



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Brian Thompson**

RI President Gary C.K. Huang

Week May 06, 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,

May 13, 2015 - Speaker Paul ROONEY – Etobicoke Rugby Football Club

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Today's Speaker: Hugh WILLIAMS
& The Ribfest Team – Toronto
Ribfest 2015 Planning Information
Session



Hugh began by saying that the goals of Toronto Ribfest 2015 are; to build Rotary; provide a fun, safe experience, and to make money.

TTC

Hugh had a good meeting with the TTC, BUT there will be no express service this year. They have the costs and a plan in place and will re-evaluate for 2016 (This may be a sponsor opportunity). There will be increased service on the Rathburn 48 route and they will have messaging on the TTC boards about "getting to Ribfest".

Communication

- ✓ Justin Friesen (Barry's son) will be doing a video for the event
- ✓ (An example of Justin's work <https://www.youtube.com/watch?v=jh4gLQ9dDEM>)
- ✓ Flyers for community groups participation and for corporate participation
- ✓ New websites (TorontoRibfest.com; TastewithPurpose.com; RibfestWedding.com)
- ✓ Toronto Ribfest Mobile Applications for iPhone Android, BB
- ✓ Maximum Media will again provide the Ribfest TV on site
- ✓ Street Signs
- ✓ New entrance structures
- ✓ There will be no Toronto Wing Festival this year to sponsor, however there is the Rexdale CHC Foodie Event on May 29th

Social Media

- ✓ Arya Khanal (from the York Rotaract Club) will be the lead.
- ✓ @Toronto Ribfest
 - Facebook
- ✓ Twitter(#RibfestWedding #EbolaReliefConcert)
 - Instagram (promotional strategy)
 - Pinterest
- ✓ Wikipedia

Media and Advertising:

- ✓ Kevin Morrison / Terrence Brouse will be the leads

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- ✓ SNAPd will have a special “pull-out” back page
- ✓ Ribfest will be once again featured on the local Hotel Boards
- ✓ Ribfest will be featured in OntheGo magazine
- ✓ Indie88
- ✓ Skywords
- ✓ The Rock 94
- ✓ Epoch Times
- ✓ Festivals and Events visited

Programs

The programs at this Toronto Ribfest meet the following Ribfest Goals – Build Rotary (R); Fun Safe Experience (FSE); Make Money (\$);

- ✓ Celebrity Judging (R, FSE)
- ✓ BBQ Demo Stage (R, FSE, \$) – Celebrity chefs will demonstrate how to BBQ
- ✓ VIP Experiences (R, FSE, \$) – sell online \$20, \$50 VIP passes that give special privileges
- ✓ Beer Garden Samplers (R, FSE, \$) – 9 craft beer vendors with 3 to 4 different beers to sample
- ✓ Canada Day Citizenship Ceremony (R, FSE, \$)
- ✓ Kidz Zone (FSE)
- ✓ Community Involvement (R, FSE, \$)
- ✓ Community Day – June 29th (R, FSE, \$)
- ✓ Ribfest Wedding – June 27th (R, FSE, \$)
- ✓ PanAm Heroes Day – June 30th (R, FSE, \$)
- ✓ Ebola Benefit Concert – June 28th (R, FSE, \$)
<https://www.youtube.com/watch?v=XC8e5m5AQfM>
- ✓ Buskers (R, FSE, \$)
- ✓ Community Stage (R, FSE)
- ✓ Brew HaHa – May 20th (R, FSE) – A “kick-off gals designed to build the excitement and to get greater exposure for the event. There will be magicians, the media and political guests.

Greg Dobson – Ribfest Sponsorship and Brand Activation

- ✓ We have \$150,000 in sponsorship so far
- ✓ Carlsberg – main beer vendor
- ✓ Strongbow – Cider sampling and sales and VIP (Chalet) support)

- ✓ Mike’s Hard Lemonade – Cooler sampling and sales
- ✓ Mott’s Clamato – Virgin Caesars – sampling only
- ✓ Pepsi – part of beverage sales and water
- ✓ TD Bank – Brand activation
- ✓ TD Corporate – part of Waste management renewal
- ✓ Ram Truck
- ✓ Napoleon Tundra Truck – tailgate BBQ – and supplying BBQ’s for celebrity cooking at the BBQ Demo Stage
- ✓ OLG – Ontario Lottery and Gaming
- ✓ Dairy Farmers
- ✓ Royale Paper Towels
- ✓ Dr. Oetker Pizza – yet to be confirmed

Liz Read – Volunteers

- ✓ As everyone knows this is a “large event that takes a lot of volunteers”
- ✓ The aim is to get volunteers to the “right place at the right time”
- ✓ A new Volunteer Management System was purchased and should help manage the needs for volunteers and their shifts.
- ✓ Volunteers have to register online <http://www.torontoribfest.com/volunteer.asp> (Liz noted that this is not a perfect system but it will still be a great help)
- ✓ She is asking all members to “commit” to at least 6 (4 hour) shifts
- ✓ We are introducing a new “recycling” program that will require a lot of volunteers hence we will be opening volunteer opportunities to 12 to 13 year olds or families with children for this program.
- ✓ Theresa Sherwood, Gill Dugas and Liz will be visiting 20 schools in the area to look for support in the way of volunteers. As well, they will approach all of our “community partners” for volunteer support (we help you, you help us).

Michael Bell added that he wanted, on behalf of the Club, to thank Hugh and his Ribfest Team for all of their hard work getting things organized for this year and their efforts to bring a “new and fresh”

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approach to this year's event. He thinks they have done an "amazing" job.

Community Service

Rotary Etobicoke Members were Route Marshalls last Sunday



On Sunday, May 3rd Rotary Etobicoke provided 5 club volunteers to be Route Marshalls at the Dorothy Ley Hike for Hospice Fundraiser. They had the pleasure of greeting and cheering on over 300 participants during the 5 km hike. Dorothy Ley's Hike Fundraiser achieved a best ever total of over \$80,000 and it is still growing" Thanks to all our volunteers Mark Winson, Stephen Mbonye, Michael Lu, Gill and Andre Dugas.

Youth without Shelter Dinner



President Mark Winson, District Governor Elect Michael Bell and his wife Jo-Ann, Diane Irvine, Michael Lu and Theresa Sherwood prepared dinner

for 50 clients at Youth Without Shelter (YWS) on May 7th. Michael B1 chopped veggies for an hour and only cut one small hole in his latex glove...totally missing his finger! Mark's "secret recipe" lasagne was a big hit with the youth! We also served veggie pasta, green salad and garlic bread. The brownies, strawberries and ice cream for dessert went over well too. Brent and Mike B2 from YWS helped us pull it all together and serve only about 5 minutes late! You've never seen food disappear so fast.

Diaper Duty!

Gill Dugas and Theresa Sherwood are busy distributing 2500 diapers, that came from an anonymous donor, through the kind initiative of Rotarian Neil Phillips to : Rexdale Community Health Center for their three neo natal clinics at Stonegate CHC, LAMP CHC and George Hull Family Center; Salvation Army Temple at Kipling; Salvation Army Temple at Lakeshore; St. James Food Basket for expectant mothers; Rexdale Alliance Church for their outreach program; Ernestine's Women's Shelter; Youth Without Shelter for their program to support former residents (new mothers).



The photo shows part of a delivery to Ernestine's Women's Shelter of Mother's Day gifts for all residents and newborn diapers/wipes for residents and mothers in their outreach programs

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Birthdays



Florian HAMMERBACHER – May 07

Best wishes on your Happy Day ...

50/50 DRAW



Ron Miller – Ron was happy to say that this morning he, along with 8 other members of our Club attended the annual Pinehurst Club's "Sleeping Children Around the World" breakfast at the Royal York Hotel. It was a great event with over 600 people in attendance. Ron was also happy to say that his ticket was drawn for one of the door prizes, a \$400 voucher for the Choice Privileges Hotel Group. This is the 2nd time in 7 years of attending the SCAW breakfast that Ron has won a draw prize.

Michael Bell – Michael was happy that President Mark went online and found that those members who took their SmartServe training in 2010 were still registered. Michael went online and found his registration and is paying the \$10 to get his replacement card. He now doesn't have to retake the training. Michael was also happy that at the District Assembly last Saturday, Weiting Xu, from our York University Rotaract Club presented him with a "Certificate of Appreciation" to our Club for our support. She also presented Michael with a copy of their "Year in Review" Calendar showing all of York Rotaract Club's accomplishments and the events they participated in during the year. The certificate and calendar will be put on display in the Clubhouse.

Greg Dobson – Greg was happy to say that Camp Enterprise takes place this weekend (Thursday to Saturday) at the U of T Mississauga Campus. He says that he has 45 students from various high schools in Etobicoke participating this year.

Hugh Williams – Hugh was happy to say that the money that our Club donated to Cameron Helps was used to buy software that has "done a lot to

50/50 Draw



Mark WINSON – 7 of Diamonds. . President Mark asked Gerry Lue to hold the cards and for his efforts Mark gave him a Lotto 649 ticket for tonight's draw with the proviso that if he wins ½ the money comes back to the Club. There are **only 16 cards left** in the deck and the pot is now up to **\$750+**.

Visitors/Guests & Attendance



Attendance:

Members 14
Visitors & Guests - 0
Total – 14

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help with their fundraising". It has made it much easier for anyone wanting to make donations or register for their events. He said that 300+ had signed up for their run in Halton and that added that over \$6000 had been donated. Hugh was also happy to say that on Saturday the Mississauga 10K run was held and that he completed the full 10K. He wanted to thank everyone who supported him in the run and that he raised \$2300 for Cameron Helps.

Ralph Chiedo – Ralph was happy that the Club supported the event for Tony Pavia. He was also happy that they were holding a "stag" for his son who was getting married, but that he would be unable to attend the Peter Dusek Photo Exhibition on the 14th because "Rose reminded him that he has to attend a rehearsal dinner".

Mark Winson – Mark was happy to see Gerry Lue here today. He was also happy that attend the "great" SCAW breakfast this morning. And finally, Mark was happy to say that because of the SmartServe training sessions we now have 45 people that have been newly certified.

This Weeks Calendar



Monday, May 11th – Board Meeting
– 6:00 pm (for food) 6:30 pm (start
of meeting) – Rotary Clubhouse

Wednesday, May 13th – Ribfest
Committee meeting – 6:00 pm –
Rotary Clubhouse

Monday, May 25th – Ribfest
Committee meeting – 6:00 pm –
Rotary Clubhouse

Saturday, May 30th – District
Conference Meeting – 9:30 am –
Rotary Clubhouse



RS • CANADA DAY WEEKEND • CC

**It's the Toronto Ribfest
Brew-Haha – and we'd love
you to come!**

Our regular BIF that would have been scheduled for Wednesday, May 20th has been moved to the Bier Markt (across from Sherway Gardens) so that the Club can celebrate the "kick-off" of Toronto Ribfest 2015 with the Ribfest "Brew HaHa". This will be another fun evening of ribs and craft beers and an opportunity to hear what is "new and fabulous" at this year's event. The media has been invited and local politicians. President Mark added that there will even be Magicians. (6:30 pm until the beer runs out).

This is a must attend event...see you there. Please R.S.V.P. the Brew HaHa Cheerleader at RIBFESTGALA@gmail.com or 647-745-7701 if you plan to attend.