



Today's Program

Andris Pone, President,
Coin Branding

Topic

It Ain't the Logo

Host

Lorraine Lloyd, *still seeking
volunteers for RI2018!*

Location

The National Club,
303 Bay Street



Coin Branding president Andris Pone believes that everyone has a unique gift and the right to share it. A world-class wordsmith, his new book is the Amazon-bestselling *Attract: Power Up Your One-of-a-Kind Personal Brand*. Andris is the branding expert for CBC's The National, CBC Radio One and the National Post. His clients include Four Seasons and Canadian Tire, and he has done extensive personal branding work with executives and advisors at Sun Life Financial, BMO Nesbitt Burns, RBC Wealth Management and with many entrepreneurs.

WHAT'S HAPPENING!!!



1920: Can we beat the size of this group?



Toronto Rotarians and wives at RI Convention in Atlantic City

Register Here!

www.rotary2018.org

What's It All About?

This will answer all your questions

<https://goo.gl/W5eB8q>

But Better Still, Get The App – Rotary Events

from Apple Apps or Google Play

Can You Have Fun?

Certainly – and bring friends! Act now

Rock at the Distillery – 1715 places remaining

Jazz at the Aquarium – only 125 left

RotaryFest at CNE grounds – 2613 remaining

www.rotary2018.org/events/hoc/2

And Even More Fun – Volunteer!

<https://goo.gl/Dvn8Bn>

There is a full list of available spots still to be filled.

Home Hospitality

contact Don Bell or Jackie Davies if you can host or help in homes
dongbell@sympatico.ca 416-968-0835 jcdavies@sympatico.ca 416-266-1201



Left to right: Rohit Tamhane, Prince Kumar, Bert Steenburgh, Jeff Dobson and Kevin Power stylin' pumps for Walk a Mile Toronto on May 30th in support of the White Ribbon Campaign.

June Birthdays!



Happy Birthday!

- 3 Bert Steenburgh
- 5 Lori Brazier
- 6 Jim Norwood
- 10 Frank Jordan
- 18 Chand Chandaria
- 19 Ric Williams
- 21 Tatiana Naimounchine
- 22 John Joseph Mastandrea
- 28 Mitra Goodarzi



The renewal of the Trip Hut



Saturday Lunch



Staining the new cabin



New shutters



The Dock Crew minus Errol



P.P. Brian, Pres. Pat, Maureen, Jackie, Pres Elect Jeff and P.P. John-Fantastico



Bosses Susan and Pat



Alex is happy!



Bakers Catherine and Don



Camp Scugog – My experience as a beginner

- by Bill Empey



Rotary is often honoured by sincere and deeply felt appreciation from the community groups that we serve. This heartfelt gratitude was very clear as the leaders at Camp Scugog welcomed the large contingent of volunteers who worked and played there last weekend. This is what Rotary is all about. I understood the really important impact of the camp on the lives of so many children who return each year and remain as staff and leaders.

I have been a member of the Club for over 20 years and never was able to attend the legendary camp weekend. I knew that I was missing out on something. This event may be the high point of the Rotary year. The cooks, in particular, stand out as the true stars in the mythology of The Rotary Club of Toronto. There are also tales of outrageous behaviour by some of the clubs more extroverted members. I can now report that this is all true.

I arrived Saturday morning – disoriented and curious. There were so many volunteers there that I could not count them – old members, new members and a huge group of Rotaractors. To me it looked like everyone knew what they were doing and the activity (in spite of the heat) was continuous. This, even though many workers had been partying late on Friday night. The food, singing and general happiness continued late into Saturday night. The camp boss dispatched me off to my crew boss and I was soon tearing old windows apart and rebuilding them.



Camp Director Dana Leahey- The signs say it all!

Eventually I found time for a proper tour and discovered that the Camp offers swimming, boating, hiking, crafts, archery, cycling, games room, campfires and a caring staff. Many of the children and mothers that attend Camp are subsidized by such groups as Children's Aid and by fundraising by the Camp, various Churches and individuals.

Rotary's contribution is apparent everywhere.

The food was unbelievable, better than the best Toronto restaurants. There is a natural, relaxed atmosphere that invites spontaneous conversations that blend late night singing with new Rotary friends.

Thanks to all involved with a special mention to Jackie Davies for her work on the "Italian theme" and the brave members who dressed the part in their togas. Thanks to camp boss Susan Howson, for her expertise herding cats, and my crew boss Terry Wray who guided me through my newcomer confusion.

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:

John Andras

Editor June 8, 2018:

Brian Porter

What You Missed Reporter for June 1, 2018:

Brian Porter

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

June

- 08 John Parker, Politician, and Gov't Affairs consultant
- 15 Takato Ito, Consul General of Japan
- 22 NO MEETING: RI Convention
- 29 NO MEETING: for Canada day

July

- 06 Changeover from Pat to Jeff

Events

- June 14 President Pat's Farewell Party
- June 20 Presidents Cocktails
- June 24-27 RI 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

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www.rotarytoronto.com





Our Newcomer Family

- by Maureen Bird

Muneer and Lubna al Zahabi arrived in Canada on May 10, 2017 after 40 hours of packing and travelling. They spent the next three weeks with my son Dan and family.

On Sunday May 14, 2018 we had a celebration dinner to mark their first year in Canada, attended by Gerry and me, Dan, Nikki and 4 kids and our son Stephen. Muneer is loving classes at Seneca and driving for Uber. He says in two years he will be a full citizen of Canada! Sara (14), Sami (9) and Karam (3) are doing well. Thank you one and all who have helped and sent best wishes.



2017 - 40 exhausting hours



2018 - They love Canada!

Condolences

Our thoughts go out to Past President Steve Smith on the passing of his father Frederick, peacefully at home on May 25, 2018 surrounded by his family. A funeral mass was held on Thursday May 30th. If desired, donations to Princess Margaret Hospital Foundation or the Odette Cancer Centre at Sunnybrook Health Sciences Centre would be appreciated. Condolences www.rskane.ca

What You Missed May 11, 2018

- by Luba Rascheff



Are you a “Digital Dynamo”? asks Elyse Allan, President and CEO of GE Canada. She is.

How should we face technological disruption in an age which is volatile, uncertain, complex and rapidly changing? With innovation, she notes.

There are three ways to see/understand the ubiquitous technological disruption taking place:

1. IOT (Internet of Things or Industrial Internet)
2. Additive Manufacturing
3. Advanced Manufacturing

The first category, IOT, has to do with digital transformation—the integration of Cloud-based analytics and machinery—whether jet engines, refrigerators or cellular telephones. “How often do we use our phones to make calls?” she asked. More applications are being applied to devices than their initial purpose entailed. Sensing technologies, for example, allow us to process data much faster and more cheaply than before. It’s the place where Big Data meets Machine. These kinds of connections allow us to fix the product before it breaks; reactive; and social.

The second category, Additive Manufacturing, pertains to how we make things—production techniques. It is no longer necessary to build prototypes. Now, it is possible for an R&D section to quickly print a model using 3D printing technologies and immediately understand what works and what doesn’t and re-print with fixes. “This changes the supply chain. Clients may say, “Don’t send me the model, just send me the design and I’ll print it.” A fuel nozzle when assembled in plant requires 246 pieces, yet can be 3D printed in just one integrated piece!

The third category, Advanced Manufacturing, pertains to robots. Allan explained that a plant in Quebec now has 150 robots. Despite this addition, not a single person lost their job. In forging for example, robots now perform the difficult—and dangerous—tasks once performed by forgers in high heat, with the latter controlling the robots. An astonishing 50 million human movements are robotized. This creates opportunities for innovation rather than elimination of jobs.

“How can we better embrace the digital transformation that’s happening all around us?” Allan asked.

- Spend more time with younger people
- Embrace the new technology
- Be okay with failure. Don’t be afraid to click and try—the computer will not self-destruct
- Change our risk profile by being willing to risk more
- Never lose the thirst to learn new applications
- Understand that innovation happens on the fringe

“We need to leave our comfort zone,” Allan concluded, “to learn what’s happening on the fringe.”

Our monitor Michele Guy introduced four visiting Rotarians, two Rotaractors and five guests. Jay Littlejohn won the Ace of Clubs draw, now at \$2,785, and walked away with a bottle of wine.

President Pat closed by reminding us of the importance of mothers: “Being a mom is a full-time job and the payment is pure love.”

The Rotary Club of Toronto

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