



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Michael Bell**

RI President: K.R "Ravi" Ravindran

Week July 22, 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.

Next Meeting: July 29, 2015 – Speaker: Peter GINSBERG – Daughters for Life Foundation

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Today's Speaker: Virginia O'Reilly – Club Survey Results



Past President Mark Winson said that "it was his great pleasure" to introduce Virginia O'Reilly. Virginia has been a member of the Toronto East Rotary Club since 1998 and in 2001-02 she was their Club's first female President. She is currently on the District 7070 Membership Committee. Virginia is a partner in Burak Jacobson Research Partners, a consumer research and insights firm. They work with clients on many different types of information needs. For some clients, they work to gain an understanding of the wants and needs of their current and potential customers, and how those wants fit with the products available to them.

For other clients, they find out how consumers think about their products/services versus the competition. And for some clients, they test consumer reaction to proposed changes in their product/service. Surveying people and translating the data into actionable results is their business. Mark noted that Virginia and her company "graciously" worked with our Club (and others) to conduct our Club Survey, then to interpret the results. He also mentioned that President Jack and he had got to see the numbers earlier. The results will help us to understand "how our strengths and weaknesses rate against other Clubs, etc." Mark added that in the past Virginia "took some time off to get a MBA at Queens". She also has a BSc in Mathematics from St. Francis Xavier University.

Virginia began by saying that the results of the survey will provide a "snapshot of what the Club is".

The online survey was conducted April/May 2015

- 40 members of the Rotary Club of Etobicoke took part (53%) which is better than average.
- 35% women and 65% men took part.
- Average age 57 years.
- 45% had 4 to 12 years of Rotary membership

Here are some highlights of the Survey

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Club Culture

- Almost all 98% say they participated in club projects and activities (98%)
- Over 50% say they volunteered or were “voluntold”
- 78% say they’ve participated in club social/fellowship events in the past 6 months (par across the other clubs), and 75% say their partner/family was invited
- However 1/3 of members would like to see more Club fellowship activities (also par across the clubs).
- Majority (75%) of members say spouse/partner “feels proud of their involvement in Rotary. Issue - 20% say “Rotary takes up too much time”
- 50% of members say they receive “recognition for their efforts” regularly (17% only after a big event). Issue – 25% say they are “rarely or never” recognized (Virginia says she has “seen better but she has also seen a lot worse” results)
- 65% are satisfied or very satisfied with the recognition of members (we are doing good but can do better)
- A majority of members (63%) would like to see an improvement in the follow-up with absent members
- 45% would like to an improvement in Club follow-up with members who are ill or have family members who are ill or in event of deaths

Communication

- 93% of members say they are “comfortable sharing concerns” with Club leaders
- 85% say they “get enough” information about the Club (we are doing a great job...but) members would like more information on; what the Board and committees are doing; updates from

Rotaract; more advance notice of Club or District activities and events, etc.

- Need more Rotary information for both new and existing members
- E-mails and the Club Bulletin are preferred methods of getting Club information
- Members would like to be “less reliant” on Club meetings for info, while some want info via Club website
- Very little interest in social media style communication.
- The bulletin is rated well among the members

Weekly meetings

- Most members surveyed enjoy the weekly meetings (90%)
- Most believe the Rotary content at meetings is about right (87%)
- For the most part, “meeting amenities” received a good rating
- More fellowship and a better variety of program topics lead the list of ways to “improve weekly meetings” (86%)

Club Activities

- Members believe the Club is doing “a lot of things right”, yet members do see a “need for improvement” in Club PR (43%), fellowship (30%) and particularly Rotary orientation/education (52%)
- Many members feel “involved and engaged” in many Club activities, but there are more members who “want to be involved” (need fun, engaging ways to orient & educate members)
- Most members surveyed are “satisfied” with their participation in Club activities (82%)
- Barriers to those who are “less satisfied” include; personal time conflicts (71%); lack of support from members (43%); not enough knowledge

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(29%); Ribfest takes up too much time (14%), etc.

Costs

Costs of being a member are on line with expectations of the current members surveyed

Benefits of Membership

- Local community involvement and friendship/fellowship lead as benefits of Rotary for members. Members are varied on their secondary reasons for belonging
- The main reasons for belonging (which are also the “Universal” reason for belonging to a Rotary Club) are; being part of local community service (95%); Friendship (73%); meet interesting people (70%); and hands-on volunteering (68%)
- Some of the secondary reasons include; networking (45%); Rotary Foundation (43%); Keeping up to date with community affairs (30%); leadership skills (30%); International Service projects (28%), youth projects (25%), etc.
- The majority say the Club is meeting their needs (92%)
- Reasons that those who the Club is “not meeting their needs” include; Club meeting hours don’t match mine; very difficult for a full-time working person to get involved; etc.

How Could Club Change?

The dominant theme is getting more involvement from more of the membership.

Virginia closed by saying that our Club was “not bad” overall, but there was still a lot of room for us to improve.

President Jack thanked Virginia for all the work she and her company did in compiling all of the data from the survey. Jack said that we were “fortunate that this was done at “no cost” to the Club. He was happy to have District Governor Elect Jim Louttit here today as well as he is partly responsible for getting the survey done for our Club. Jack said that he “stuck his nose: into a conversation with Jim and Michael Bell and overheard the mention of the possibility of doing this survey in all the Clubs in District 7070. Jack said that he “jumped the queue so to speak and asked if our Club could be the test club for the survey, He wants to thank the District and Burak Jacobson for letting us do the survey. He added that the full survey results will be emailed to all members and will form the basis for our Visioning Session scheduled for Saturday, September 26th. (NOTE: the complete survey results were emailed to the membership by Secretary Ron on July 23rd)

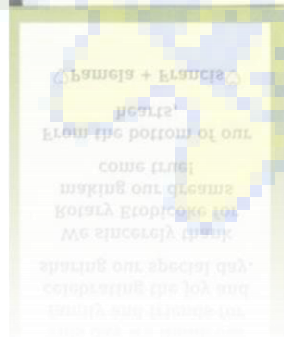
July 24th – One Year since Nigeria’s Last Case of Polio

President Jack gave an interview to the Etobicoke Guardian this morning regarding July 24th - a “very special day” in Nigeria. July 24th marks one year since Nigeria’s last case of wild poliovirus. That’s the longest period the country has gone without a case of the disease. This achievement has particular significance, because Nigeria is one of only three countries in the world in which polio is still endemic. When the disease is eradicated in Nigeria, Pakistan, and Afghanistan, the world will be free of polio. A few weeks later, August 11th will mark one year since the last case of polio in Africa: a case in Somalia that came at the end of an outbreak in the Horn of Africa. Africa’s countries have overcome significant challenges — including lack of security and difficulty reaching children in remote places — to protect their children from polio. Rotary has played an important role in reaching these milestones. Rotarians have dedicated their time and

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their personal resources to keep children safe from this disease by immunizing them, donating money, raising funds, and urging governments to support the cause. Rotary has donated \$688.5 million to fight polio throughout Africa, including more than \$200 million designated for Nigeria. While this is notable progress, we haven't finished the job yet. Jack mentioned that our Club had been a supporter of the PolioPlus program to eradicate Polio worldwide for over 30 years.

Rotary Ribfest Wedding – Thank You



Birthdays



Dr. Maureen BERGHOFF - July 21

Best wishes on your Happy Day ...

Club Administration

Monday, August 10th – Board of Directors meeting
– 6:00 pm (for food) 6:30 pm (meeting start) –
Rotary Clubhouse

BIF – Big Ideas For Fundraising – Wednesday, August 19th:

As you are all aware that we were dramatically impacted this year by bad weather at our Ribfest event. While the final numbers are not yet in, we anticipate that we might be operating with less than 50% of the funds we had to work with in our 2014-15 Club Year.

While our final take from Ribfest will still be a meaningful amount of money, we know that many people will be coming to us and looking for support. Many may go away disappointed! So, we believe that this crisis will now create an opportunity. We have relied on Ribfest almost exclusively. This is our chance to open up our minds and explore other fund-raising opportunities that we can undertake in 2015-16. Further, this is a chance for all Club Members to participate. Ribfest tends to fall on a small number of Club Members. For this upcoming session, we need everybody involved!!

Big Idea Forum

Wednesday, August 19th

7:00PM – Crooked Cue

“Big Ideas for Fund-Raising Session”

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Please come and bring 'your Big Idea'!
If you cannot attend, please contact President Jack and highlight your idea!!

We will not have a chance to explore all of the ideas in depth on the 19th. Instead, all ideas will be summarized and will be turned over to a new 'Fund-Raising Sub-Committee of the Board' that is being formed. These ideas will be vetted by that committee ... and ... we will select the best initiative(s) to be executed in this Club Year.

This should be a fun session! Please plan to attend ... and ... get your thinking cap to work!!

50/50 Draw



A new year - a new deck of cards; and a new \$\$ pot - **Judy BURNELL – 7 of Spades.**

Visitors & Guests

Visiting Rotarians

- ✚ Virginia O'Reilly Toronto East
- ✚ Brian Spencer – Toronto West
- ✚ DGE Jim Louttit – Toronto Sunrise

Visitors & Guests:

- ❖ Yolanda Flores – MicroSkills
- ❖ Doreen Williams – MicroSkills
- ❖ Rick Vassalo – Guest of Judy Burnell

Attendance:

Members 12
Visitors & Guests - 06
Total – 18

HAPPY BUCKS



Theresa Sherwood – Theresa was happy to say that she was volunteering at the Pan Am Games Equestrian venue in Caledon where the show jumping, dressage, etc. are taking place. She is helping with people going “in and out” of the venue. She added that it was “very hot” there and she was also helping to bring water to people who had been sitting there through the long events. Theresa has really enjoyed being part of the Pan Am Games.

Erlene Brown – Erlene was happy that she was “re-sworn” in as a Canadian Citizen at last Wednesday's Canadian Citizenship Re-affirmation Ceremony. She had not seen anything like it before. She was also happy to say that she had joined Royal LePage's Commercial Division which she thinks will be exciting. (President Jack was happy to add to Erlene's Happy Buck by saying that she had just agreed to become the Chair of the Club's Membership Committee for this year).

Mark Winson – Mark was just happy and he “didn't have to explain why”.

Jack Fleming – President Jack was happy to say that he was talking with his wife Rhena and they were both impressed watching the Pan Am Games as to the “class and dignity” of our athletes both during the competitions and when they are interviewed. He thinks they display a certain level of “humanity and poise” that has been consistent through the games. He thinks we all should be “proud of what they are doing and how they have carried themselves throughout the Games”.