

Today's Program

Bill Bishop, Bishop Communications

Host

Brian Westlake

Brian was one of the first members to have his spouse join the club. Welcome Joyce!

Topic

The New Factory

Location

Fairmont Royal York, Upper Canada Room



Bill Bishop is the CEO of Bishop Communications Inc. and the creator of *The BIG Idea Adventure™*, an advanced coaching program that helps entrepreneurs grow their business by creating, packaging, and promoting BIG Ideas. He is also the founder of two social networks—*The 10% Referral Club™* and *The Keynote Collective™*, and the inventor of the popular board game *Quibberish®: The Paraphrase Puzzle Game*.

Bill is also the author of eight books including *How To Sell A Lobster* (now sold in 25 countries in 12 languages), *The Problem With Penguins*, *Beyond Basketballs*, and *Global Marketing For The Digital Age*. He was also the author of *Strategic Marketing For The Digital Age*, the first book published about e-commerce and Internet marketing. He recently published his new book *The New Re-Wiring Our Minds For Success In A Disrupted Marketplace*.

Bill has delivered speeches to hundreds of organizations including The MIT Entrepreneur Program, TEC, Entrepreneur's Organization (EO), Advocis, The Knowledge Bureau, MDRT, NAIFA, NAPFA, Independent Financial Brokers, Workcomp Advisors, Pro-Seminars, BNI, The Ivey School of Business, The Schulich School of Business, and Queen's University Executive MBA Program.

Polio: \$10,000 = \$50,000



This month we presented RI President Nominee Ian Riseley with a cheque for \$10,000 for PolioPlus. But there is more. This Rotary Year the Bill and Melinda Gates Foundation will match our contributions on a 2 for 1 basis. And the Government of Canada is also matching your donation on a 2 for 1 basis. Each dollar becomes 5 dollars. You will be making a difference in so many ways throughout the world. Rotarians do make the world a better place. All Rotary Clubs in District 7070 have committed, again this new Rotary year, to donating at least \$20.00 Per Rotarian to PolioPlus.

Our District Foundation Chair – Bill Patchett



Bill with his "Purple Posey for Polio" pin.

In 1917, Rotary International President Arch C. Klumph proposed an endowment "for the purpose of doing good in the world." His vision became The Rotary Foundation.

Dedicated to supporting and following that vision in District 7070 is Bill Patchett. Bill, together with Delphine, ensures that Rotary District 7070 is at the top of the annual fundraising spectrum for Rotary Foundation. Built on the knowledge that Rotary Foundation transforms financial gifts into projects that change lives both close to home and around the world, Bill has put his heart and soul into empowering Rotarians to give. He knows, and helps district Rotarians understand the power of the foundation to drive our priorities, such as eradicating polio and promoting peace. Foundation grants empower Rotarians to approach challenges such as poverty, illiteracy, and malnutrition with sustainable solutions that leave a lasting impact.

To show gratitude and appreciation for the years of dedication that Bill and Delphine have delivered, we invite you to salute Bill and Delphine Patchett. It is too late to register for the celebration dinner and Distinguished Service Award presentation on February 28, 2016 but we can all send congratulations to Bill for his dedication to patch@eagle.ca.

District 7070 Members will Climb Mt. Kilimanjaro for PolioPlus

Let's all help 2 District 7070 Rotarians raise \$100,000 to aid in the polio eradication program by climbing Mt. Kilimanjaro - Assistant District Governor Raffy Chouljian (Scarborough) and Jennifer Boyd, President, of the Toronto Don Mills Rotary Club and Chair of the District 7070 World Polio Day Committee are going to climb Mount Kilimanjaro. They are asking for District 7070 Rotarians and their friends to help them raise \$100,000 for the End Polio Now Campaign. After many years of supporting the Rotary International Polio Eradication Program, both Raffy and Jennifer wanted to take part in the immunization clinics hands on. In 2015 they joined a group of Rotarians from District 7070 and traveled to India to take part in the National Immunization Days vaccinating children against Polio. Following the days of administering vaccines to young children, and seeing first hand the difference the vaccines have made in these communities, they pledged to do more. "It took us 10 seconds to say yes," says Jennifer, referring to her Team and their decision to climb. "In 1985 Rotary International made a promise to the children of the world to eradicate Polio! We are so close to eradicating this horrible disease from the world and what better way to kick it into full gear than to climb Mount Kilimanjaro." Can you help them Conquer Polio, Conquer Kilimanjaro by donating to the Polio Fund through Rotary International. Here's how: email maral@conquerpolio.org with your name, your Rotary Club name and pledge amount. Then send your cheque to Rotary International. Please mark on the memo line 2016 Kilimanjaro Polio Climb. Be sure to ask your friends who are not Rotarians to support this worthy cause too. Ask them to please visit: www.conquerpolio.org



ROTARY DISTRICT 7070 CLIMB TO END POLIO
KILIMANJARO 2016

Rotary Condemns Deadly Attack On Polio Security Personnel In Pakistan

Rotary members and our partners in the fight to eradicate polio offer our heartfelt condolences and express a deep sadness in the wake of a horrific bomb attack in Quetta, Pakistan, that took the lives of at least 15 security personnel on January 13, 2016. This tragic attack outside a polio immunization center is a stark reminder of the dangers faced by Rotary, our partners in the Global Polio Eradication Initiative, and the brave women and men on the front lines of our effort to protect all children from the paralyzing effects of polio. While the bombing will be investigated, one thing is clear: the security personnel who were killed died because their job was to protect teams of polio immunizers.

We applaud the government's commitment to continue the vaccination campaign throughout Pakistan, which is one of only two countries where the poliovirus is still endemic. Today we pause to honor the sacrifice made by the heroic police officers killed. Yet our 30-year commitment to end polio remains steadfast. Even as we absorb the horror of this bombing, we are redoubling our efforts to educate families and build confidence in the safety of polio vaccines, and to engage community and religious leaders to support our campaign.

We are closer than ever to achieving a polio-free world. Vast improvements have been seen in Pakistan, with more than 80 percent fewer cases in the country than in 2014. In order to stop polio in Pakistan in 2016, we must ensure the safety of vaccinators to reach every child. And today, our release of \$35 million in grants for polio eradication signals our determination to finish the job to which thousands of courageous individuals have committed themselves, and to never forget the sacrifices made by those who lost their lives in this effort. Source: Rotary News Jan 13, 2016.

JOIN ROTARY NOW!

www.rotarytoronto.com

**END
POLIO
NOW**





Years of Rotary

February 23rd marked Rotary International's 111th birthday.

What did you do to celebrate Rotary?

Karen Scott spent the night at the hospital with one of her refugee children with appendicitis. Maureen Bird joined the birthday celebration with the Rotary Club of Hollywood, Florida.

Last Sunday was a special Rotary Day as a Second Generation Rotary Exchange Student pays a visit to Toronto Rotarians June and Alex Brown.

In 1987 the Rotary Club of Toronto sponsored Mexican exchange student Cipactlie Escobedo. She was hosted by June and Alex Brown and 2 other Rotary families. Now 29 years later her son Jorge is an Rotary exchange student in Port Elgin Ontario and this week his host family brought him to Toronto to visit June and Alex.

Just like his mom he loves Canada and is enjoying all his new experiences. The Browns have kept in touch with Cipactlie through the years and now the next generation is doing the same. The Rotary Student Exchange Program is another example how people, through Rotary, can make lifelong friendships around the world.



Rotary Voice – We Need You!

The Rotary Voice Committee is charged with putting out an informative and attractive newsletter for club membership, each week. We did so with pleasure!

We have an accomplished team of eight editors who take turns compiling each issue's articles. Maureen Bird, our vice-chair, edits the articles and they are then reviewed by sub-committee chair Jeff Dobson. Phil Mammias of PixelPlus Solutions is our graphic designer.

This past year we've focused not only on the week-to-week goings on at Rotary, but also on the long term results of Foundation grants through the new insert Making a Difference from our Publicity and Communications Committee. The reports make it clear that our Rotary club is doing great work in Toronto and around the world.

We are always on the lookout for new committee members! This committee helps Rotary members keep their ears to the ground, and makes a great contribution to the morale of our club. If you are interested in checking us out, join us for one of our meetings. We usually meet the first Friday of the month or at the discretion of the Chair, right after our lunch, in the Rotary office. Or, if you would like more information, contact Jeff Dobson at jdobson@strathbridge.com

RI President
Ravi Ravindran

District Governor
Michael Bell

The Rotary Club of Toronto
Club 55 – 1912

Officers:

President: David Hetherington
President-Elect: Susan Hunter
Vice President: Pat Neuman
Treasurer: James McAuley

Executive Director:
Carol Hutchinson

Rotary Club of Toronto
Charitable Foundation:
Peter Love, President

Editor of the Week:
Maureen Bird

Editor March 4, 2016, Voice:
Don Bell

What You Missed Reporter for Feb 26th:

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

March

- 4 Segun Akinsanya, Youth/Former Gang Member
- 11 The Hon. Jean Augustine, National Black Coalition
- 18 Joe Roberts, Push for Change

April

- 8 Chief Mark Saunders, Toronto Police Services
- 15 Deb Doncaster, Earth Day Canada
- 22 Jeremy Diamond, Vimy Foundation

Events

- February 26 – Rotaract Gatsby Speakeasy
- March 31 – Annual Fundraiser, Steam Whistle Brewery
- April 19 – Macaron vs Macaroon at Aphrodite Cooks

Propose a Speaker – Contact

Alex Brown, Chair
jandabrown@rogers.com
416.799.5827

Submit an article to the Voice Newsletter:
voice@rotarytoronto.on.ca



Welcome to our newest Paul Harris Fellow / William Peace Award Honoree

Jeff joined our club in 2001, sponsored by his twin sister Alison Truelove. Since joining The Rotary Club of Toronto he has been a member of 8 committees, chaired 3 committees, and was a Board Member and Liaison Director from 2007 to 2010. He has been involved with Youth and Children's Service Committee in many ways including Committee Chair, Youth Day's Centennial Celebrations, Youth Expo and our Children's Christmas Party, working behind the scenes to make sure every child went home with a Santa picture. He is a long-term Member of our International Service Committee including past chair, is currently chief editor and chair of the Voice Committee and is on the Research and Appeals Committee. He is an active volunteer at Argos games, Camp Scugog, Steam Whistle fundraiser and has been to Malawi on Sweat Equity. He led many other important club initiatives such as coordinating the Night of 1,000 Dinners to raise money for our District's Landmines Project. He was awarded the Club Builder Awards in 2006. This remarkable man has done even more, always operating quietly under the radar.

We were delighted with the announcement on January 15, 2016 that Jeff will be Vice President as of July 1st and our Club President during 2018-19. Jeff was delightedly surprised to see that his sons Chris and James and husband Casey were in the audience to celebrate with him.



Jeff with Paul Harris Fellow Award and winning Ace of Clubs

What You Missed February 19, 2016 – by Lorna Johnson



Last Friday's luncheon, hosted by the National Club, was truly one to remember. President David called the meeting to order, and our Monitor for the day, esteemed Past President Bob Smith, noted that we had many guests and visiting Rotarians as well as 2 Rotaractors in attendance. President David reminded all to attend our Annual Fundraiser at the Steam Whistle Brewery on March 32st. Alternatively, please donate the cost of a ticket if you cannot attend. All funds raised are dedicated to the Rotary Club of Toronto charitable works throughout the year.

Paul Truelove then took to the stage, telling us about a very impressive Rotarian and asked us to celebrate our latest Paul Harris Fellow / William Peace Award winner, Jeff Dobson.

Reema Gowani, President of the Rotaract Club of the University of Toronto and Jordana Lowe, International Service Director invited all hearty souls to join them in a Polar Bear Dip at Sunnyside Beach from 1-2pm on March 13th. Funds raised will support HHART, Haitian Humanitarian Assistance Relief Team. For more information, please contact the event coordinator via email: Jordana.lowe@gmail.com

Esteemed past President, Brian Westlake introduced our guest speaker. Shelley Martin, President and CEO of Nestlé Canada Inc. spoke on the topic of Creating Shared Value and Nestlé's journey to meet its commitment to only sell children's products that meet its Nutritional Foundation Criteria. Have you seen the new SMARTIES box? The innovative packaging takes portion control to a new level by separating the SMARTIES into 3 individual compartments, each containing 1 serving. Consumers can now choose how much of the colourful treats they want to consume, while being mindful of portion size. This commitment also meant discontinuing successful products that do not meet the Foundation Criteria, including the King Size SMARTIES box.

President David thanked our speaker and focused our attention on the Ace of Clubs draw, where the excitement continued. Our newest Paul Harris Fellow / William Peace Award winner, Jeff Dobson, was again summoned to the stage when his ticket was drawn. As if he was not lucky enough, Jeff drew the Ace of Clubs and walked away with \$533.00.

Rotaract Rotary Club Partner **Club of Toronto**

P R E S E N T S

THE GATSBY
speakeasy

DRESS CODE: GATSBY INSPIRED

EARLY BIRD - \$25 (ENDS FEB 1, 2016)
REGULAR - \$35

FRIDAY, FEBRUARY 26TH, 2016
8 PM

THE NATIONAL CLUB
303 BAY STREET, TORONTO

Tonight! February 26th 8:00 pm at The National Club. Tickets are available at the door.

The Rotary Club of Toronto

The Fairmont Royal York

100 Front Street West, Level H, Toronto, ON M5J 1E3

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