

 **Rotary** 
Lakehead Rotary Chronicle

March 9, 2017

OUR SPONSOR THIS MONTH
THE REGIONAL FOOD DISTRIBUTION ASSOCIATION

Thank you Rotarian Volker Kromm



Special guest ROSA CARLINO talks about “Crowd Funding”



Gail Kromm conveyed a message on behalf of Volker and the RFDA. The RFDA is looking into ways of getting healthier food to people, especially those living in remote communities across Northwestern Ontario. Volker is working on the issue of food security and ways to overcome the cost of transporting, storing and distributing the food across the north and within our communities. He also invites us to add a row of veggies to our home gardens to be donated at harvest time. Even businesses with some arable ground that can support potatoes or other crops can participate.

A cold late winter morning for our meeting with 18 Lakehead Rotarians including Graham Stewart, home from a winter retreat in Arizona. Our special guest today was Rosa Carlino.

ON THE DOOR IN 2016/17:

Mo Papich was on the desk this morning and for the month with PE Wayne on deck for the month of April. See below our 2016/17 line-up. Thank you Rotarians for your service to our Club. The sign-up sheet for 2016/17 is available now so pick a month and sign on to help your Club.

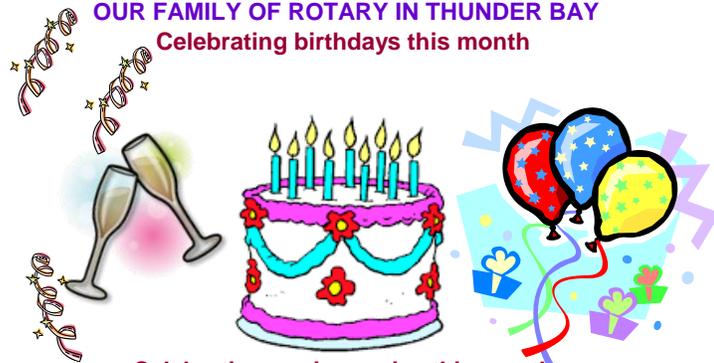
JULY	Clint Kuschak	JANUARY	Gail Brescia
AUGUST	Mo Papich	FEBRUARY	open
SEPTEMBER	Graham Stewart	MARCH	Mo Papich
OCTOBER	Michel Caza	APRIL	Wayne Robinson
NOVEMBER	Wayne Robinson	MAY	
DECEMBER	Volker Kromm	JUNE	

SPONSORSHIP:

If you can help your Club and wish to promote your business or community interests through a month sponsorship, please contact Sergeant Bill or Clint. Here is the sponsorship line-up so far:

JULY	NOSM	JANUARY	open
AUGUST	Blair Schoales	FEBRUARY	Beaux Daddy's
SEPTEMBER	Sunset Memorial	MARCH	RFDA – Volker
OCTOBER	Ken Boshcoff	APRIL	Sandy Lychowyd
NOVEMBER	Shelter House	MAY	Salvation Army
DECEMBER	Investors Group	JUNE	Star Rotarians

OUR FAMILY OF ROTARY IN THUNDER BAY
Celebrating birthdays this month



Celebrating anniversaries this month

CLUB CALENDAR:

MARCH IS WATER & SANITATION MONTH

MAR 16	BUSINESS MEETING
MAR 17	ST. PATRICK'S DAY
MAR 23	NADINE – BREAKFAST, LUNCH & DEENER
MAR 23	CANADA CLUB MEETING
MAR 30	LINDA BRUINS – EVERGREEN A UNITED NEIGHBOURHOOD

APRIL IS MATERNAL & CHILD HEALTH MONTH

APR 4	BOARD MEETING
APR 6	OPEN
APR 8	PETS – DULUTH
APR 13	KELLY ROONEY – CNIB

APR 20 BUSINESS MEETING
APR 27 WAYNE ROBINSON
A LONG TIME AGO IN A FARAWAY LAND
APR 27 – 29 DISTRICT 5580 CONFERENCE – TOWER, MN

MAY IS YOUTH SERVICES MONTH

MAY 2 BOARD MEETING
MAY 4 OPEN
MAY 11 OPEN
MAY 18 BUSINESS MEETING
MAY 25 OPEN

JUNE IS ROTARY FELLOWSHIPS MONTH

JUN 6 BOARD MEETING
JUN 8 OPEN
JUN 10 – 14 ROTARY CONVENTION – ATLANTA, GA
JUN 15 OPEN
JUN 22 MEETING CANCELLED
JUN 22 PRESIDENT'S BBQ – VIKING ROOM
JUN 29 BUSINESS MEETING – FINAL 16/17 MEETING

PRESENTATION:

Our special guest today was Rosa Carlino. Rosa is an associate lawyer with Cheadles LLP. She obtained her Juris Doctor degree from the University of Windsor in 2012 and has been practicing law since June 2013. Rosa has focused her legal work on corporate, commercial, wills, estates and real estate law. Prior to attending law school, Rosa earned an Honours Bachelor of Commerce degree from Lakehead University in 2008 with a major in human resources management and a minor in marketing. She later obtained her Master of Science in Management degree that she completed with honours in 2010. Rosa was born and raised in Schreiber, Ontario. She is a director on the Board for the Thunder Bay Law Association and an executive board member of the Thunder Bay Chamber of Commerce. She is also the Board solicitor for the Thunder Bay Real Estate Board and the Fund Development Co-ordinator for Camp Quality Northwestern Ontario.

Rosa's presentation was on Crowdfunding. The following comments come from Rosa's PowerPoint presentation.

Crowdfunding is the raising of funds through the collection of small contributions from the general public using the Internet and social media. i.e. Indiegogo, Kickstarter, gofundme

Six basic elements of Crowdfunding:

1. a single promotion and solicitation platform
2. relatively small contributions made by large volumes of people
3. Quick funding (usually 60 days or less)
4. Reward or recognition for contributing
5. Funding targets
6. Anonymous contributors

Why crowdfunding?

Access to a new source of capital

Traditional financing models have high barriers of entry and low success rates for most small to medium sized businesses.

Most startups die in the "valley of death"- the point between initial seed funding from family and friends and breaking even with operating revenue.

- Can be cost effective, efficient and transparent
- Good tool to validate and expand ideas
- Built in product/brand promoters

These investors can validate and expand ideas, promote a company's brand, services and products through their own online networks and in local circles offline

- Product development research and validation

Crowdfunding allows companies to gain access to a brand new capital source from supporters who would not only contribute financially but can also bring valuable insights into product development

Rosa talked about the four primary types of crowdfunding:

1. Donation
2. Reward
3. Lending-based
4. Equity

Rewards-based crowdfunding is the most common type of crowdfunding option available. This type of crowdfunding involves setting varying levels of rewards that correspond to pledge amounts. A standard rewards campaign offers at least three levels of pledges/rewards. Rewards campaigns tend to work well for client-facing, tangible products who require less than \$100,000 in funding and typically last for 1-3 months.

Equity crowdfunding is on the rise. Equity crowdfunding is the exchange of actual shares in a private company for capital. In this form of crowdfunding, entrepreneurs can set investor caps, minimum pledge amounts, etc. as well as approve or deny investors who wish to view their business documents. Equity campaigns are typically several months or longer in length and fit well with start-ups seeking \$100,000 or more in funding.

Donation crowdfunding is exactly what it sounds like - the campaigns amass donations without being required to provide anything of value in return. This type of campaign serves social causes and charities best. Donation campaigns are often 1-3 months in length and work well for amounts under \$10,000.

Lending based crowdfunding allows entrepreneurs to raise funds in the form of loans that they will pay back to the lenders over a pre-determined timeline with a set interest rate. Lending campaigns tend to take place over a shorter time span of around five weeks and works well for entrepreneurs who don't want to give up equity in their start-up immediately.

Rosa concluded her presentation with a review of some of the advantages and disadvantages of the four primary types of crowdfunding.

THE ROTARY CONVENTION 2017:



Join thousands of Rotarians at the Rotary International Convention in Atlanta, Georgia, USA - June 10 – 14, 2017. The celebration of The Rotary Foundation's 100th Anniversary promises to be an unforgettable experience. Register before December 15th for extra savings!

50/50 FOR THE FOUNDATION:

Gail Brescia was our winner today and her winnings will be added to the funds going to the Rotary Foundation in June.

FINES:

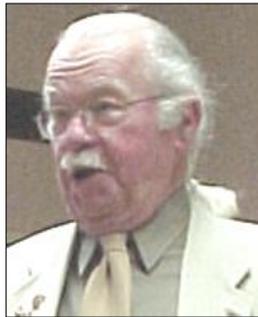
Wayne worked the cup today opening with tribute from President Chris for some good reason. Gail Brescia was next up for an amusing slip-up when she thanked Rosa on behalf of the PA Rotary Club. Picking up on our presentation on crowd funding, all those who have never donated to a crowd funding appeal were invited to pay

tribute. And to thank Bill for his weekly contribution to the Club Chronicle, those who couldn't remember the musician highlighted in the last issue were also invited to pay tribute. Shirley shared a happy dollar to thank us for the get-well card we signed and sent to her. She is feeling better and looking forward to some fun and travel. Audrey commented on her conversation with retired members at her table and was pleased to know that there is "life after retirement". Richard happily reported on the start of his new businesses offering motivational speaking engagements. He's now wondering on how he can promote his services to gain an audience in the way that Cambrian Players has attracted patrons to their sold-out run of "The Full Monty". Chris closed down this round with his happy dollar to report that Beaux Daddy's recently welcomed a patron who was celebrating her 101st birthday. [They have a birthday discount promotion]

BILL'S STUFF...

Welcome regular contributor to your weekly Club Chronicle – Bill Butuk with his "Bill's Stuff" Column.

ROSCO GORDON



broadcasters, and called themselves "The Beale Streeters". When Rosco's trio won a talent contest at Memphis' Palace Theater in 1951 radio MC Rufus Thomas invited them to play on his radio show and then took them to Sam Phillips Recording Studio. There, they recorded Rosco's "Booted" and the tapes were sent to Chess Records in Chicago where there were disputes with competitive label Modern who had also recorded Rosco's "Booted"

In 1952, Rosco recorded his second big hit "No More Doggin'" which became very influential in Jamaica. In 1955 Rosco joined Sun Records in Memphis where he recorded a series of rocking R&B tracks. In 1959 he joined Vee-Jay Records where he recorded his last hit single "Just A Little Bit". A short time later he moved to New York City and dropped out of the music business to devote time to a laundry business he purchased, his wife and his growing family. It was only after the premature death of his wife and the growing up of his children that, in 1982, he got back on the road again. He toured mostly in Canada and Europe. He gradually re-built his career and made several records.

In 2000, he cut an album for Edmonton Alberta's Stony Plain Records with Duke Robillard. In 2002, he took part in the documentary film "The Road To Memphis" which was a tribute to Sam Phillips. Six weeks after filming was completed, Rosco died of a heart attack in Queens, New York City on July 11, 2002.

Watch and listen to Rosco Gordon at:

<https://www.youtube.com/watch?v=M5rrSAOyzb4>

<https://www.youtube.com/watch?v=Y3mYXervltc>

<https://www.youtube.com/watch?v=KJcRaEPi-dE>

NEXT MEETING:

THURSDAY, MARCH 16, 2017
BUSINESS MEETING



Rosco N. Gordon III (born April 10, 1928 in Memphis, Tennessee—died July 11, 2002 in Queens, New York City) was an American blues singer, pianist and songwriter who was active from the mid-1940s to the early 2000s. He is best known for his 1952 #1 hit single "Booted". He developed an off-beat piano shuffle that gave his music a distinctive "flavour" and was called Rosco Rhythm. When Rosco's records reached Jamaica in the late 1950s, his music influenced SKA (music developed in Jamaica in the 1960s that combined elements of Caribbean mento and calypso with American jazz and Rhythm and Blues) and Reggae.

Rosco was one of 8 children who learned to play his mother's piano as a youngster. When he finished school he sang and played with a sax player and a drummer in gigs around the neighbourhood. Also he would hang out on Memphis's famed Beale Street with other young musicians like Bobby "Blue" Bland, B.B. King, and Johnny Ace. The trio formed impromptu bands for gigs, parties, and

Thunder Bay Rotarians Present

Shrimpfest 2017

Friday, May 5, 2017

\$50 per person

Symposium at 6:00 pm / Dinner at 7:00pm

at the RFDA—Regional Food Distribution Association
570 Syndicate Avenue South

Dinner includes 1 lb ready-to-eat Gulf shrimp, salads, sides and dessert
...all prepared and served by the Valhalla Inn
Fellowship and a great silent auction

Proceeds support local charitable organizations

Ticket Order Form at:
www.lakeheadrotary.com

Thunder Bay Rotary
1916—2016
Rotary District 5080

ROTARY
SERVING
HUMANITY

The family of Rotary in Thunder Bay celebrates its many achievements and contributions to our community and our world in its Centennial Year