



February 28th, 2018

The Fortarian

Rotary Club of Thunder Bay, (Fort William)

2017/2018 Board of Directors

President: Therese Lim
Treasurer: Boris Cham
Secretary: Joan Krisko
President Elect: Sante Sottile
Past President: Bob Hookham
*Meets: 3rd Tuesday of each month,
SJCG Hogarth Riverview Manor
Boardroom 300 Lillie St North, 6.30pm*

Website www.fwrotary.ca

Directors: Jerry Williams
Solade Nicol
Dave McColl
Dave Knutson
Sharon Badanai
Bruce Nugent

Allocations Committee

Chair: Peter Stetsko
*Meets: 2nd Tuesday of each month,
Weiler Maloney Nelson Board Room 12 noon.*

Rotary House Lottery Committee

Chair: Dave Knutson
*Meets: 1st Tuesday of each month,
Weiler Maloney Nelson, 12 noon.*

Weekly Dinner Meetings

*Wednesday at 5:30 p.m.
Airlane Hotel and Conference Centre
698 W. Arthur St. Thunder Bay, ON*

Mailing Address

Thunder Bay, ON
P.O. Box 10061
Canada P7B 6T6

Note: For July and August, meetings will be on the 2nd and 4th Wednesday only.

Newsletter Editors

Erle Wheatley & Brian Phillips

Meeting of February 28th, 2018

The Sergeant at Arms for the evening was Craig Sandberg. Guests at the meeting included Honourable Rotarian Erin Osesky (attending with her dad Ted), Steven MacDonald, Jason Edwards (guest of Joan Krisko) and the evening's "presenter".

Cynthia Judge proposed a toast to the Queen and Canada.

Rotarian Stephen Margarit introduced the evening's speaker, Stephanie Reid, Digital and Travel Media Officer for the City of Thunder Bay Tourism Department.

Stephanie outlined the efforts by the Tourism Department to reach the public in strategic ways. For example, the City has moved away from the traditional "billboard" and purchased advertisements approach to one in which the media is used to "tell stories". This is done in conjunction with local and regional stakeholders. For example, by sponsoring tours that expose media from a variety of interest groups (outdoors activities, Culinary, cultural), the outcome are stories that "tell" what was experienced in Thunder Bay to a group pre-disposed to be engaged in that activity. For example, if a person were interested in "bush craft" (which embodies camping and outdoor skills), the individuals behind blogs and magazines that cater to this interest would be invited to visit Thunder Bay and the Region. Those individuals then return and write a story about their experience (for example, the day spent in the City, where to stay, good restaurants, etc., on either end of a wilderness trip, the logistics of getting to the City/Region, etc. That story is read by interested individuals from all over the world and reflects the type of information they are most interested in obtaining. Thunder Bay becomes better known for the reasons an individual might wish to visit, rather than just one of a thousand locations around the world that a wilderness adventurer might wish to travel.

As an illustration, one of the bush craft "superstars" is Ray Mears, based in Britain. He has a following from all over the world. The following two films were a result of this type of marketing endeavour:

We Belong To It - Ray Mears in Northern Ontario: <https://www.youtube.com/watch?v=A4wJ2AThDjc>

Ray Mears and the Path of Grey Owl: <https://www.youtube.com/watch?v=TEP83CAyxgc>

You will note that the former has been viewed over 100,000 times, mainly by people pre-disposed to this interest –as opposed to a billboard in Grand Marais trying to broadly entice tourist to consider travelling to this region.

This approach covers many interests that can be supported by our community, bring the personalities/writers to the community and then having them write about the cultural event, meals and activities that they experienced. These articles appear in a variety of media, the Porter inflight magazine, Outside magazine, the Porter blog, the Expedia blog. And when these writers and personalities, who may have thousands of people that visit their blogs and read their magazines tell their stories, even people who are not specifically interested in this region are exposed to that story –and it may resonate with them. As a City, we also learn to see our community through the eyes of someone from another perspective –often what we take for granted is intriguing or unusual for others.

The City is also growing its presence in social media, with 25,000 direct followers and increasing interaction with social media influencers.

For further information contact sreid@thunderbay.ca



President Therese thanked the Speaker for the interesting presentation.

It was with pride and excitement that President Therese inducted a new Rotarian, Steven MacDonald, Executive Director of the George Jeffrey Children's Foundation. Steven has extensive public sector employment experience combined with a Master of Public Administration degree from Queen's University's School of Policy Studies and relocated from Peterborough to work with the Foundation. He was nominated for Membership by Rotarian Stephen Margarit. Steven willingly accepted the obligations of a Rotarian and was welcomed into the Club by all present. Steven, we are pleased to have you as our newest member!

Fines: Joan Krisko was fine master, soliciting contributions from those with “good news”, those who weren’t wearing their Rotary Pins, those who hadn’t introduced themselves to our guest Jason Evans and those who didn’t attend the Rotary Anniversary dinner on Friday February 23. As part of his good news about having travelled to Sierra Leone, Solade Nicol mentioned that he had brought 2500 pairs of used eyeglasses, which will be recycled for use in the country.

Announcements:

President Therese thanked the organizers of our two “off-site” events over the past weeks, the Valentines dinner at the Fort William Curling Club and the Rotary Anniversary Dinner. These events take a significant effort by those who volunteer their time and effort to organize the venue, purchase the prizes and arrange the various activities that make them so successful. Thank-you all from the Club members!

Dave Knutson provided an update on the status of the house as we head into the first weekend of ticket sales. There will be a work party to set-up for this weekend’s sales on Thursday evening, March 29. Boris Cham is working with Tbaytel to get the Point of Sale machines up and running for the weekend. The house is complete and we expect delivery of the remaining two appliances this week. Everything is looking very good, with all of the volunteers who make this happen each year stepping-up to do all of the myriad of things required to make the sales go as smoothly as possible –thanks to all of the House Committee members and Rotarians who work so hard to make this a success each year.

We await approval of some of the signage locations, however the routes to the house are fairly straightforward and the signs should be available for future weekends.

With respect to the three tickets for \$250 sales; this is the first year Rotarians will be able to sell 3 for \$250 tickets. For the Rotarians and Outlets, the rule remains- “the same name on all three tickets”. This is required because the entries must be individuals 18 years and older. This is easily policed when selling to an individual. We do not want a situation in which a purchaser is adding names of individuals who might not be eligible. So remember (3 for \$250, all names the same on the front of the ticket).

Alternate names will be allowed at the House because we have two Rotarians at each table to ensure that the “18 and over” message is given to any Purchaser wishing to add different names to each of the three tickets. The purchasers MUST be reminder that only persons 18 and older are eligible to enter –in this circumstance (different names) please ensure that one of the Rotarians at the sales table mentions this to the Purchaser.

Regarding the Rotary 5580 District Conference hosted in Thunder Bay April 26-28, 2018, while the District registration site is up and functional, those members wishing to register in-person/using a paper registration form, Joan Krisko will circulate a PDF form by e-mail that can be printed-out and used for local registration. The costs are listed in Canadian dollars. Bob Tomlinson (Port Arthur Club) will be visiting in March with a “Point of Sale” machine to allow credit card payment. Dates to be announced.

Joan Krisko is requesting assistance (possibly a temporary requirement) for an Outlet Manager to serve the Georges Market and RBC Grandview locations. The assignment requires the Manager to deliver tickets Mondays and collect the sales proceeds, complete some paperwork and return the stubs to Joan that day. Please contact Joan Krisko to volunteer.

Up-coming events:

- March 3, 2018 –The Satellite Club will be running a hydration station during the Sleeping Giant Loppet this weekend. Rotarians (not selling tickets at the house) are invited to volunteer to support this event.
- March 5, 2018 –Shelterhouse Dinner; the regular monthly meal preparation by Fort William Rotary takes place the 5th. Stephen Margarit is looking for chickpea recipes as the Shelter has ample stocks of this legume.
- March 8, 2018 –The official media launch of the House Lottery, Thursday morning, at the House at 301 Pioneer Drive- contact Gordie Garriock for more information.
- April 26-28, 2018- Rotary 5580 District Conference, Thunder Bay
- June 23-27, 2018 – Rotary International Conference in Toronto

Lighter side: Dave McColl entered the crowd with a listing incredible quips, verging on “groaners” but too clever to be burdened with that label. All were entertained!

Bingo: The luck cardholder was Solade, with a donation to the Rotary Foundation of \$42.

February 23, 2018

The Foundation Dinner was held at the Italian Cultural Centre on Friday, February 23, 2018. This four club event was hosted this year by the Port Arthur club.

As usual there was a wide assortment of items on which to bid for the silent auction. This year, instead of a chinese auction, there were many surprise gift packages for which we could purchase tickets and then choose on which packages we wished to place our tickets.

A delicious meal was provided followed by a special anniversary cake.

Our host club President, Brenda Winter, emceed the evening. Therese Lim, President of the Fort William club, Wayne Robinson, President of the Lakehead club, and Brenda Winter, President of the Port Arthur club, each gave an overview of their club’s activities. The special guest for the evening was our District Governor, Debra Warner, who gave an informative and inspiring talk.

The evening concluded with the announcements of the winning bids for the silent auction items and the winners of the surprise packages.

Editor – Erle

Scribe – Dave Knutson

