

### Today's Program

Rahul K. Bhardwaj, President & CEO, Toronto Foundation

### Topic

The Toronto Foundation

### Host

Tony Houghton  
*Tony first joined the club in 1982. After a hiatus between 2001 and 2010, Tony returned, and is a member of the Program and Marketing & Communications Committees.*

### Location

Fairmont Royal York, Ballroom, C Level

### FnE First Games Afternoon – by Brigitte Bogar

On Saturday, April 23rd, Rotarians and family members gathered at the Café de Melbourne for the first Games Afternoon. Of course, we started off the event with O Canada, played on the café's piano by Glenn Davis. There was a choice of games on offer, including pool. However, on this sunny afternoon, the games of choice were Crokinoles, Scrabble, and Checkers. We won't say who the winners were, as everyone was a winner!! We finished our fellowship with another rendition of O Canada, this time played by Lorna Johnson. Due to popular demand by a number of Rotarians who wished they were there, the Fellowship and Entertainment Committee is considering holding a Games afternoon several times in the coming year. Watch this space for dates.



### Poker Walk for HIV/AIDS – by Brigitte Bogar

It was a perfect day for this year's Poker Walk for HIV/AIDS; bright and sunny and a little cool. Rotarians from all across District 7070 gathered in support of this great cause. Chuck Taylor from the Uxbridge Club and Karen Scott were the dynamic duo from the Toronto High Flyers. Our captain, the unstoppable Maureen Bird, was on her way to Malawi. The 5km route along the boardwalk, up to Queen, along Queen and back down to the Leuty Pavillion through Kew Gardens was beautiful. We drew a card at each of the seven stations along the way and had the chance to talk with those who are actively engaged in HIV/AIDS research and supporting those living with HIV/AIDS. Our team of three has raised almost \$6,000, 100% of our original goal. This represents about 20% of the total of approximately \$31,000 raised. A few of our donations are still coming in, so we will undoubtedly surpass our goal. Please consider joining our team next year for a great event for a great cause!



Chuck and Karen met District Governor Michael Bell on the route.



Chuck and Karen easily completed the walk, but had the worst poker hand!



Chuck and Karen enjoyed a meaningful chat with the representatives of Dignitas.



In his role as the President & CEO of the Toronto Foundation, Rahul has been working to engage philanthropy to improve the quality of life in Toronto. Formerly a corporate lawyer with a leading Canadian law firm, he was also Vice President of the Toronto 2008 Olympic Bid. Rahul was Chair of the 2012 Ontario Summer Games, the first multi-sport games to be held in Toronto, and was Co-Chair of TO2015 IGNITE, a program of the Toronto 2015 Pan Am/Parapan Am Games.

He is the past Chair of Community Foundations of Canada and is a current member of the Board of the Rideau Hall Foundation as well as Metrolinx. He has served as a Director on many cultural and civic boards in Toronto and beyond. He was awarded the Queen Elizabeth II Diamond Jubilee Medal, Toronto Life recognized him as one of "The 50 Most Influential" people in Toronto and he was recently named to The Ultimate List of Social CEOs on Twitter.



Be a gift to the world

## LINKEDIN WORKSHOP WITH LESLIE HUGHES

**May 10, 2016**

Mackie Research Financial Services Inc.  
4500 – 199 Bay St. Commerce Court West  
Tuesday, May 10, 2016 @ 5:30 p.m.  
Please RSVP to the office by email:  
office@rotarytoronto.on.ca  
There is still space available for this workshop

“Leslie Hughes is a Social Media Corporate Trainer and professor at Durham College. She is a sought after speaker and has appeared on TV programs such as “CityLine and “The Social”. She hosts highly energetic workshops that are packed with ACTIONABLE steps to ensure everyone feels empowered and motivated to make changes to their online presence.”

## Upcoming Speakers & Events

### May

- 13 William F. (Bill) Empey, Managing Director  
Prism Economics and Analysis
- 20 No Meeting due to Victoria Day Weekend
- 27 No Meeting due to Camp Scugog

### June

- 3 Dr. Robert Inman, Univ. Health Network
- 10 Dave Dryden, Sleeping Children Around the World

### Events

- May 10 - Youth Leadership Expo - Daniels Spectrum
- May 10 - LinkedIn Workshop
- May 12 - FnE: Four Chefs and a Bottle of Wine
- May 26 - President David cocktails
- May 27-29 - Camp Scugog

### Editor of the Week

Karen Scott

### Editor May 13, 2016

Shelley McIntyre

### What You Missed Reporter

Shelley McIntyre

### Propose a Speaker – Contact

Alex Brown, Chair  
jandabrown@rogers.com  
416.799.5827

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

## What You Missed April 29, 2016

– by Luba Rascheff



The mood was relaxed at the National Club as people were taking their seats in a leisurely manner. I saw an energetic-looking man quickly enter the meeting room. He nervously combed back his dark hair with his fingers as he briskly walked toward the front. I immediately recognized our guest speaker, Perry Monaco.

Following Head Table introductions, six visiting Rotarians and seven guests were welcomed. Other announcements, and there were many, included: Kids Against Hunger, April 30th; R2R, May 10th; District Assembly, May 14th; Camp Scugog, May 27-29; and the President’s Cocktail Party on May 25th. Kerry Bowser made an appeal on behalf of the Community Service Committee for donations to help 900,000 Torontonians in a fight against hunger. Marcy Berg invited us to hear Leslie Hughes, Social Media Corporate Trainer, speak at a training session (May 10th, 5:30 p.m.) noting that a maximum of 30 can attend. Dawn-Marie King announced that Rib Fest will take place on June 30th; July 1st, 2nd and 3rd, and that volunteers are needed. Lori Brazier, Chair, Membership Development Committee announced a membership drive and Geoffrey Johnson invited us to a culinary event for the adventurous with four chefs on May 12th.

### Googling oneself in digital space and 3 guiding questions

Perry then took the podium and explained the concept of Googling oneself. He said, “If you leave here with questions or, if you leave here validating what you’ve heard, then I’ve done my job.” He then proceeded to give us a bird’s eye view of the social media landscape explaining that we need to “own” our Google search results. We need to control our online activity. The #1 activity in digital space, he said, is “creeping.” Creeping is looking at other people’s profiles. This is why it’s important to create a good first impression. We need to think about: (1) our online appearance (for example, our profile photo); (2) who will attend our profile(s) or, who to connect with, asking ourselves, “Who do I want to associate with online?” and “What group or groups do I want to join?”; and (3) after an invitation ask, “Do I have the time to invest in such-and-such a network?”

### Brand

The word “brand” is a new buzzword. It has evolved, in addition to referring to types of products manufactured by particular companies under particular names, to refer to people. Brand is no longer what you do from 9-5 but who you are as an individual. It’s what you do and who you are after hours, too. Today, said Perry, people are hired not only for their skill sets, but based on whether they’re a “cultural fit.” He added that we need to understand our audience and take inventory. Our headline is our value proposition. It needs to succinctly explain what we’re about, what our passion is, in order to make people want to carry on the conversation.

### Activity

Our online activity helps control what appears at the top of Google search results. By engaging in activities, groups and conversations that interest us, we are able to create our social media strategy. For more about this, Perry suggested Googling “How do I control my brand?”

The Ace of Clubs had \$828. Saleem Kassum had the lucky ticket, drew a four of spades and went home with a bottle of wine. President David brought the meeting to a close with a joke about a man who kept praying to win the lottery, but never did. After many such unfruitful prayers, he heard a loud voice from heaven say, “Herbie, why don’t you at least meet me half way and buy a ticket.”



*Perry Monaco shared his thoughts and recommendations on online branding to a captive audience.*

### Four Chefs and a bottle of wine. Fellowship and Entertainment event.

On Thursday 12th May at 6:30pm at the kitchens of en Ville at 165 Geary Ave. There will be a culinary Whoopup! of epic proportions. Four chefs will cook a dish each which represents their heritage. This will be an awesome whoopup, not recommended for the culinary docile. To reserve your plan, contact Brigitte at Brigitte.Bogar@gmail.com

Our Club reached 951 people on Facebook this week.

**JOIN ROTARY NOW!**

www.rotarytoronto.com

**The Rotary Club of Toronto**

The Fairmont Royal York

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

Tel: 416-363-0604 Fax: 416-363-0686

office@rotarytoronto.on.ca www.rotarytoronto.com

The Rotary Club of Toronto Toronto Rotary @TorontoRotary

