



Service Above Self

Rotary Club of Regina Eastview

The ROTOR

Thursday, July 27, 2017



ROTARY:
MAKING A
DIFFERENCE

Editor: Peter Peters mppeters@sasktel.net

If you have any comments or questions, email the editor.

August 3, 2017 “This is my Life” with Lee Beck

August 10, 2017 “India’s Dalit Population” with Sam Berg

August 17, 2017 TBA

August 20, 2017 Past Presidents’ Barbecue in Pat Dell’s backyard (Sunday afternoon)

Next week
“This is my Life”
With

Lee Beck—2017 Eastview
Service Above Self Award
Winner

Next Week

August 3, 2017

DUTY ROSTER

Registration: Pat Dell

50/50: Greg McNamara

Greeter: Gail Bradley

Registration: Filling in for Pat Dell, was Ann Grahame registering all who came through the doors for food, fellowship, fun and education. Once the 50/50 tickets arrived, Shreedhar Jachak handled the sale admirably. Chris Hefner was the greeter for today.



Lead table: Joining President Richard at the lead table today were partner Sharon Christie, Jeff Barber, Dinesh Kashyap, Chris Hefner, and guest speaker, Catharine Bradbury. **President Richard** welcomed all to Eastview on this beautiful warm summer day. Nelson Falkowsky led us in singing our **National anthem**. It was to be considered a practice for the weekend Rider game. Not sure how we did—depends on whom you ask! Shreedhar Jachak led us in Rotary grace. Multitasker, Chris Hefner, provided us with **words of wisdom** from the late U.S. President,



to be considered a practice for the weekend Rider game. Not sure how we did—depends on whom you ask! Shreedhar Jachak led us in Rotary grace. Multitasker, Chris Hefner, provided us with **words of wisdom** from the late U.S. President,



John F. Kennedy: *"We have the power to make this the best generation of mankind in the history of the world or to make it the last."* Powerful words that ring as true today as they did over 50 years ago.

Visiting Guests and Rotarians: Ann Grahame introduced the guests who found their way to Eastview today: Catharine Bradbury, guest of the club, Sharon Christie, guest of President Richard, Shannon Windrim, guest of Doreen Pankewich and soon-to-be member of Eastview, and Papa Kwabena, guest of Charles Sadzamare. Visiting Rotarians were: Kevin Hayes, former member of Calgary South Rotary Club and today a guest of President Richard, Doug Keam from the Rotary Club of Regina, Val Wiks from the Rotary Club of Regina Industrial Parks and former member of Eastview. All guests were royally welcomed with the Eastview welcome song. It was good to have all of you with us today.

Shreedhar Jachak announced the **50/50** collection today was



\$39.35. The winner of the draw was Chris Hefner who received his \$2 back however the green marble eluded Chris, and so the suspense and the pot continue to grow!

Birthday: Today we celebrated the birthday of Dave Edwards in early July. Dave has been involved in heavy work commitments so today he took a break and we celebrated his birthday.

Sergeant at Arms: Jeff Barber was the surprise Sergeant today. Jeff indicated that we all look forward to him being Sergeant because he is noted for giving out Rotobucks. However as he indicated Sergeant Pat has a budget to meet so

he gave careful thought to levying fines. First Sergeant Jeff tasked us with trying to remember what happened the previous week that deserved a fine but the Sergeant had left. Sergeant Jeff had a bit of a memory loss this week and remembered there was a misdemeanor but could not remember what it was. President Richard said he remembered but would not tell the Sergeant what it was which would lead one to believe he was the guilty party. After a couple of guesses the truth emerged and indeed, the guilty party was President Richard who had forgotten to give a gift to the guest speaker. Further President Richard was reprimanded for "sucking up" to the Sergeant (haven't all past presidents done that?) by asking Jeff to sit at the lead table. However he was not fined. He was excused because he invited Sharon to the meeting. A puzzling outcome but one cannot question the Sergeant!!

The Sergeant had a further question about his personal happy buck from last week. Who knew there would be a memory test! Doug Mortin was fined \$2 because he could not remember, Barry was fined because he remembered one of Jeff's old, old happy bucks but Ann Grahame remembered that Jeff's happy buck last week was for the opening of the new Mâdawêyatîtan Center.

The Sergeant was looking for his banker to fine as he had to go to two banking facilities to withdraw money for the meeting. Alas the banker was not present so he fined ex-banker Richard instead! Fines were levied against those who have not paid their annual dues. Jack Wozniak, just returned from a three

week trip to Europe, was given a Rotobuck for taking holidays in the summer. The Sergeant distributed Rotobucks to all who volunteered for the last Habitat for Humanity build. (See information later in the Rotor regarding a future Habitat build). **Dave Edwards** received a Rotobuck for being at the meeting.



Laurence Vigrass had happy bucks because his grandson will be married in Calgary at the end of August. Glenna and Laurence plan to attend. **Jeanne Martinson** was happy that her root canal ordeal was over and after a week of eating soup she was able to enjoy the Delta meal. **Dave Edwards** was happy because a project he has been working on for months has now been completed. **Peter Peters** had happy bucks for his upcoming bicycle ride (no motor bike for Peter!) to raise funds for the Multiple Sclerosis Society of Canada. He urged us all to contribute to this worthy cause. **Chris Hefner** was happy that François at Canadian Tire South will sponsor the gifts for the draw table at the Valentine Gala. And that ended the Sergeant's report.

Happy Bucks!

Program: Chris Hefner introduced Catharine Bradbury, CEO of Bradbury Brand and Design Experts. Established in 1989, Bradbury is an award-winning firm specializing in branding strategy, design and marketing for professional firms. The firm has received over 300 awards over the past 27 years. Catharine introduced her company and noted the following;



- that your logo is not your brand. Your reputation is your brand which is made up of everything you do witnessed by the world—your tone, communication, comments, public statements and more are your brand.
- If you don't brand yourself, someone else will.
- You need to be able to answer, 'What makes you different?'
- Be Yourself. Be different, be visible, be great. There are 10 signs you need to rebrand, according to Catharine's group:
 - You're losing market share and facing stiffer competition
 - You're struggling to attract and retain clients
 - You're not attracting the right employees
 - You want to grow your firm and increase your revenue
 - You're expanding into new markets or evolving your range of services
 - You're not sure who you are as a firm or why people should care
 - You're not sure what makes you different
 - You're undergoing corporate changes
 - You have multiple partners who are not all on the same page
 - You love your brand, but it feels a bit dated or is not being used consistently

How to create an authentic brand? Bradbury Brand & Design Experts can help.

- Discover your value proposition
- Develop your visual brand
- Create your brand plan. The final result is an actionable marketing plan tailored to reflect your brand. Successful branding requires buy-in. Branding is based on sound principles. Need to be true and authentic.

Bradbury states: “We use our Brand Imprint process to grow authentic brands from within. We use the power of design to communicate your brand value. Then we use our experience to deliver brand strategy + design + execution.”

In closing, Catharine invited members to submit their business cards for a draw if interested in rebranding. President Richard thanked Catharine for her presentation and presented her with a Club gift.

Announcements:

President Richard announced that Shannon Windrim will be inducted in the near future. We look forward to Shannon’s membership in Eastview.

Val Wiks, member of the Rotary Club of Industrial Parks, announced the Club’s 20th annual pancake breakfast will be held Wednesday August 2 with a hovercraft on display & special guests. Val offered to pay a fine as she forgot to bring tickets. See details of the event below:

**Where: Gaebel’s Brewhouse Parking Lot; When: Wednesday, August 2, 6-30 – 9 AM
Cost: \$8 on site or \$70 per 10 pack in advance; Tickets: call John 306-789-7378 or Gaebel’s**

Ann Grahame again requested assistance in transporting and setting up the Shelter Box at the Pancake Breakfast. In the absence of offers to help she will not be bringing the Shelter Box. Pamphlets will be available in lieu of the Shelter Box. Please call Ann if you can help.

Habitat for Humanity-Rotary Club of Regina Eastview - 2017 Build - another opportunity

On three occasions in the past, members of our Rotary Club have volunteered for a hands-on opportunity to help our community. We have opportunity to do so again on August 28th. A crew of between 10 & 15 are needed for this build beginning at 8:30 AM, MONDAY, with a mid-morning break, lunch at 12:30 and wrap-up by 3:30 PM. All food and beverages are provided; all we need to supply are volunteers with work clothes, gloves, boots and a desire to “do good in our community”.

Please note: Habitat has a supply of boots & gloves for our use so don’t go out to buy these just for this day. Thank you to those five who have volunteered to date.

**We can have 15 on our crew, so should more of you be available, please let Doug know as soon as you are able. Doug Mortin, 306-596-3076, Email: dougmortin@myaccess.ca
Habitat Contact: Russ 306-522-9733**

COMMENTARY

From Ralph Waldo Emerson, “The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.”
In other words it is about “making a difference”.

For Editor Peter Peters, I am Gail Bradley. As time passes we will remember these warm days of summer!