



# WEEKLY UPDATE



## Rotary Club of Etobicoke

District Governor: Ted Koziel

RI President: Sakuji Tanaka

Week September 12, 2012

Board 2011 - 2012

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

**Wednesday September 19, 2012, 7.00 p.m. - CEO 2<sup>nd</sup> Harvest Food Bank, Venue: Crooked Cue on Bloor**

### Ribfest Sponsors Recognition



President Hugh began by playing a video which shows how the Club promoted our sponsors at Ribfest followed by the 30 second commercial for Ribfest that played on CP24. Hugh also showed a video of the song written by Freddy Will for Ribfest (available on iTunes for \$0.99)

Hugh turned the ceremonies over to Ribfest Chair Michael Bell. Michael began by thanking everyone who attended today's luncheon and said it was "a great turnout". He especially wanted to thank all of the sponsors, the members of the Ribfest Committee, and all of our Clubs members involved for "all the work you have done to make another successful Ribfest. We can't do it without you".

Michael began handing out certificates to the sponsors in attendance.

The first went to Donna Winter and Gloria Peters from the City of Toronto.

Michael asked Justin DiCiano to accept the certificate on behalf of Dunpar who were always available when a back-hoe or extra golf cart was needed. Justin would just call his brother Julian and it would be done.



Michael wanted to recognize one of our vendors, Al and Ginette Southern from Hearts delight, who have also become one of our "great sponsors".

One of our new sponsors, Mike Walmsley from iMike was recruited by President Hugh. Mike designed many of our Ribfest signs, etc

Michael said the next certificate was special to him as it went to a quiet and unassuming person who was always there to bail us out. He had an answer to every question and was able to solve just about anything. He was the "back bone" of the organization and even made warehouse space available to store gear from

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the Ribfest trailer. Michael presented the certificate to our member Gerald Lue.



Michael noted that we used to be a “big club with a little Ribfest. Now we are a small club with a big Ribfest”. However when we have problems “things always seem to fall into place”. Sometimes you don’t even have to ask for solutions. Mary Anne Viguilla is a student at Ryerson who needed who needed some volunteer time. Michael said he is not sure why she picked us but she became C.J.’s assistant and jumped in to help where she was needed. She did a great job and Michael wanted to present her with a certificate to recognize all the hard work she did.

Michael presented a certificate to Darron Armstrong from Modulock who provided the fencing for the Ribfest site.

Every year at Ribfest, the St. John’s Ambulance has been on site to provide first aid. These are all volunteers and Michael wanted to thank them for their participation by giving a certificate to Brook Griffiths, one of their volunteers.

A special thank you Michael wanted to extend was to our former member and Past-President Ed Torres from Skywords. Ed has always provided a “helping hand” in many ways to Ribfest over the years including getting our commercials run. He is an organizer for the “Calabogie Bluesfest” and Michael and Ed have been “trading ideas” on how to do things and how to promote the events. Ed had an idea about using a PSA (public service

announcement) to get volunteers and still promote the event. It was too early to actually put out promos for the event, but he put out PSA’s looking for volunteers for the event. This still puts the event in peoples’ minds. Michael thought that this might be something we could look into. Michael added that Ed was kind enough to even rent our entrance structure from Ribfest for the Bluesfest. Michael was happy to present an appreciation certificate to Ed.



Michael now wanted to recognize the people responsible for our media advertising for Ribfest (make a story of Ribfest). Terrance Brouse (who wasn’t able to be here today) and Kevin Morrison handled that task. Through their efforts and expertise the story of Ribfest was spread through the media. Last year we received 28 million tier 1 impressions. This year that rose to 44 million tier one impression were received about Ribfest, Rotary and what we are doing. There was an additional 5 million impression from Skywords. This means a lot of people heard about Ribfest. Michael presented a certificate to Kevin Morrison.

Michael asked Justin DiCiano to present the next certificate to Will Harris from Molson’s. Justin said that since he has been involved in Ribfest over the past couple years, Molson’s has been one of our beer vendors. He can’t express how helpful they have been. He said they have called him at midnight asking if they need help emptying out the beer trailer and

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within half an hour they would be there helping out. They have given us “fantastic support” and Justin was happy to present Will Harris with his certificate.



Michael had a couple more awards to pass out. He held up a trophy with a pig on it. He said this award began last year and is called the “Saving Our Bacon” award. It is for someone that “comes out of the woodwork” to help at Ribfest. Al Neilson is from the Scarborough Rotary Club and is one of the organizers of the Scarborough Ribfest. He contacted Michael and asked “can I help out with your Ribfest?” Michael quickly said yes but thinks that Al may not have foreseen what was in store for him. Al worked 14 to 18 hour days doing everything from helping with electrical problems to anything else that had to be done. He did this willingly and never complained. Everyone considered Al a “heck of a great guy”. Michael was happy to present him with the trophy.

The last award was new for this year. It is the “Heart of Ribfest” award. It goes to someone who is “hooked on Ribfest”. Michael explained that Ribfest has a way of getting into your blood. Even though it takes up more and more of your time, you remain hooked. This year the Club hired a Coordinator for Ribfest. We were fortunate that person was C.J. Augustine-Kanu. C.J. did an amazing job, but Michael said that she also got “bitten by the Ribfest bug”. It became a “labour of love” for her even though she spent “hours and hours” at Ribfest. It was a great pleasure for Michael to present C.J. with

the award. C.J. wanted to say a few words. She said she had a “fantastic time” and is nice to see the “back-side of the Ribfest”. It was a lot of work, but it was exciting. She said she enjoyed working with each and every one of our members. She will see what happens in 2013.

Michael closed by saying thank you again to his Ribfest Committee for all their hard work over the past year, to all the members who helped out and to all of our sponsors, etc.



## Visiting Rotarians

**Egon Holzwarth** – Rotary Club of Nanaimo, B.C.

**Frank Solith** – Rotary Club of Fonthill, ON (and former Past-President of the Rotary Club of Etobicoke – 1990-91)

## Visitors

**Major Kester Trim** – Salvation Army Potential Member

**Jim Koziak** – Guest of Egon Holzwarth

**Loretta Chan** – Guest of Judy Burnell

**Jennifer Maron** – guest of Ingrid McGaughey

**John Campbell** – guest of Ingrid McGaughey

**Kevin Crigger** – Guest of Ingrid McGaughey

**Theresa Sherwood** – Potential New Member

**Marion Bishop** – Potential New Member

**Lisa Morales** – Guest of Ed Torres

**Martin Tierney** – former member of the Club

## Ribfest Sponsors and Guests

**C.J. Augustine-Kanu** – Ribfest Coordinator

**Mary Anne Viguilla** – Ribfest Assistant Coordinator

**Al Southern** – Heavens Delight

**Ginette Southern** – Heavens Delight

**Mike Walmsley** – iMike

**Darren Armstrong** – Modulock



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**Brook Griffiths** – St. John's Ambulance

**Ed Torres** – Skywords

**Kevin Morrison** – Ribfest media

**Donna Winter** – City of Toronto

**Gloria Peters** – City of Toronto

**Al Neilson** – Scarborough Ribfest

**Will Harris** – Molson's

Club members – we were 15 today

Total attendees - 40

## Secretary's Corner

*By Ron Miller*

*Following announcements were made*

**NOTE:** Next Wednesday's Luncheon Meeting (September 19<sup>th</sup>) has been cancelled. There will be Special "Big Ideas" meeting Wednesday evening at the "Crooked Cue", 3056 Bloor St. W. (Just west of Royal York Rd.) at 7 PM. The guest speaker will be the CEO of the 2<sup>nd</sup> Harvest Food Bank and the theme will be "Eradicating Child Hunger".

- **September 23** - District Foundation Walk - Bowmanville. Contact Carol Weber
- **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 Brown** – Nigel was happy to say that he made presentations at 3 District 7070 clubs this week (Picton, Wellington and Belleville). He presented President Hugh with club banners from all 3 clubs. He said that he was there "trying to drum up business" in hopes that these clubs might be interested in supporting the Magoanine "B" School Water and Sanitation Project in Maputo, Mozambique that Nigel has been working hard on. He thinks there may be some interest from these clubs especially Picton where our Club gave support to their Atokor Vocational Training Centre project in Ghana. They are 2 years into the project and one of Picton's members, Peta Hall, is spending 3 years in Ghana overseeing this project and reports that it is "coming into fruition".

**Lynda Ryder** – Lynda was happy to say that when she arrived at the meeting today she got to see 2 former Past-Presidents of our club, Ed Torres and Frank Solith. She said she hadn't seen Frank in at least 20 years, and that it was "such a joy" to have them both here today



## 50/50 Draw

Today's 50:50 Draw **Lynda Ryder** ticket was drawn out of the bag but he pulled only the 7 of Clubs Pot grows!! Deck of Cards gets smaller - It's a nice pot of over \$525.00.

**THERE ARE ONLY 7 CARDS LEFT**

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## Rotary District 7070 Foundation Walk

Rotary Walk for Polio-Plus.....COME &  
JOIN US

Sunday, September 23, 2012 -  
9:00 am to 2:00 pm

Location:

Clarington Beech Centre  
28 Beech Avenue  
Bowmanville, ON, L1C 3A2

Registration is required by September  
16<sup>th</sup> and sign up with either President  
Hugh, Michael Bell or Carol Weber.

A terrific way to join your fellow  
Rotarians and enjoy the pleasure of this  
annual event, support Polio-Plus and  
get your exercise!

This event is hosted by Rotary Club of  
Bowmanville. Approximately 500  
Rotarians will be visiting this fair  
municipality. They will be participating  
in a short 3KM or long 7KM walk through  
the river valley and/or the river valley  
and town residential area touring the  
historical sites of the town. Afterwards  
a barbecue lunch will be provided.

See you there!



Reporting & Pictures Courtesy: Ron Miller