



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Brian Thompson**

RI President Gary C.K. Huang

Week February 11, 2015

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

February 18, 2015 – BIG IDEAS FORUM: Murray SMITH Oil a Global Business @ 7.00 PM
Crooked Cue

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Today's Speaker Michael LU – Classification Talk



President Mark introduced Michael by saying that one of the “most interesting” things we get to do in Rotary is the have members give their “classification talks”. Even though we spend a lot of time with these members doing “Rotary things” it is great to be able to “understand their backgrounds and get to know them better”. It is also a way that the members become more “fully engaged in Rotary”.

Michael began by showing a “collage” of pictures that are connected in his background. The central picture showed Him, his wife Grace, his son, his Dad (who passed away in the fall) and his mother (who now visiting Michael). Michael grew up in Shanghai, China. He said he grew up with his Grandmother. It was during the “cultural revolution” in China (the

transition from Mao to Deng). His father was sent to rural china, his sister somewhere else, and his Mother was working, so his Grandmother was left to raise Michael. Michael said that his Grandmother did not want him to play with the “bad boys” and made him stay in the house. However, Michael didn’t want to do that. He would get the bathroom, lock the door, then squeeze through the window and go meet his friends. He would then climb back through the window, unlock the door and reappear. One time his Mother asked how Michael was doing and his Grandmother answered that “he ate a lot and pooped a lot”. Michael thinks his Grandmother knew all the time what he was doing.

Michael noted that Shanghai has the “population of Canada” with the “size of Toronto”. After the Cultural Revolution, it became China’s Financial and economic centre. They began to “forget the ideology and concentrate on the economy”. This had a lot of significance with a lot of new things coming. One of his neighbours’ Father worked in Hong Kong. Through this he became exposed to new “temptations” such as smoking “Camel” cigarettes and reading “Penthouse” magazine. Michael said that on one of his visit to their house, he discovered a video about “break dancing”. He said “wow, I can do this”. He kept watching the video over and over and became a break dancer. He said that people were still “real conservative” and kids who are break dancers may be the “bad kids”. However, he had a “passion” for doing this and that it was his thing”. He kept expanding his group and he thinks that they “were the first group doing this in China”. They began entertaining in the parks and had hundreds of people come and see them. He and “his crew” even

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made the cover of a magazine. They were “like the Rolling Stones in China” and they were only 15-16 years old. His dance career was taking off and all of the school kids know him (though he thinks half knew him for his dancing and half knew him for his bad grades in school).

Michael said that his “dream career” was to be a teacher because he “knows how to teach kids”. He was passionate that the “teaching programs were wrong” and that they “didn’t understand how kids think”. Fortunately, he had “family time” at a table with his Mother when Michael was helping “pick vegetable” for cooking. He had “someone to listen to him”. He said his best friend also complained about the education system. However, they took two different paths. His friend got into some trouble and Michael thinks it was because he “didn’t have someone to listen to him”.

Michael instead went to University and learned about the export business. The export business is “selling goods”. He got a job selling industrial machinery. He was sent to Hong Kong (which at that time was still under British rule) with a “price list and a catalogue and 90 days credit”. He was 23-24 years old, “knocking on doors and selling sewing machines”. He knew how the product worked and how to take it apart and put it back together. He still wanted to learn. A friend suggested to go to Canada and to find out “how the West world works and why they buy”.

He enrolled in HEC Montreal, a world renowned business school, where he majored in marketing and finance. When he graduated he got a job with Proctor & Gamble (P&G). He had to recommend a sales strategy for the Braun Shaver. He wanted to find out “who’s buying” the shaver...men? It turns out that women were purchasing 75-80%. The common strategy became aimed at women as the shaver “makes the best gift” (like a BMW). The rest is history.

After 8 years with P&G. Michael felt like he wanted to “do something for himself” and also to “stay in Canada”. He wanted to do something with homecare and senior care. He thinks this was a way to “connect back to his grandmother”. Hence,

“Nurse Next Door”. He has found this “more rewarding than P&G.

Michael says that the most important skills needed to be a good homecare/senior practitioner is “listening skills”. All the other skills are important but “listening and understanding set a good path”. Seniors need to be understood. His says you have to connect with a senior to make them happy”.

Caring is not just health care.

- The Lights on For Seniors” program provided seniors with a “friendly visit”.
- Taking Care - helps seniors with day to day needs
- Enriched Care – personal care such as bathing, etc
- Vital Care – nursing needs
- Educational Workshops – workshops for employees, volunteers, and the community.

Michael closed by saying that his new office (across the street from our Rotary clubhouse) will have its official opening on March 24th. Our members are welcome to attend.

Birthdays This Week



Kevin IRANI - Feb 10th
Hugh WILLIAMS - Feb 15th
Best wishes on your Happy Day ...

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Hands on Etobicoke - "Tokens for Change" fundraiser for YWS (Youth without Shelter)



Hands on Etobicoke (HOE) "sweated/froze" it out for the YWS (Youth without Shelter) "Tokens for Change" fundraiser on Friday. The mornings shift was Mark, Ron, our newest member Karen Royal and students and teachers from Father Redmond.



The afternoon shift was, Hugh, Gill, Andre, Theresa, Bruce Gilles (Toronto West Rotary) and 2 students from Etobicoke Collegiate. It was worth "freezing" as a total of \$1,737.47 was collected. We were part of the fundraiser that cover 28 locations in Toronto and collected an amazing total of \$91,124.00.



50/50 Draw

Mark WINSON – 8 of Spades. Mark was going to donate a bag of "lucky" Chinese New Year candies (from Cecilia Luu) to the draw winner, but seeing it was him, he gave the candies to our guest Megha Sharma. The pot **\$600+** continues to grow.

Visitors & Guests

Visitors and Guests:

✚ Megha Sharma – Potential New member – Guest of Michael Bell

Attendance:

Members 16
Visitors & Guests - 02
Total – 18



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Secretary's Announcements



Monday, February 16th – Rotary “Pot Luck Dinner” – Rotary Clubhouse - All members are invited – Please let Ron Miller know if you are attending.

Thursday, February 19th – Rotary Club of Toronto Networking Evening – 6 PM – The National Club (\$5/person) – Contact Ron Miller or Mark Winson

Saturday, February 21st – “Community and Government Services” Fair – Cloverdale Mall – 11 AM – 4 PM – Volunteers are needed to help at the Club’s display – Please contact Ron Miller.

their President Sonia Miller. Jack said that he also won their door prize that day. Jack said they were “impressed” when he told them about how much money we make from Ribfest and they might think of possibly organizing the “Bahamas first Ribfest”. There is another Club now in Nassau that has 130 members. Jack plans to visit there when he goes back to Nassau next week. Jack also wanted to mention that he attended his first PET’s course (President Elect Training). He received the new “theme” banner for next year. The theme for 2015-16 is “Be a Gift to the World”.



Lynda Ryder – Lynda was happy to welcome Bob Maxwell to today’s meeting. She said it was “great seeing him”. Lynda was also happy to say that on March 24th RI President Gary Huang will be attending a dinner at the Sheridan Parkway Hotel in Richmond Hill (see announcements for details). This is an opportunity for members to meet our International President. Lynda says this should be an “impressive event”. She says “we are lucky to get him here”. He will be in the area to attending the 100th Anniversary of the London Rotary Club (D7080) and will attend the dinner in Richmond Hill the following day. Lynda is hoping that “all new members” can attend to meet President Gary and get a



HAPPY BUCKS

Jack Fleming – Jack was happy to say that he was wearing an “exclusive” End Polio tie that he “outbid” Michael Bell for at the silent auction that was held at the Toronto West Rotary Club’s “Youth Impact Awards” gala. Jack says that Michael “has too many ties anyway”. Jack was also happy to say that he did a “make-up” meeting at the Rotary Club of Nassau (D7020) last Tuesday. The club was chartered in 1962 and was the first club in Bahamas. He exchanged club banners with

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group picture with him similar to when Lynda was District Governor. Lynda said that all Club Presidents in the District are asked to bring a bottle of wine for a “door prize” drawing. She added that it has been extended to President Elect’s as well.

Russ Morreale – Russ was happy to be here today and that he also happy that he was able to attend to hear Michael Lu’s classification talk. He said that he was introduced to Michael a year ago and his work with seniors.

Michael Lu – Michael was happy to say that his mother is in ton visiting for a month. Michael flew to Vancouver yesterday to meet her and then to fly with her to Toronto. His brother had accompanied her on the flight from Shanghai to Vancouver.

Mark Winson – Mark was happy to say that the club is planning an “informal” get-together at the clubhouse on Monday (February 16th) which is “Family Day: The time has been moved up to 5 pm from 6 pm in hopes more people can attend. Mark was also happy to say that Hands on Etobicoke (HOE) “sweated” it out for the YWS (Youth without Shelter) “Tokens for Change” fundraiser on Friday. The mornings shift was Mark, Ron, our newest member Karen Royal and students and teachers from Father Redmond. The afternoon shift was, Hugh, Gill, Andre, Theresa, Bruce Gilles (Toronto West Rotary) and 2 students from Etobicoke Collegiate. It was worth “freezing” as a total of \$1,737.47 was collected. We were part of the fundraiser that cover 28 locations in Toronto and collected an amazing total of \$91,124.00.

Judy Burnell – Judy was happy to say that Diane was “happy” to give Diane some “encouragement” when she talks to the Police regarding the cost of policing at Ribfest.

Saturday, February 21st - Rotary Etobicoke’s Team for Haven on the Queensway’s “Coldest Night of the Year” Fundraiser

Please sign up for RCE's team. We will request the \$25 be covered by Community Services Committee's budget. Individual pledges are welcome and forms are available. Family and friends are very welcome

Date: Saturday, February 21

Location: Queensway Church's Gym, 1536 The Queensway, opposite Haven

Parking: In Church lot

Time: 4 p.m. for Registration

5 p.m. Open Ceremonies

5:15 p.m. Walk Begins

6 p.m. Registration Closes

8 p.m. Route closes

Registration: Sign waiver - Registration fee \$25 per walker

Bring: good walking shoes/boots, hat or toque, gloves, maybe a scarf; and a warm jacket

Rest Stops: provided at the 2 and 5 km marks; some shelter, some heat, a bathroom and some snacks and hot drinks

Routes: 2 km, 5km and 10 km - route maps provided

Support: Volunteers and Division 22

Finish Ceremony: Queensway Church's Gym, 1536 The Queensway, opposite Haven

Finish get together: Between 6 and 9 p.m. a warm, light meal will be served to all walkers and volunteers

Contact: Gill Dugas