrated his granddaughter who has been accepted to practice medicine at the Mayo Clinic. Two other grandchildren have also excelled academically; Clarence was happy that some of the family were home to help celebrate Donelda's birthday. Belated happy birthday greetings Donelda!

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Program/Business/Information: Past President Ron Okumura came to the podium to announce that two weeks ago in accordance with Bylaws of the Rotary Club of Regina Eastview, the Nominating Committee consisting of the 2 immediate past Presidents and the President-Elect chaired by the immediate past President presented a Slate of Officers and asked for nominations from the floor.

Slate of Officers for 2017-18

- Vice President: Jack Wozniak
- Secretary: Allen Hillsden
- Treasurer: Jizinge Mwela
- Committee Directors:
 - Membership: Doug Mortin
 - Service Projects: Jack Wozniak
 - Fundraising: Ron Okumura
 - Rotary Foundaton: Greg McNamara

Call for Nominations from the floor 3 times

2017-2018 Directors in the 2nd year of their 2 year term:

- Club Administration: CoChairs Pat Dell and John Van Koll
- Public Relations: Jeff Barber

President 2017-2018—Richard Schwan

President Elect 2017-18—John Van Koll

Past President 2017-18—Greg McNamara

Hearing no further nominations, Past President Ron Okumura declared the Slate of Officers elected for 2017-18.

Next, Rollie Hardy from the Rotary Club of Regina and the interclub PR committee, made a presentation which is included below. This was regarding the new website for Regina Rotary clubs:

"Communicating with the public by way of print media as has been done in the past is rapidly disappearing, and radio and TV advertising are also declining due to technology and social media....."

In order to use technology and social media to effectively convey who we (Rotary in Regina) are and what we do, we need to understand what is happening:

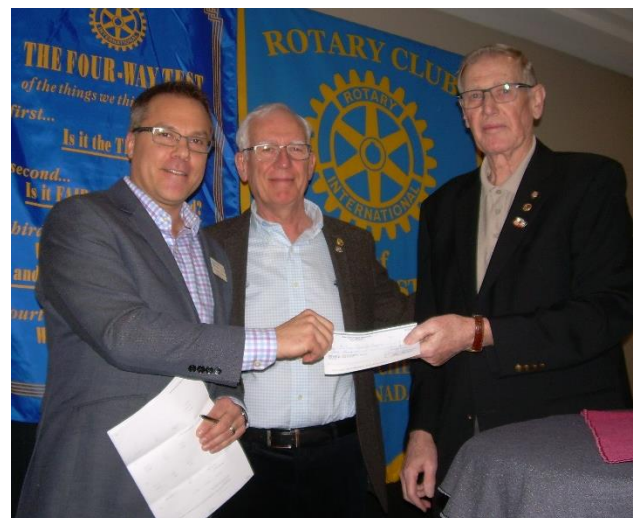
- *Virtually all 18-34 year old Millennials (97%) are mobile users while 20% do not use desktop at all. Many millennials look to belong to a group or organization that is involved in doing things in the community. There are also many who are business or professionals that we need to reach and raise an interest in Rotary in order to attract new members from this demographic.*
- *The age 35-54 demographic has the highest percentage of multiplatform users (82%). A large number of individuals in this demographic reach a stage where their children are educated and out on their own, and they want to become involved in some outside activity such as joining a club that gives something back to the community. Many of our members fall in this category and it is a segment from which we attract new members.*
- *The older segment still has a sizable but shrinking portion of audience that only uses desktop. Many of our members are in this demographic and importantly support club activities financially with manpower and provide strong leadership to their club.*
- *Most important device for Internet access by device ownership is currently laptop 29%, desktop 17%--that's a total of 46%--less than one half the total platforms; smartphones 22%, tablet 20% and other 2% and this trend will continue.*

So when we take a look at the demographic we need to reach, and the media platform used it is obvious that it is essential to have a website that will accommodate all platforms being used. If we don't we will not be in the game.

Not only is this important when we want to reach the public at large, but is also necessary to communicate with our members through the platform they want to use.

So where are we with the project?

1. *We have received a proposed redesign of the existing web site (the current web site is not equipped to handle multiplatform devices). Our first job is now to define with what we want to populate the site and define how Facebook, Twitter, LinkedIn, etc. should be used.*
2. *Our two clubs are underwriting the cost of the redesigned site which will be repaid by conducting two all-club social events from which profits will be used to repay the underwriting.*
3. *The responsibilities of the PR Committee will shift to being a web site committee responsible for*



developing a plan and budget for ongoing operation and maintenance of the site.

- 4. Skills, knowledge and attributes of the committee members will be defined and will include technical skills to maintain the site up to date and loaded with data that will attract the general public to the site on an ongoing basis. Having the knowledge and expertise in marketing Rotary through the web site and social media will also be necessary.*
- 5. The Regina and Eastview clubs will provide two members and a backup for the PR committee.*
- 6. The ad hoc committee will continue oversight of the redesign of the site and will ensure effective implementation and management of the site.*
- 7. We have a tremendous opportunity to attract the public to the website over the next six months. Our Regina Club Legacy Projecty has raised over \$250,000 to celebrate our 100th anniversary and leave a legacy in the community. There will be a Gala Event in August to celebrate our anniversary. The committee is developing a major advertising campaign which we feel will garner a lot of interest in the community which will be a great kickoff for the site."*

Thank you to Rollie and the committee for the hours of work that they have put into this project.

Richard Schwan came to the podium to present Rollie with a cheque from Eastview for \$2000 to contribute to development of this project.

Continuing with the Business/Information of the Assembly:

Richard Schwan spoke about the Transition period and the new committee structure beginning in the new Rotary year, 2017-18. The new structure is hoped to bring about increased engagement of members.

The new structure was presented at a previous meeting. The Committees will be:

1. Service programs Committee (which will invest all money)
 - i) Youth Services
 - ii) International Services
 - iii) Community Services
2. Fundraising Committee
3. Rotary Foundation
4. Club Administration
5. Membership
6. Public Relations

Each Committee will have a co chair and possibly sub-committees. There will be 12 Board members. Members will be able to select the committee on which they serve. Those with special talents will be asked to serve on the committee that will most benefit from their skills. Meanwhile the incoming executive is working on developing the responsibilities, tasks, goals, and budgets for the various committees. Well done Richard. We look forward to the new structure and the opportunity to improve and grow Eastview.





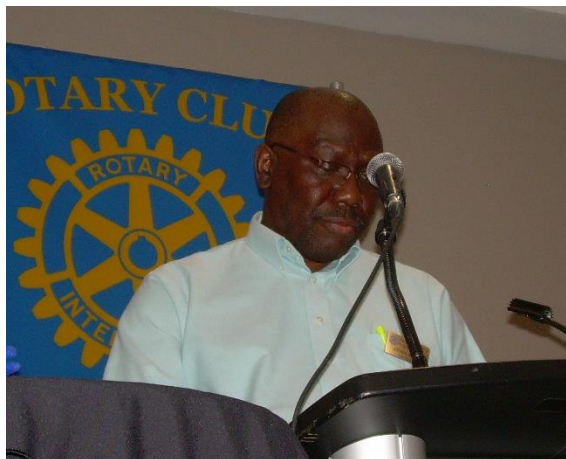
Louis Browne informed us about Membership. This committee is concerned about recruitment and retention. Everyone in the Club is part of the Membership committee. The committee is concerned about new members feeling part of club activities. Retention is a standing item on our agendas. Thanks to Louis for chairing this committee for the past few years. PDG Doug Mortin will chair this committee in the coming year.



Lyle Gollnick from the Community Services Committee spoke about the work of this committee. RYLA registration is now available and open to students from 12-15 years. Literacy is a strong focus for this committee as well as projects with the Regina Branch of Canadian Mental Health.

Pat Dell from Club Services reminded us that their role is assigning tasks for meetings, the Sergeant, speakers and topics for meetings, ham sales, the golf tournament and the President's Social. There will be a few changes next year in the committee's work.

Jizinge Mwela, Club Treasurer, gave us a few details on the finances of the club and indicated that we are on track with the budget. At some point, he will email information on the club finances to members. Thank you, Jizinge, for the work you do in this role.



Wrap up by President Greg encouraged us all to become more involved and to come up with new fund-raising ideas for our club. Thanks were expressed to Chad Cunningham for all of the marketing initiatives he undertook for the Valentine Gala. Members appeared on TV, there were radio announcements, and press releases publicizing the Gala. All newspapers received the information if they chose to print it. All of this contributed to the Gala's success. Appreciation was expressed to all for their work on the Gala.

From Rotary International: see the following heart warming story: **Manitoba honors Rotary Peace Fellow for public achievement** at <https://www.rotary.org/en/somali-refugee-spreads-peace-rotary-fellow>. Filling in for Rotor Editor Peter Peters, I am Gail Bradley wishing you a safe and happy week.