



# THE BULLETIN



## Rotary Club of Etobicoke

District Governor: **Michael Bell**

RI President: K.R "Ravi" Ravindran

Week August 12, 2015

**Board 2014-2015**

**President: Jack Fleming Past President Mark Winson, President Elect: Gregg Dobson, Secretary: Ron Miller,**

**Treasurer: Don Edwards**

**Directors: Donna Cansfield, Andre Dugas, Gillian Dugas, Gerald Lue, Kester Trim, Lynda Ryder, Hugh Williams.**

**August 19, 2015 – Big Ideas Forum on "Fundraising", 7.00 PM at the Crooked Cue.**

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

### Today's Speaker: District Governor Michael Bell



ADG Melissa Unidad introduced DG Michael.

Michael Believes that, as Ghandi said, "You have to be the change that you want to see in the world". His involvement in Rotary allows him to do this. Michael was born and raised in the west end of Toronto attending Royal York Collegiate, York University and Humber College. He spent the majority of his business career running the family fur business before selling it and retire in 2008. He is married to his wife Jo-Ann and between them they have six children and seven grandchildren. Whether it was chairing the board of managers at his local

church, serving as president of his local BIA (Business Improvement Area), or as president of his national business association, Michael has always been involved in volunteering where he saw a need. In 2005, he was invited to the Rotary Club of Etobicoke's 75th Anniversary celebration. This was where he first heard Rotary's motto of "Service Above Self" which spoke to him in a way that he knew this was the place where he could really help to make a difference. President of the Rotary Club of Etobicoke in 2008-09 and again in 2013-14, Michael has been active in helping add 42 new club members in the last three years. In addition, he chaired his club's largest fundraising initiative, Toronto Ribfest from 2011-13, raising over \$650,000 for charity during that time and helping this local event to become perhaps the largest community fundraiser in Canada over the July 1st weekend. At the District level, Michael has been an Assistant District Governor, a member of the Membership Committee, Long Range Planning Committee and the Paul Harris Society Committee. Michael and Jo-Ann are both Paul Harris Fellows and Major Donors. In addition, Michael is a member of the Paul Harris Society, the Bequest Society, and a Benefactor. The Rotary Action Groups to which Michael belongs are, RAGM (Rotary Action Group for Micro-finance) and WASRAG (Water and Sanitation Rotary Action Group). Michael believes that as Rotarians we must be relevant and have fun in order to be successful. He is very much looking forward to his term as District Governor and leading our District through service.

Michael began by saying that his job as District Governor is "not possible without the hard work and dedication of the 15 ADG's (Assistant District

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Governor) such as Melissa Unidad and Ron Miller. He added that it is “meaningful” being here today at “his home club” because “without our support” he would never had this “wonderful opportunity” to be Governor. He wants to thank us from “the bottom of our heart.

Michael says from time to time clubs need to “take a look at themselves with fresh eyes”. Just like a realtor’s “fresh eyes” will tell what you need to change to make your house more attractive when you are selling it, clubs need to see if their club is “attractive to new members”. He thinks that if clubs are “relevant and fun” it will attract new members.

Last year’s theme was “Light Up Rotary” and Michael thinks we did that. We added 48,000 new members, did hundreds of Global Grant projects, thousands of District Grant projects, and tens of thousands of overall projects. The idea behind this year’s theme of “Be a Gift to the World” is to use our “leadership skills, talent and enthusiasm to make a difference”. Michael played a short video by RI President K.R. “Ravi” Ravindran who mentioned that the “re-branding” of Rotary is necessary. We need to “attract new members without alienating older members” and this needs to be “encouraged beyond the club and District levels”. We must not “burden members too much in time and resources”. Your “eyes and ears” will be the source of; “what needs to be done or changed”; what Rotary means; and how to “chart our course forward”. President Ravi is challenging everyone to “give a great deal, and more” and to “be a gift to yourself and a gift to the world”.

Michael he has “3 Main District Goals” this year.

Add 100 new members:

- Look at your club with “fresh eyes” to see what you need to do to attract new members.
- If your club meetings are fun and have interesting speakers will help attract new members.

Raise \$800,000 for Rotary Foundation (How?)

- Rotary Foundation Million Dollar Dinner (September 15th) to recognize Major Donors and Benefactors
- The District 7070 Foundation Walk (September 20th) which is an opportunity to raise funds by forming a team to walk and raise funds. If members can’t attend they can still donate.
- EREY (Every Rotarian Every Year): \$100/member/year
- PolioPlus: \$20/member/year
- End Polio Now Club: Since we are nearing the end of our Polio Eradication program, we still need to support it so that it can be totally wiped out. To join the EPNC you commit to \$CAN120 per year until Polio is eradicated. There is also some incentive to contribute. For every \$1 we contribute the Bill and Belinda Gates foundation will contribute another \$2. As well, the Canadian government has committed \$12 million dollars to match these contributions \$2/\$1. In other words a \$1 contribution becomes \$6. Applications for the End Polio Now Club are available from Secretary Ron.
- Bequest: A bequest to Foundation of \$10000+
- Beneficiary: a bequest of <\$10,000
- Michael added that what other charity/foundation do you hand over your money than 3 years later it comes back to be used for community and international projects. He can’t think of a better investment.

Each club hold 1 new fellowship event in 2015-16

- Member surveys conducted by clubs have a reoccurring theme of “having more fellowship events”
- Fellowship events help make sure that new members feel “engaged” and also help retain older members.

Strategic Planning Tools: Michael wanted to mention some of the tools that can be used to strengthen their clubs.

- Presidential Citation: The Citation is a strategic planning tool, to be used as a road

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map for your club, aimed at making your club more vibrant, stronger, more fun, more effective, and more rewarding. Striving to achieve one can do those things too. The RI Presidential Citation is not an end in itself, nor can it be achieved without a solid base of months or years leading up to it. The club needs to be behind it as a whole. The goals set out, if achieved, "make Rotary demonstrably stronger, more effective at delivering service, and more widely known and respected by the general public".

- District 7070 Foundation Citation: Guidelines for the club's commitments to Foundation
- Rotary Central/Club Planning Guide: Clubs can use Rotary Central to track their club's goals and achievements. (RI Past President Klinginsmith says "that which is measured gets done") It gives an overview of "what direction the club is going and where to steer it".
- Club Snapshot: A tool clubs are using to get a "shot in time" of what the "club is doing well and what needs to be improved".
- Club Vision: A look at where the Club is now, where it wants to be 5 years from now, and how you get there.

## End Polio Now (how Close?):

- Michael reported that at the International Convention in Sao Paulo in June they were informed that we are only "months away" from the end of Polio.
- Michael's question, "Are we ready?" Is Rotary and our members ready to answer all the questions about how this came about and Rotary's involvement?
- On July 24, 2014 the last case of "wild" polio virus was reported in Nigeria.
- On August 11, 2015 continental Africa was Polio free for one full year.
- Pakistan and Afghanistan are the only 2 countries left with endemic Polio
- Last year there were 400 cases in these 2 countries. So far this year there have been only 33. (We are that close)

- We need to redouble our efforts to end this "terrible disease" once and for all.

District Leadership: Michael noted that he has asked his Presidents and other District leaders to, and encourages all member to;

- Practice wearing you Rotary pin everywhere
- Bring in a new member this year (currently only 15% of members bring in a new member – we can do better)
- Personally donate to the Rotary Foundation

## Upcoming Events:

- Million Dollar Dinner – September 15th
- District 7070 Foundation Walk – September 20th
- RLI (Rotary Leadership Institute – Part I, II, and III – October 3rd (Loyalist College, Belleville); November 7th (Oshawa Golf Club); April 24th (Seneca College (Finch Campus), Toronto)
- Wilf Wilkinson Appreciation Dinner – October 3rd – National Air Force Museum, Trenton
- District Conference – October 23rd, 24th & 25th – Weston Harbour Castle – Toronto
- District Assembly – May 14th – BMO Learning Institute
- Rotary International Convention – May 28th – June 1st – Seoul, Korea

Michael ended by saying we all need to see Rotary through "different and fresh eyes" and he wants to thank "each and every Rotarian" for their commitment and together we will be "a gift to the world".

President Jack thanked Michael by saying that we all feel "close to you" for the "leadership you have provided this club over the years". Now you have "taken this to a higher level" and we are all "proud and fortunate" to be associated with you.

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## Membership Sponsor Recognition – Hugh Williams



DG Michael wanted to mention that a program was started last year to recognize members who have sponsored a new member into Rotary. If you sponsor 1 member you receive a blue disk for your Rotary pin, 2-3 members a bronze disk, 4-5 members a silver disk, and 6+ members a gold disk. Michael was happy to recognize Hugh Williams and present him with a silver disk for sponsoring 4 new members to our club.

## Paul Harris Fellow Recognition – Jack Fleming



DG Michael said that he had one more duty to perform at today's luncheon, to present a Paul Harris Fellow recognition to President Jack Fleming. Michael noted that the Paul Harris Fellow recognition is named for Paul Harris who founded Rotary with 3 business associates in Chicago in 1905. The Paul Harris Fellow presentation was established

in 1957 in his honour to express appreciation for a contribution of \$1,000 (\$US) to the humanitarian and educational programs of the Rotary Foundation. He was happy and proud to present President Jack, not only with his 1st Paul Harris Award pin but also his second one as well. Michael presented Jack with his PH+1 sapphire pin and congratulated him.

## This Weeks Birthdays



*(Before Wednesday)*

*Donna CANSFIELD – August 9<sup>th</sup>*

*Wilfred KANU – August 11<sup>th</sup>*

*(After Wednesday)*

*Harry WATERMAN – August 17<sup>th</sup>*

## Club Administration

Wednesday, August 19th – BIF – Big Ideas Forum (Brainstorming Session for Fundraising) – 7 PM – The Crooked Cue (newly renovated), 3056 Bloor St. W.

Saturday, August 22nd – Back Packing by Hands on ETOBICOKE Committee – 9 AM – Rotary Clubhouse – NEED VOLUNTEERS to help pack the back packs – Contact Gill Dugas

Sunday, September 20th – District 7070 Foundation Walk - Toronto Pan Am Sport Centre, 875 Morningside Avenue, Toronto (more details will be coming by email!!!)

October 23rd, 24th, & 25th – District 7070 Conference – Weston Harbour Castle – Register now.



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## 50/50 Draw



**Yvan BAKER – 6 of Hearts.** The Pot keeps growing!

## Visitors & Guests

### Visiting Rotarians

- ✚ Melissa Unadad – Assistant District Governor (D7070) – Rotary Club of York
- ✚ Rose Dlamini – Rotary Club of Greenwich, England (D1130)

### Visitors & Guests:

- ❖ Christine Ashaolu – Guest of Lynda Ryder
- ❖ Jo-Ann Bell – Guest of DG Michael Bell
- ❖ Peter Sietz – Guest of Rose Dlamini
- ❖ Xue Jie – Guest of Michael Lu

### Attendances:

Members 19  
Visitors & Guests - 06  
Total – 25

## HAPPY BUCKS



**Karen McMillan** – Karen was happy that Secretary Ron did not introduce her as a “visiting” Rotarian. She said the last time she was in this room (the Balmoral Room) was when she gave her Classification Talk seven years ago. She added that it was a “joy” to be here today. She wanted to surprise Michael Bell and to tell him “how much she admires him for taking on the District Governor role”.

She also wanted to say how much she admires Jo-Ann, who has “fully supported Michael in every move”. Karen said she was “delighted” to be here today.

**Diane Irvine** – Diane was happy for her son Austin, who after his baseball tournament in Jupiter, Florida was cancelled, was able to meet up yesterday with his sister & her sons (his nephews) in Costa Rica.

**Mark Winson** – Mark is still happy and added that “no explanation is necessary”.

**Michael Lu** – Michael was happy that he received his Citizenship Re-affirmation certificate from Karen today. He will take it back to show his wife. He said he feels “even more Canadian now”. He was also happy to say that his friend and classmate from China, Xue Jie, is his guest today at our luncheon meeting. Michael said that they both “made the same amount of trouble at school”. After school they both embarked on different careers and hadn’t seen each other in a while. However, his friend has been visiting Michael for the past 2 weeks and is heading back to China later today. Michael brought him today so that he see what we do in Rotary. Michael added that when his friend returns to his home in Qing Dao he wants to “check out” Rotary there and if there isn’t one “maybe he will start one”. And finally Michael was happy to mention “something that happened today”. As most of know Michael has been involved in the “holiday” visitation project with seniors. Since the seniors “loved” this he has been trying to find ways to make this program more “ongoing”. Today, his “Nurse Next Door” company signed an agreement with “Haven on the Queensway” to take part. NND will “focus” on training, development and monitoring the program, while HOQ will be responsible for recruiting and sending out people to the seniors. This is the first agency NND has partnered with and they will be working mainly in South Etobicoke. If this works then they can look to expand.

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**Lynda Ryder** – Lynda was happy say that one of the great things about Rotary is all the friends we make and how many of us “reach out” to other Rotarians when needed. Lynda says that Barry Friesen has been “amazing” over the past few weeks. Christine Ashaolu, Lynda’s guest from Nigeria is a Chemist who is studying for a PhD in “recycling and safety” and Barry has been offering his expertise to her on the subject.

**Jack Fleming** – Jack was happy to present a banner from the Rotary Club of Nassau Sunrise (D7020) to the Club. He asked Secretary Ron to find out if we need more display banners for all trading banners we have received from other Clubs over the past while. Ron said there are quite a few and will report back to Jack about how many we have.

## This Weeks Calendar



Wednesday, August 19th - BIF  
– Big Ideas Forum  
(Brainstorming Session for Fundraising) – 7 PM – The Crooked Cue (newly renovated), 3056 Bloor St. W.

Saturday, August 22nd –  
Back Packing by Hands on Etobicoke Committee – 9 AM –

Rotary Clubhouse – NEED  
VOLUNTEERS to help pack the  
back packs – Contact Gill  
Dugas

## From Rotary International

**August 11 marks a significant milestone for Africa in its effort to eradicate polio from the continent.**

Tuesday marked a significant milestone for Africa in its effort to eradicate polio from the continent. A full year has passed since Africa’s last reported case caused by the wild poliovirus.

Somalia was the last country to identify a new case, which occurred on 11 August 2014. While Africa has achieved an important public health milestone, the job is not yet finished. To end polio forever, all countries – both endemic and non-endemic – must strengthen routine immunization, address gaps in disease surveillance and do more to reach children who are still being missed by vaccinators.

“We cannot wind down our efforts now. We need to continue immunizing until the last country is certified polio-free, and thereafter,” says Dr. Tunji Funsho, chair of Rotary’s Nigeria PolioPlus Committee. “As long as the virus remains anywhere in the world, it is only a plane ride away.”

Rotary members have played a key role in the eradication effort. They have led the way in raising funds, advocating for government support, building awareness, and mobilizing volunteers on the ground.

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