



# WEEKLY UPDATE



## Rotary Club of Etobicoke

District Governor: Ted Koziel

RI President: Sakuji Tanaka

Week August 22, 2012

Board 2011 - 2012

*President: Hugh Williams, Secretary: Ron Miller, Treasurer: Don Edwards*

***Speaker: August 29, 2012 - Official Visit District Governor Ted Koziel***

**Today's Speaker: Andrew Yang -  
Search Evangelist Microsoft**



Andrew Yang - of Microsoft and of the newly chartered Toronto Skyline club gave a presentation about the online advertising and why / how it works.

Online advertising now has become an essential part of any advertising campaign. There has been a big shift in \$\$ and interest from traditional advertising vehicles (TV, radio, print) to digital / online.

This is also reflected in changes to personal habits, as statistics show people spend on average 19 hours a week on the Internet vs. 16 hours a week watching TV.

A key benefit to online advertising is that it is highly measurable in its reach and effectiveness. Other forms of media do not provide the same kind of targeted understanding of the audience or their reach.

As a result, online marketing provides good value for money, you know who you are reaching, and it offers a potentially significant return on investment.

There are three types of online advertising options:

- A) Search Advertising. This is how Google makes virtually all its money. Search advertising works because the client has provided a statement of intent. They have searched for something specific; therefore, the top items in the search page results listing are relevant to their needs. Very targeted and very exact. Companies bid on keywords and search phrases on how much money they are willing to spend per impression or hit in order for their product / service to be at the top of that search results list.
- B) Display Advertising. This works because it is about engagement. Putting a banner ad on a relevant / popular page and having that ad engage with the reader or draw them in can be very effective. The client can interact with the ad.
- C) Social Media Advertising. This works because it is about being part of the conversation. Some marketing programs try and engage clients into supporting their products or services by being part of a social event. For instance, Fedex has started a campaign asking people to sign up and indicate their favourite charity as a way for that charity to potentially win \$5000. In other words, sometimes the conversation can be about something other than their core business. This effectiveness of type of marketing is

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not as easy to measure, nor is it always clear in terms of its success.

Nigel Brown Thanked Andrew.

## William Osler Health System Citizens Advisory Panel Meeting

On Wednesday evening, President Hugh attended the William Osler Strategic Planning meeting as a member of the Citizen's Advisory Panel. William Osler Health System is developing a five year strategic plan and this was the second facilitated meeting (of three) with the advisory panel - to get input from community leaders. Of the 24 or so members, there are five Rotarians from four other clubs, plus ours! The strategic planning process is gathering ideas and priorities from the community and from its other stakeholders. A final draft will be completed in January 2013 with public launch next spring.

## Rotary Food Initiative Update

The Rotary Food Initiative fundraiser brought in about \$21K this year. Apart from the money, we have been getting tremendous feedback from the groups that participated:



- “This was a truly meaningful partnership” (Jennifer Chow, Second Harvest)
- “Rotary Club of Etobicoke along with their partners were able to provide over 42,000 healthy meals for children as a result of our fundraiser.” (Andre Dugas)
- “This was LAMP’s only opportunity to fundraise as community partners!” (Eugene Amoaka, LAMP-RAY)

The monies have been distributed to the groups involved. The following is the breakdown of funds distributed, and was based on their fundraising efforts at Toronto Ribfest:

- Toronto Foundation for Student Success (\$3000 - \$1000 each for three schools)
- Second Harvest (\$3,936)
- North York Harvest Food Bank (\$2,624)
- PACT (\$1,312)
- St. James Food Basket (\$2,624)
- LAMP CHC / RAY (\$2,624)
- Stonegate CHC (\$2,624)
- Salvation Army (\$2,624)

Next steps, our club has generated tremendous momentum. There are several other Rotary Clubs already interested in seeing the “eradication of child hunger - nutritiously” become our main program for the Rotary International Convention in Toronto in 2018. With their support, and the partnership with organizations like those above, we could make this real. For those who were at our Big Ideas Forum and heard from Catherine Parsonage and David Lockett and the others - there is good reason to be optimistic.



## Annual Subscriptions

Treasurer Don Edwards reminds all the members that Subscriptions are due \$250.00 or \$270.00 after August 31, 2012.

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## Visitors & Guests

### Visiting Rotarians:

**Saskia Wisngaard** - Mississauga West Club &  
**Andrew Yang** - Toronto Skyline club

### Visitors:

**Marion Bishop** - Guest of Saskia Wisngaard

### Rotary Makeup:

August 15, 2012

**Jim Woodside** - Havelock Club

August 18, 2012

**Nigel Brown & Bernadette Hunkeler Brown** -  
Rotary Club of Stratford, Ontario.

Attendance 8 Rotarians

## Secretary's Corner

*By Ron Miller*

*Following announcements were made*

- **September 15<sup>th</sup>** - "Bag Packing" - No Frills at Rathburn and Renforth - 2 to 5 Pm - contact Nigel Brown
- **September 23** - District Foundation Walk - Bowmanville
- **19 - 21 October** - District Conference, Sheraton Parkway Toronto North Hotel, Richmond Hill, check district website for more information.

*Please put all these dates in your diaries and let Ron know any make-ups/meetings you have attended - THANK YOU!*

Nigel was happy to present a banner from the Stratford Club. He's also got them on board with our Magoanine project. Attaboy Nigel!



## Rotary news in brief from around the globe

### Czech Republic

To raise funds for playground renovations at a speech-therapy kindergarten, the Rotaract Club of Ostrava hosted a rock music marathon in November. Club members worked with one of the city's most popular music venues, Fabric Club, and four local bands to organize the event for 200 people, who paid US\$14-18 for tickets. The Rotaractors also volunteered to work on the playground, which is designed to help the children develop their motor and cognitive skills.

### Guatemala

Members of the Rotary clubs of Stratford, Woodstock, and Woodstock-Oxford, Ont., Canada, set up eight temporary clinics in mountain communities around the city of Quetzaltenango, providing care to 1,200 people over two weeks in November. In addition to medical and dental treatment, 23 health care professionals - including two doctors, a dentist, a pharmacist, a physiotherapist, and several nurses - provided lessons on personal health

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and hygiene and distributed reading glasses, toothbrushes, and toothpaste. Some of the nurses were volunteers from CarePartners, an Ontario-based nursing services provider. The Stratford club purchased medications, and Medical Equipment and Supplies Abroad, a project of District 6600 (Ohio, USA), donated dental and medical equipment.

## **Lebanon**

The Rotary Club of Beirut-Cedars created its own online daily paper last year through Paper.li, a publishing service. The publication pulls news from the Web and the club's Twitter and Facebook feeds, focusing on subjects related to Rotary, peace, polio, and other humanitarian topics.

## **Mongolia**

A 100-acre orchard planted in 2006 has grown to more than 1,200 acres and is now Mongolia's largest. Korean and Mongolian Rotarians planted five windbreak forests, one of which included the orchard, to help avert damage from Gobi sandstorms, which can affect Korea and other distant areas. The initiative, called Keep Mongolia Green, has received funding from Rotarians, Rotary Foundation Matching Grants, and the Mongolian government. The government also subsidizes a nearby juice factory to process the fruit from the orchard, and an agricultural cooperative provides jobs for local people.

## **Rwanda**

Women and children in the village of Binunga once had to hike down a mountain for water, then haul it back up by hand. Because of a Rotary Foundation Matching Grant project sponsored by the Rotary clubs of Forest Hills, Pa., USA, and Kigali-Virunga, solar-powered pumps now send 8,800 gallons of water to the village from a spring-fed reservoir every day. The project also benefits the Urukundo Home for Children, a school and orphanage in the village that houses 46 young people.

## **Canada**

The 87th annual International Goodwill Meeting was held in Winnipeg, Man., in February, commemorating the founding of the Rotary Club of Winnipeg, the first club outside the

United States. The event drew 125 Canadian and U.S. Rotarians, who celebrated the international connections within Rotary. Seven Winnipeg-area clubs hosted the gathering.

## **New Zealand**

The Rotary Club of Ashburton Plains harvested a record amount of gourmet potatoes last year for its annual Christmas fundraiser. The 2,884 bags, each weighing nearly 9 pounds, sold for NZ\$10 each, and the effort netted over \$27,000. The money supports club projects and scholarships, Rotary Youth Leadership Awards events, and the Ashburton Rowing Club, which works with the Rotarians to dig up the spuds. For the 2011 holiday season, the club also donated 164 bags to local food banks.

## **USA**

To celebrate 100 years of Rotary in Florida, the state's first club, the Rotary Club of Jacksonville, and District 6970 raised funds for a mobile health bus that will visit schools, churches, community centers, and shopping areas to provide screenings, inoculations, and basic care to local children and families. Kalyan Banerjee, 2011-12 RI president, and his wife, Binota, were on hand to dedicate the bus in February.

- Courtesy: Rotary International -

Reporting & Pictures Courtesy: Nigel Brown & Hugh Williams