



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Valarie Wafer**

RI President: **Ron D. Burton**

Week March 12, 2014

Board 2013-2014

President: Michael Bell, Secretary: Ron Miller, Treasurer: Don Edwards

March 19, 2014 – Big Ideas Forum: Empowerment of Women, Crooked Cue, 7.00 PM

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Today's Speaker – Scott Mills – Toronto Police Services.



Tony Vella introduced Scott. Both Tony and Scott are Police Constables with the Toronto Police Services and met when they were both working in the TPS Corporate Communications office. Tony noted that when he first heard about the Police using social media such as Twitter, Facebook, Google+, etc. he was sceptical. However, he now says that this is a "great way to communicate with people". It is a "very effective tool for communicating with people quickly". It has become an integral part of information transfer in the TPS between officers and the public.

Scott began by saying he has a police officer for 23 years, and is currently assigned as a Social

Media Officer in the Corporate Communications office. He volunteers as a social media adviser for Crime Stoppers, and is a serving board member on the Spanish Speaking Education Network, Communities Advancing Valued Environments and the Ontario Gang Investigators Association.

He started his career in 1990 with the Peel Regional Police and transferred to Toronto Police Service in 2002. He has experience in community policing, schools, homicide squad, Intelligence Unit, Street Crime Unit (gangs) and Crime Stoppers programs.

"Community collaboration is the key to success and safety and social media tools are a must to accomplish these goals using a relationships and technology strategy." Scott is currently working with community partners from the education and medical sectors to design a Real Time Crisis Centre that envisions the use of relationships and technology strategies and social media to save lives, especially for people experiencing mental health and homelessness issues, and to reduce 911 calls and hospital emergency room visits.

Scott's passion is working with youth on the theme of graffiti art and community building and BMX bikes. He has been long involved with these initiatives, and celebrating them on social media for success and safety. He is also passionate about furthering investigations and prevention efforts for missing and murdered Native women.

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Scott wanted to illustrate about how effective a tool social media is to the TPS. Scott was assigned to the Corporate Communications office as a Media Relations Officer who would "talk" to the media. Two months before the G20 Summit in Toronto, Scott became the "Social Media Contact Officer". This was a new position and was left up to him to make it work. Scott said he got out of bed the morning of the G20 to see a TV newscaster reporting that "a Police car was on fire". Scott said that it didn't look like things were going well so he tweeted "the Police are coordinating a response". He was amazed that just over 30 seconds later his tweet was read "word for word" on air. He was able to get his message out to the media almost instantaneously without having to leave his home. Even so, Scott added that "they could have done a lot better" during the G20, but it was a learning process at the time. Since then they have improved in "leaps and bounds". The TPS "social media strategy" that is now in place is "a model to the world". The TPS has 280 officers currently using Facebook, Twitter, Google+, etc. to communicate with other officers and the public and more officers are being added almost daily.

Scott wanted to mention his work as a social media advisor with Crime Stoppers. The "community led" Crime Stoppers programs are in partnership with police and media nationally in Canada, in USA and internationally. They are a "world-wide registered charity" but with local community bases. The anonymity of people submitting "tips" to Crime Stoppers "has been guaranteed by the Supreme Court of Canada since 1997. Since Crime Stoppers has been accessible to the public by social media (Facebook, etc), in just two years (2007-09) anonymous tips had risen from 200 to 1000 a month and continue to increase. Scott wanted to remind everyone that Crime Stoppers and

the other social media outlets available to contact the TPS is a major source of information to help solve crimes. If you have information please share it with the police.

Currently Twitter is the "number one" means of getting information from TPS to the public by the use of "simple tweets". The Twitter and Facebook message are "loop fed" into the TPS website (www.torontopolice.on.ca) where they are displayed in a matter of seconds. To demonstrate how quickly a message can be displayed, Scott took a "selfie" with Hewitt McGaughey (Ingrid's son) and sent it by "Instagram" and remarked that the picture would be seen on the website in a short time. Since Hewitt is interested in BMX bikes, Scott also sent it to a BMX website which showed up quickly.

Scott strongly believes that through social media contact between the community and the police will lead to "better police oversight and community empowerment".

Ingrid thanked Scott for his informative presentation.

Birthdays This Week



Dr. Jim Woodside - March 10

Cy Garland - March 11

Sharon Lee - March 12

Linda Schneider - March 13

Alice Otupiri - March 16

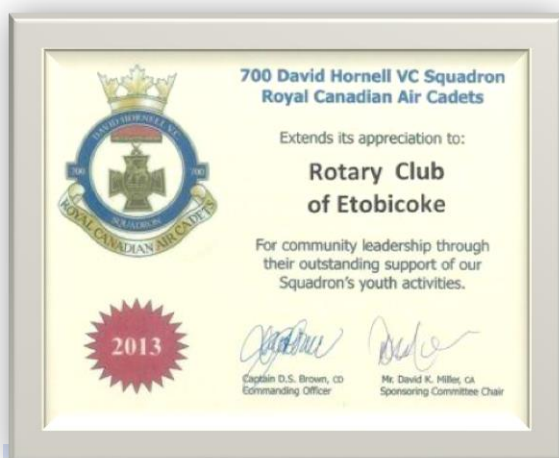
Anthony Doukas - March 17

Happy Birthday to you on your happy day... ..

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700 David Hornell VC Squadron Royal Canadian Air Cadets

RSVP to let us know you are coming:
<https://rotaractyorku.typeform.com/to/YJjUbD>



David Grassby, a civilian volunteer with the 700 Squadron Air Cadets presented President Michael with a "plaque of appreciation" to our Club for "community leadership through their outstanding support of our Squadron's youth activities. It was signed by Captain D.S. Brown, CD (Commanding Officer) and David K. Miller, CA (Sponsoring Committee Chair).

General Meeting Rotaract Club of York University:

Weiting Xu has invited our Club members to attend the Rotaract Club of York University's "Last General Meeting & Presentation Skills Workshop".

Date: Tuesday, March 18th, 2014

Time: 5:30PM to 7:30PM

Location: Calumet College Room 100

Cost: Free

Other: Come and meet our executive team, Rotarians, and Rotaractors. Refreshments will be provided - Rotaract cake to come!

Secretary's Announcements



April 19, 2014 – Seneca College. Rotary Leadership Institute – RLI Leadership Training. Contact Ron Miller for details.

May 03, 2014 – Rotary District 7070 Rotary District Assembly. Venue: Bank of Montreal Institute for Learning. Contact Ron Miller for details.



50/50 Draw

Kester Trim (Kester asked Hewitt McGaughey to draw a card for him) – **5 of Diamonds**. So the Pots grows!

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Rotary Club of Etobicoke & Toronto West Rotary Club "MicroSkills Meet & Greet":

Rotary Club of Etobicoke

&

Toronto West Rotary Club

Are pleased to announce

A special "Meet & Greet"

To welcome our friends from

MicroSkills

Friday, March 21st 2014 @ 6:30 PM

Westmount Gallery

88 Advance Road

On December 18th, 2013 our Clubs announced the MicroSkills Youth Centre Expansion Project. This initiative is being undertaken in partnership with MicroSkills. It is a \$300,000 investment in the future of Etobicoke youth.

Hear about this exciting project ... and meet the people of Microskills who are making a huge difference in the lives of Etobicoke youth.

Event Cost:

There is No Official Charge for the event.

We will have a Donation Bowl at the event.

We hope all Rotarians will make a \$10.00 Donation for themselves and any Guests they may bring.

**Please R.S.V.P. Jack Fleming
jdf@flemingadvisors.com, 416-436-0062 for
more details and if you are planning to
attend. Light food and beverages
provided.**

Parking:

The Gallery is on the north side of Advance Road

Guests may park in the Gallery lot ... or ...

**Guests may use the parking lots of the
neighbouring businesses (both east and
west) of the Gallery on the north side of
Advance**

**Do not park across the road from the
Gallery.**



Visitors & Guests

Visitors and Guests:

- **Scott Mills** – Toronto Police Services – speaker
- **Jo-Ann Bell** – Guest of Michael Bell
- **Donna Sellers** – Potential New Member – Guest of Mark Winson
- **Hewitt McGaughey** – Guest of Ingrid McGaughey

Attendance:

Members –13
Visitors & Guests – 04
Total – 17

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HAPPY BUCKS

Linda Ryder – Linda was happy today because “Ralph paid for her lunch”. She was also happy to say that she has been away in Chicago for a week doing training (Sunday to Friday) to become a Rotary Zone Coordinator. She found out that there are 81 of these around the world. She will have 13 District Governors that will report directly to her, including Michael Bell who will be our District Governor in 2015-16.

Jim Woodside – Jim was happy to say he wanted to get a volunteer form for his granddaughter so that she can participate at this year’s Ribfest. Liz Read (our Ribfest Volunteer Coordinator) said she would be happy to get one for him.

Ralph Chiedo – Ralph was happy to “thank everyone who prayed for snow this year”.

Mark Winson – Mark was happy to say that Hugh and he attended the International Women’s Day Breakfast at the Dorothy Ley Hospice. The event was hosted by Donna Cansfield and the proceeds were split between Dorothy Ley and “Free the Children”. He said it was a “great event” and “very emotional”. The event was “well attended” and “well received”. Mark presented a cheque for \$2,500 to Todd Fraleigh, Executive Director of Dorothy Ley in support of the event. Mark said that Rotary was well represented at the event. Mark has invited a speaker from “Free the Children” to possibly do a talk at our Club. Mark was also happy to say that at the event he met Donna Sellers who is his guest at today’s luncheon. He said that “he didn’t want to push too hard too fast” but that Donna may be interested in become a member of our Club.



Michael Bell – Michael was happy to say that Jo-Ann and him had spent the last 5 days looking after his grandchildren in Newmarket. Actually Michael noted that it was Jo-Ann there for 5 days. He had a “one day reprieve” as he came home for the Board meeting on Monday evening. He was also “happy” that his grand kids “shared” their colds with them.



“Selfie” Hewitt McGaughey and Scott Mills.