



# THE BULLETIN



## Rotary Club of Etobicoke

District Governor: **Brian Thompson**

RI President Gary C.K. Huang

Week October 01, 2014

**Board 2014-2015**

**President: Mark Winson, Past President Michael Bell, President Elect: Jack Fleming, Secretary: Ron Miller,**

**Treasurer: Don Edwards**

**Directors: Donna Cansfield, Gregory Dobson, Gillian Dugas, Ingrid McGaughey, Frederik Martin, Kester Trim, Hugh Williams**

**October 08, 2014: - Speaker –Alicia Vianga Founder/President After Breast Cancer “Breast Cancer & Bras for Congo”**

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

### Ribfest Sponsors Ceremony

#### Peter Dusek – Ribfest Photo Presentation



Peter Dusek presented a collection of his “amazing” pictures that he took during the 2014 Toronto Ribfest. They chronicle the activities from the set-up days through the 5 days of Ribfest and end with the fireworks on Canada Day. Peter took pictures from all perspectives including from high on a “cherry picker” to standing behind the ribbers as they cooked and served their customers. He captured the personalities of staff, the volunteers, the ribbers, the food judges, the vendors, the entertainers and the public. He also took great pictures of the Citizenship ceremony on Canada Day and captured the emotion of the people who were becoming Canadian Citizens. Peter’s pictures can be seen on his website [www.peterdusek.com](http://www.peterdusek.com)

President Mark said that the purpose of today’s luncheon is to thank our sponsors who are an important part in the Toronto Ribfest. While we rely heavily on our volunteers, “at the end of the day our Ribfest sponsors play a very large part in our Club’s success”. The funds we raise at Ribfest not only go to “improving our local community but also to help the global community”. Mark thanked the sponsors for helping the “community we touch”.



Mark wanted to explain Rotary’s “Four Avenues of Service” to the sponsors. The avenues of service are; Community; International; Vocational; and Youth Services. Community Service is the largest “outreach” with 60% of the money we raise at Ribfest going directly back into the community in a wide range of places. This includes the \$300,000 rebuilding and retrofit of a community centre in the Islington/Dixon neighbourhood that we are sponsoring in conjunction with the Toronto West Rotary Club. This centre is helping to empower young entrepreneurs, helping young women, and many other at risk youth related services. Our Club also has a “hands on” volunteer group that recently

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President Mark now introduced the sponsors present at today's luncheon and 2014 Ribfest Co-chair Hugh Williams presented a certificate of appreciation to;



packed 144 school backpacks and distributed them to local community centres and to disadvantaged youth. Our Club also participated in a food packing event where 14,200 meal packs were created and distributed to various organizations. Rotary's International focus includes clean water, sanitation and education. Rotary's main international focus has been on the eradication of Polio. Rotary's goal is that by 2018 we can all say that "Polio has been eradicated once and for all". Mark thanked the sponsors for being a part of this. Our Vocational Services are "work related" such as creating work opportunities for the disabled. Our Club is also acting as a "sounding board" for entrepreneurs where they can "bounce ideas" of our committee to try and improve their businesses. There may also be opportunities for mentoring. One of the major things that Youth Services does in our Club is Camp Enterprise where high school students have to design and promote a "fundraising event". The Club then gives the winning group "seed" money to carry out the event. It may also lead to the creation of "new Rotarians. As well, since 2003 the Club has donated \$40,000 in student awards to 60 students. All this and more is what our Club does with the money we raise at Ribfest. Mark wanted to again thank are sponsors for being a big part of it.



1. Al & Ginette Southern – Heavens Delights
2. Ed Torres – Sky Words Traffic
3. Darren Armstrong – Moduloc Fence
4. Gerald Lue & Neil Bright – Illumineer
5. Brad Grimes & Greg Grimes – GTA Transport
6. Donna Winter – City of Toronto – Parks & Recreation
7. Jordan Grant – Carlsberg
8. Ann Marie Cicuttini & Derek Chen – Excel Gum / GMR Marketing
9. Cherilyn Ware & Jennifer Kaziauskis – Courtyard Marriott / Concord Hotels
10. Sue Stechly – Applied Electronics
11. Keith Domander (Security)

Unable to attend today were;

- I. Kevin Ford – Natures Call
- II. Julien DiCiano – Dunpar Homes
- III. Jennifer Edward – Ravenswood Wine / Constellation Brands

Hugh Williams thanked the sponsors for attending today and wanted to briefly mention to them about the impact our Ribfest is having.

Enigma Research (an independent research group) canvassed our Ribfest attendees and found:

- There were 165,000 visits to Ribfest of which 100,625 were "unique" visitors.

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- 65% of attendees indicated that the sponsors and exhibitors enhanced their experience at Toronto Ribfest.
- 76% enjoy learning about new products and services when visiting events.
- 53% are loyal to brands that make meaningful contributions to their favourite events.



Hugh noted that the 2014 Ribfest was our most successful yet and without our sponsors this wouldn't happen. He is looking forward to seeing everyone again next year.

## Birthdays This Week



*Don Edwards – Sept 29  
Happy Birthday to on your happy day... ..*

### Our Social Media / Website Stats

- TorontoRibfest.com - 4,661,278 hits; 380,122 page views; 244,337 visits (in eight months from Jan 1)
- Facebook and Twitter – rated higher than web site as providing information. Facebook.com/TorontoRibfest = 1789 “likes”

### 2014 Media Stats (from MPR)

- Media reach: 47,110,904
- Number of stories: 110
- Budget: \$0
- Positive Tone: 97% Negative Tone: 0% (3% Neutral)
- Brand Mention: 99%
- Spokesperson Quote: 80%
- Key Messages: 99%

## Banner Exchange – Angelika Martiuk:



Visiting Rotarian Angelika Martiuk from the Rotary Club of Grand Cayman (D7020) and President Mark exchanged Club banners



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## Secretary's Announcements



**Monday, October 20<sup>th</sup> – Board of Directors meeting – 6:00 pm for food with meeting start 6:30 pm – Rotary Clubhouse**

**Rotary District 7070 Conference – October 24<sup>th</sup> – 26<sup>th</sup> – Weston Prince Toronto:**

President Mark wanted to remind everyone about the District 7070 Conference to be held at the Weston Prince Toronto Hotel, October 24<sup>th</sup> to 26<sup>th</sup>. For those who have not attended a District Conference, this is a great opportunity to get to know your fellow Rotarians from the District and get a better understanding about Rotary. It is always a fun event and with the conference here in Toronto this year, it will make it much easier for members to attend the event. As well, since our Club will be hosting the District Conference next year, it will be also an opportunity to see what needs to be done to run a successful conference. For further information please contact President Mark or Secretary Ron.



## 50/50 Draw

Gerald Lue – Jack of Hearts ..., so the pot continues to grow.

## Visitors & Guests



### Visiting Rotarian

■ **Angelika Martiuk** – Rotary Club of Grand Cayman, Cayman Islands B.W.I. (D7020)

### Visitors and Guests:

■ **Marta Martiuk** – guest of Angelika Martiuk

### Ribfest Sponsors

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- Ed Torres – Sky Words Traffic
- Darren Armstrong – Moduloc Fence
- Gerald Lue & Neil Bright – Illumineer
- Brad Grimes & Greg Grimes – GTA Transport
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### Attendance:

Members 22  
Visitors & Guests - 18  
Total - 40



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## HAPPY BUCKS



**Jack Fleming** – Jack was happy about our Rotary at Work initiative. He has finally been in contact with former Lieutenant Governor David Onley and is hoping to be able to finalize plans for the event. Jack was also happy that the Etobicoke Guardian in tomorrow's edition will be publishing an article about the Club's entrepreneurial initiative.

**Kester Trim** – Kester was happy to say that the Royal Oak Band and Songsters will be appearing at the Salvation Army Etobicoke Temple on this Saturday evening and that he still has tickets available at \$10 each.

**Greg Dobson** – Greg was happy to say that this morning he visited, along with Diane Irvine, Keith Hoare's Thistletown Collegiate Culinary Arts Program. Greg says it is just "phenomenal" what they are doing there. Greg brought 2 cases of the salsa to today's meeting and placed them on all of the tables. He invited our guests and then our members to take home some of the salsa to sample. Greg said that the students through different fundraising initiatives such as selling the salsa are raising "their own money" for a Culinary Field Trip to Spain and France. Greg added that Keith Hoare has been named by the Toronto Star as "Teacher of the Year". To see the article/video go to:

[http://www.thestar.com/yourtoronto/education/2014/09/25/toronto\\_star\\_teacher\\_of\\_the\\_year\\_keith\\_hoare\\_thistletown\\_collegiate\\_using\\_many\\_ingredients\\_to\\_inspire\\_his\\_pupils.html](http://www.thestar.com/yourtoronto/education/2014/09/25/toronto_star_teacher_of_the_year_keith_hoare_thistletown_collegiate_using_many_ingredients_to_inspire_his_pupils.html)

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## Lunch with the Rotary International President Elect – Friday, October 17th:

How often do you get to have lunch with a President or future President of Rotary International? Not very often. Your chance is here Friday, October 17, 2014 at the Fairmont Royal York Hotel. That is the week of the Zone Institute, an event held annually to train District leaders and future leaders. Join us Friday, October 17th for lunch with Rotary International President Elect K.R. "Ravi" Ravindran, of Sri Lanka. The lunch will be hosted by the Rotary Club of Toronto as their regular weekly meeting. We hope that you will join us and take the opportunity to shake hands of our next R.I. President. It promises to be an event to remember and you can be there. Idea: why not bring a potential Rotarian to this event? What a way to impress!

If you are interested in attending please register for this lunch at [www.zoneinstitute.net/fun-stuff/meet-the-ri-pe/lunch/](http://www.zoneinstitute.net/fun-stuff/meet-the-ri-pe/lunch/).

Rotarians would like to attend? Tickets are \$10.00 each. Contact Kester Trim Kester\_Trim@salvationarmy.org for tickets. If any Rotarians would like to attend, Kester can set aside tickets for them. Any donations to the cause are also welcome!.

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