

FORTARIAN

WEDNESDAY 22/10/2025

THUNDER BAY, CANADA

Meetings



2nd & 4th
Wednesdays



Dinner - 5:30pm
Meeting - 6:15pm



Daytona's Restaurant
965A Cobalt Crescent

2025-2026 Board of Directors

President:

Jodi Phillips

President-Elect:

Stephen Margarit

Past President:

Glenn Craig

Secretary:

Beverly Knutson

Treasurer:

Dawn Sebesta

Directors:

Laura Craig

Laurie Etter

Dave Knutson

Mandi O'Connor

Nancy Patterson

Dawn Sebesta



Elaine Hansen

5580 District Governor



Jodi Phillips

Club President

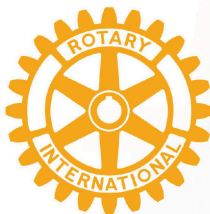


Francesco Arezzo

RI President

01/04

Fort William
Rotary
Club



LAST MEETING

Our speakers were Patrick Harrison and Linda Marrin, presenting on the topic "Rotary Public Image".

Patrick serves as Rotary International Region 36 Public Image Team Advisor and led communications for the 2022 Rotary International Convention in Houston. Patrick co-chairs the award-winning District 5870 Central Texas Public Image Team and is a proud member of the Austin Cosmopolitan Rotary Club.

Linda is the Public Image and Communications Chair for Rotary District 5580 and a Past President of the Rotary Club of Central Lakes in Pequot Lakes, Minnesota. Linda uses her expertise in storytelling and communication, helping clubs strengthen their visibility and engagement across the district.

Patrick and Linda reflected on a tour of the work and projects being undertaken by the Rotary Clubs in Thunder Bay, stating that they were very impressed by the impact on the local community. The FW House Lottery was noted as being especially bold & unique.

Patrick stated that the goal as a team was to visit all of the Districts in Rotary Zones 25B and 29 and inspire Rotarians to consider all aspects of "Public Image".

This includes:

- Community Involvement
- the "vibe" of the Club (welcoming, inclusive, fun, serious, stand-offish, formal, etc.)
- Projects/fundraising
- Online presence - "voice" and visual identity

As part of this assessment, they suggested an exercise of imagining what a new potential Rotarian would experience attending a Club meeting as a guest: What would be your reactions or impressions? Are the speakers stimulating or boring?

What is the "secret sauce" of the Club:

- Inspirational?
- Connectivity between members?
- Value everyone's time?

Having completed this assessment, consider these factors in terms of how the public perceives us, bearing in mind that the most resonant message is not just "What" we do but "Why" we do it. The "Why" is how we brand our organization.



As an example, Patrick mentioned a Club that supported a Women's Shelter by painting and cleaning the facility for the Clients. In the course of doing this work, a client was asked what the impact of these improvements would have on her life, to which she responded "My daughter can dream again...". The message was that, while Rotarians might frame this project as "helping the shelter and demonstrating "service above self"", the real inspirational message is that the Rotarians efforts provided "a safe and pleasant environment that allowed the Clients to thrive".

What is the message that we wish to give the public:

- that we volunteer time and effort to improve the Shelter's physical facility or
- that this time and effort allow for improved wellbeing amongst the Clients?

The latter is the compelling argument in the minds of the public and provides the largest Public Image benefit.

It was mentioned that Rotary was present during the development of the Charter for the United Nations, that it is the largest NGO with a plan for peace and that the Rotary Foundation is the number one foundation in the world - all facts to help frame our public image initiative.

Therese Lim then led the group in a trivia contest about the Rotary Foundation, reminding everyone that October 24 was World Polio Day.

CLUB UPDATES

Community Service

- **Shelter House:** The Club supported evening meal service, on the first Monday of each month, will be restarting shortly. Information to follow.
- **RFDA:** The evening work party, held on the third Monday of every month, will restart now that the renovations are being completed. Further information to follow.

TB Rotary Environment Action Team

- A reminder that the Spooky Green Halloween event will be held October 30 at the Red Lion pub, starting at 6:30pm. Information has been distributed to all Rotarians previously.

Santa Claus Parade

- The parade will occur November 15, 2025. Additional volunteers are required for the barricades at the Auditorium. Contact Sante if this is something that you can assist with.
- Also, an additional 6 to 8 volunteers are required for preparation of popcorn Friday evening and 8 to 10 volunteers are required to serve the popcorn and hot chocolate Saturday morning at the Auditorium. Please contact Jodi for more information.

Helping Ukraine

- Christmas Presents for Ukraine Children: Anyone interested in donating to this cause can make donations to Stephen Margarit, using cash or e-transfers. The money will be forwarded through the Canada-Ukraine ICC.

THIS WEEKS' SCRIBE:



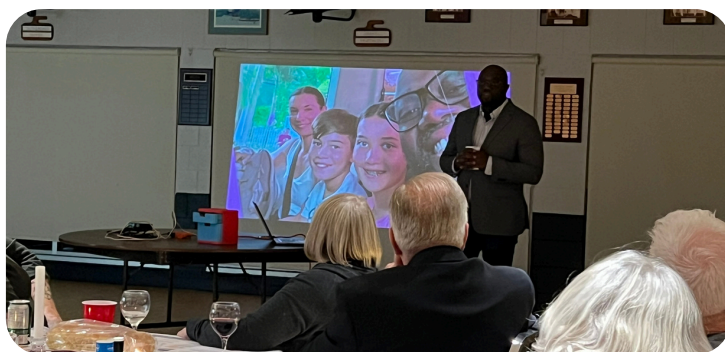
Dave Knutson

NIPIGON ANNIVERSARY

Stephen and ADG Krysta attended Nipigon Rotary's Anniversary Dinner held at the Curling Club. After a delicious home-cooked meal, there were 2 presentations.

The first was Nipigon's 2 recent RYLarians speaking about their time at RYLA. Then Dr. Clarke spoke about his recent trip to Jamaica for service projects. These annual trips, which are partly paid for by Nipigon Rotary, have local dental hygienists and dentists go to Jamaica and do free dental care in impoverished areas.

After the presentations, there were a two-bit auction that brought in \$430 towards the Rotary Foundation.



Next Meeting: Nov. 12

Remembrance Day
@ Slovak Legion



Upcoming Events



OCTOBER
30
6:30 PM - 11:00 PM
Rotary Spooky Green Halloween

OCTOBER
31
An illustration of a jack-o'-lantern with a carved face and a black bat with wings spread, set against a white background with a spiderweb in the top right corner.
Happy Halloween

NOVEMBER
11
A silhouette of a soldier standing with a rifle, and a small sign that says "Lest We Forget" with a red poppy flower.
Remembrance Day

NOVEMBER
12
5:30 PM | 6:15 PM
Club Meeting: Remembrance Day

NOVEMBER
15
10:00 AM
Rotary Santa Claus Parade

NOVEMBER
17
6:00 PM - 8:00 PM
Club Volunteering: RFDA

NOVEMBER
26
5:30 PM | 6:15 PM
Club Meeting: TB Art Gallery

DECEMBER
1
4:00 PM | 8:00 PM
Club Volunteering: Shelter House

DECEMBER
10
5:30 PM
Club Meeting: Holiday Social