

Today's Program

Mark Cullen

Topic

Gardening

Host

Kevin Power, *Vice-president,
District "tree person"*

Location

The National Club,
303 Bay Street



Possibly Canada's best known gardener and President of Mark's Choice Ltd. Mark Cullen is a third generation career gardener, and a "garden communicator" unlike any other. He is a best-selling author, with over 20 books on gardening to his credit. Cullen actively maintains his website, www.markcullen.com,

where he has answered over 10,000 questions from gardeners across the country.

In July of 2016 Mark was awarded Member, Order of Canada 'For his contributions to promoting and developing horticulture education in Canada and for his ability to explain how Canadians can protect the environment.'

Cullen serves as spokesperson and horticultural consultant for Home Hardware Canada and Premiartech Home and Garden, C.I.L. Golf Green Iron Plus. As well, Cullen is an avid supporter and volunteer spokesperson for SHARE Agricultural Foundation, benefiting subsistence farmers in Central and South America and the Chair of Marketing for Canada Blooms Flower and Garden Festival. He is also on the Leadership Team for Highway of Heroes.

Mark reaches over two million Canadians every week through various media outlets with a message that is distinctly Canadian. He has a familiar style that people relate to. He delivers a message that is compelling, fun, informative, inspirational – all based on his sustainable approach to gardening.

Born and raised in Toronto, Mark enjoys biking, classic cars and traveling within the United Kingdom and Canada. He and his wife Mary have four children, Lynn, Heather, Emma and Ben.

District 7070 Earth Day Tree Planting

When: Sunday April 22, from 10:30 am to 1 pm
Where: Sunnybrook Health and Sciences Centre,
2075 Bayview Avenue, Toronto
Who: Kevin Power, Co-ordinator

This is a hands-on opportunity to plant a tree on Earth Day at the District Tree Planting in collaboration with Highway of Heroes Tree Campaign and Sunnybrook Health Sciences Centre. The trees will be planted adjacent to the largest veterans care facility in Canada. Rotarians, friends and family are invited to get their hands dirty and plant their tree towards the 1.2 million-tree challenge. Please come prepared for the weather, with appropriate footwear and be ready to get your hands dirty.

The Environmental Committee, with a contribution from the Rotaract Club of Toronto, has made a donation to Highway of Heroes for 250 service trees. This purchase covers one tree for each member of the Rotary Club of Toronto as well as one tree for each member of the Rotaract Club of Toronto, the University of Toronto Rotaract Club and the Ryerson Rotaract Club.

Click here for further information and to register in advance.
<https://goo.gl/EXKJ1m>

If you have planted a tree this Rotary year please report by clicking on the following link to add your trees towards our district goal of 1 tree for each Rotarian attending the Rotary International Convention in Toronto. This is currently approaching 35,000 trees.
<https://goo.gl/UbRbbg>



Rotarians planting trees in 2012



**The Convention:
by the Numbers**
- by Don Bell

As we count the days until the opening ceremonies, you may find some of these numbers and statistics interesting. We have over 36,000 registrations thus far, but as with all conventions the number will drop significantly because people cannot get visas or they have to cancel their plans. So we are projecting a final number of around 25 – 26,000 guests by June 22nd. By comparison, the final paid attendance at some other conventions was 33,390 in Atlanta, 17,487 in New Orleans, 17,909 in Montréal, and 18,702 in Los Angeles. In 1983, we hosted 16,800 here in Toronto. At present we have registrations from well over 100 countries with the top five being United States, Canada, Japan, the Philippines and India. From our District perspective over 1000 registrations are from our District and District 7080 next to us. Rotary International has 7844 hotel rooms blocked in the city, of which 6814 are already booked, and 941 are protected (rooms for senior leaders, speakers, staff, vendors, etc.). What this means is that there are only 89 available Rotary rooms left.

Our club has really stepped up to the plate to offer home hospitality to our guests on Monday night. As of this week we will be able to seat 390 out-of-town Rotarians for dinner at 20 different venues. This represents 16% of the 2450 total number of dinners. Add your name to these hosts!

At the moment Volunteers are a priority for us because we need a total of 1500 and as of this week we only have 675 signed up. Being a smaller city, Atlanta only used 1200. There are 15 different venues around Toronto and you, or any of your family or friends can help us.

The other priority is to invite people to attend the Rotary Ribfest at the CNE on Tuesday night, June 26th. At present we have over 1000 ready to party and we could accommodate 3 times this number. The party admission will include food and drink in front of the Bandshell, live music and all sorts of Canadian entertainment in the Queen Elizabeth Building. Our inclement weather insurance will be the Better Living Centre building.

Camp Scugog! DATES May 25-27

You've seen the images; you've heard the tales...now it's time to sign up for another weekend of hard work, great food and abundant fellowship.

If you're a newer member or someone who has not yet been there – we strongly encourage you to ask someone who has to tell you about the weekend. Members repeatedly say it's a highlight of their Rotary year, and a weekend not to be missed.

Register today at: <https://goo.gl/5RJ3i4>

If you can't join us consider a donation to help cover the cost of the paint, lumber, nails etc. What exactly is Camp Scugog? In simple terms, we head up for a weekend of hard work fixing up a camp (located near Port Perry) for disadvantaged families. What does this entail? Generally we're painting cabins, fixing fences and other assorted projects. No special skills are required – though there are specific projects for those who have a skilled trade background. You work in teams with an assigned friendly – if demanding – foreperson.

Most people come up Friday and kick the weekend off with a social evening. Trust us – it's worth getting there Friday to enjoy the barbecue. Saturday is full-on work, followed by a gastronomic feast, and we try to get a half-day in Sunday as well. Our member chefs are hard at work on the menus!

If you have additional questions before registering, please contact Susan Howson at showson@mackieresearch.com

**Cost: Members \$100.00
Rotaractors \$80.00**

** This cost includes all meals, and helps pay for our work supplies.*



Gourmet food for the workers!



Rotary Walk for AIDS 2018
www.toronto.rotaryaidswalk.ca



On Saturday, April 28th we will be holding our 9th Rotary Walk for AIDS. Although AIDS does not seem to garner the same attention it did, it is a virus that affects millions with no cure yet. 109 people died of AIDS in Canada last year. There is still much to be done.

Our **Toronto team** will be led by **Maureen Bird**, raising funds for **OAHAS**, Ontario Aboriginal HIV/AIDS Strategy, a registered charity. www.oahas.org The Indigenous/Aboriginal community has been hard hit by HIV, a higher percentage than in the general population.

Call Maureen if you can join her on the walk.

Our DG **Neil Phillips** is walking with **The Rotaract Club of Toronto** raising funds for other very worthy AIDS charities.

If you'd like to sponsor us, go to <https://goo.gl/XsZ66p> and search for their names.



Welcome New Member Mike Leon



Mike Leon is an award-winning Digital Marketing and Branding Professional with almost twenty years experience in the Canadian and International Markets. As President and founding partner of Brand Heroes Inc., Mike is responsible for the firm's strategic direction and can be credited with building Brand Heroes into a leading boutique brand storytelling agency, with a national client list that includes post secondary, healthcare and regulatory organizations. Over the course of Mike's career he has advised and created campaigns for some of the world's most dynamic brands including Microsoft, Mattel, Intel, Rogers, YTV, The Toronto Maple Leafs and more.

In demand as a speaker, Mike frequently delivers talks on the power of personal branding, digital marketing and brand storytelling. Mike is also the on-air marketing expert for Global Radio AM 640 where he provides live commentary on a variety of marketing and branding issues. Mike has provided live commentary on everything from the brand implications of sex scandals to the PC Leadership race.

Mike holds undergraduate degrees in Communications and Political Science, a diploma in Television Broadcasting and an MBA in Marketing. Mike is also a Part-time MBA Brand Management Instructor in the Lazaridis School of Business and Economics at Wilfrid Laurier University and when he's not saving brands, can be seen trying to save himself from embarrassment as a stand-up comedian.

Roadmap to 2020, Update # 16

Training sessions on Apr 20 & May 4 - Learn how to set up a video conference call from anywhere in the world and remain engaged with your Rotary projects!

This week at the Youth and Children Service (YCS) committee meeting, Chaired by Dawn-Marie King, some of the committee members were not in town and important Rotary matters needed to be addressed including presentations from three of our community partners. The committee quorum could have been in jeopardy! Not to worry, Google for Non Profits was there for the rescue, and Dawn-Marie had already set up a Google Meet video call. YCS members joined in from Florida, Vancouver, North York and downtown Toronto with members attending in-person and were able to interact, see and review the live presentations. Would you like to learn how to setup a video call with just a couple of clicks? You can do that with your new @rotarytoronto.com account.

Congratulations - like a majority of Club members, you may have already set up your Google Rotary Toronto account and are likely well on your way to collaborating with Rotarians on projects, accessing committee meeting information, viewing live club speakers and committee meetings calendar and joining video conference calls for Rotary matters when appropriate. For those who haven't had a chance to either activate your @rotarytoronto.com account or would like to learn about video calls and other tasks so it is easy to do your Rotary work - we are here to help! Come join us:

Fri, Apr 20: 1:30 to 2:00 pm
at The National Club
Trainers: Jonathan Wu
and Prince Kumar

Fri, May 4: 1:30 to 2:00 pm
at The National Club
Trainers: Maureen Bird
and Jonathan Wu

Please bring your smartphone, iPad, tablet and/or laptop to the session.

For those who need help with the above but cannot make the training, - Contact Prince, Jonathan, Maureen or Carol and we can set you up with your very own Training Buddy

For those that don't need the training, we suggest you check that you have the following apps downloaded on your portable device for a smooth experience: 'Gmail App', 'Hangouts Meet', 'Hangouts', 'Google Calendar', 'Google Drive', 'Google Docs', 'Google Sheets', and 'Google Chrome'.

RI President
Ian Riseley

District Governor
Neil Phillips, Toronto

The Rotary Club of Toronto Club 55 – 1912

Officers:

President: Pat Neuman
President-Elect: Jeff Dobson
Vice President: Kevin Power
Treasurer: Rick Goldsmith

Executive Director:
Carol Hutchinson

**Rotary Club of Toronto
Charitable Foundation:**
Susan Howson, President

Editor of the Week:
Don Bell

Editor April 27, 2018:
Karen Scott

What You Missed Reporter for April 20, 2018:
Maureen Bird

The Four-way test of the things we think, say, or do

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it Build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

Upcoming Speakers & Events

April

April 27 Michele Fisher, Life After the Armed Forces

May

- 4 Youth Day
- 11 Elyse Allen CEO General Electric
- 18 NO MEETING Victoria Day
- 25 NO MEETING Camp Scugog

Events

- April 22 Highway of Heroes Tree Planting
- April 28 Rotary Walk for AIDS
- May 5 Historic Walking Tour – June Brown
- May 15 President's Cocktails, National Club
- May 25-27 Camp Scugog
- May 30 Walk a Mile in Her Shoes - June Brown
- June 23-27 RI International Convention

Propose a Speaker – Contact
Mario Voltolina, Chair
mario.voltolina@gmail.com
Tel: 416-720-7236

Submit an article to the Voice Newsletter
therotaryvoice@gmail.com

Editor-in-chief: Maureen Bird



Grace Acan, Special Guest

Grace Acan was one of 30 Aboke school girls captured by the brutal Joseph Kony's Lord's Resistance Army in 1996, in Northern Uganda.

In 2004 she escaped with a daughter, Mercy, to return to a community physically and emotionally destroyed by Kony's actions. The stories of these girls are told in the very moving book "Stolen Angels".

With help, she completed secondary school then received tuition from the Rotary African Women's Education Fund to complete a university degree. Grace was simultaneously working with 9 groups of returnee-mothers, that is, over 200 formerly abducted young women who returned from LRA captivity with young children, just like Grace. She is spokeswoman for the Women's Advocacy Network in Uganda. She was in Canada in 2012 where the Kitchener-Conestoga Rotary Club and Wilf Wilkinson presented her with a Paul Harris Fellowship. We were proud to have her as a guest of our club in July 2012 and are pleased to welcome her back this week.

She is here to work with two York University professors on a project with the Canadian Museum of Human Rights (Winnipeg) in connection with Grace's new book "Not Yet Sunset". She will be interviewed on CBC The Current airing Friday at 8:30 am and 8 pm.



Grace Acan with Cijay Shah in 2012

What You Missed April 13th, 2018

- by Jane FitzGerald



President Pat called the meeting to order in a well-attended house (beverage of hops provided) and introduced our Head Table. We were delighted to have a new member Mike Leon as well our one and only District Governor Neil Phillips and the co-chair of Convention 2018 Mike Cooksey (Past District Governor and member Rotary Club of Scarborough). Banners were accepted from Club Geislingen-Laichingen (Germany) and the Cross Timbers Rotary Club (representing the municipalities of Argyle, Bartonville, Cooper Canyon, Double Oak, Flower Mound, Highland Village, Lantana and Lewisville from TEXAS USA .. est. 2015!).

Pat mentioned the Foundation had raised \$9,252 in January 2018 from donations made by contributions from birthdays, anniversaries and estate direction. We can all do this... see the website. Also the members raised \$19,000 for ShelterBox and the Foundation matched this amount to assist in the 2017 Houston flood disaster.

Mike Cooksey spoke about the Convention... "71 DAYS TO THE OPENING CEREMONIES". Mike reiterated that all the events such as Jazz at Aquarium and Rock at the Distillery on Saturday as well as RotaryFest on Tuesday at the CNE grounds (with Juno award entertainment) do not require Convention registration, so you can buy tickets for friends, family and guests. Go to rotary2018.org and look at HOST ticketed events. Mike said this convention will be a \$15,000,000 benefit to Toronto. Dawn-Marie King reiterated we need more volunteers to cover airports, hotels, the convention center, host events, etc. Please sign up for a 4-hour shift. Volunteers do not all need to be Rotarians. Please take a look at <https://app.vroomhq.com/s/rotary-2018> for available shifts. Lots of choice, lots of fun!

Jackie Davies and Don Bell are still looking for HOC events in "home hospitality" for members who wish to host or assist at a dinner for visiting Rotarians. They have a waiting list of people who wish to attend such dinners.

Let's just say you were sitting with a group of Rotarians in your backyard PATIO discussing how to raise money for your local club. Perhaps you are enjoying a beer at the same time. Neil Phillips introduced the club to Kevin Duguay, representing "Rotary Local Lager" Please see the Rotary Voice from April 13th for his comprehensive background. The first impression of Kevin is the passion he has for Rotary. So how does Rotary Local Lager work?

For every can of beer sold, Wellington Brewery donates 50 cents to Rotary. Of the 50 cents, 20 goes to the source club, as determined by local beer distributor, 10 cents goes to Rotary Global Water Projects and 20 cents goes to the originators of this idea, a partnership between the Clubs of Peterborough and Guelph and The Wellington Brewery. The concept evolved over 3 years as Mike and his team realized they had to have a bigger brewery to keep up with demand as news of his Rotarian beer spread and demand exploded. The business model also required approval by Rotary International as not only our logo is used but also our name. By August 2017, in partnership with Wellington Brewery, the name of Rotary Local Lager was approved and launched. This is the brainchild of Kevin Duguay and remains the only Rotary International Partnership with a brewery. The demand grows as Rotarians are using the beer for a multitude of events and the general public can purchase it as well. So Rotary Local Lager is a crisp and refreshing lager brewed with 100% Canadian barley and wheat malt. Inspired by traditional German light lagers, craft brewed and lagered to perfection. Coming to a store near you! Have a beer and fund a club as well as global works.



President Pat with Rotarian visitors

Pat is off to Houston next week and Jeff Dobson will take the helm. Neil lost at Ace of Clubs. Meeting over!

JOIN ROTARY NOW!

www.rotarytoronto.com



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