



## Today's Program

Stéfán Denis

## Topic

A Walk in the Gobi Desert

## Host

John Fortney, Vice-President

## Location

The National Club,  
303 Bay Street



Stéfán is Chief Talent Officer & CEO at Mandrake Human Capital, which operates in the Search, Career Transition, Leadership Development and Onboarding/Executive Acceleration areas.

Mandrake has recruited more than 10,000 executives in Canada and is one of the country's largest firms in its sector. A graduate from McGill University, he started his career as a marketer at Procter & Gamble before joining Mandrake as a Consultant. He became Partner in 1991, and CEO in 1999. He is also Executive Director of IMD, Mandrake's 30 country strong global partnership.

Stéfán has led hundreds of executive engagements in Finance, Sales, HR, Marketing, Communications and Strategy for various service, not-for-profit and manufacturing companies. He is an expert on the issues surrounding the changing face of human capital in today's market, and a leader in creating and structuring competitive advantages for clients.

Caught in his third recession and dealing with a do-or-die turnaround and looking for his own breakthrough in resilience, he signed up to run the 250km Gobi Desert foot race, rated as one of the top 10 endurance event in the world. Never having run a marathon before, the Gobi involved running six in five days. He crossed the line first in the 40+ category. His insights on producing the unexpected result led to a TEDx and best-selling book, Gobi Runner. He was inducted into the Marketing Hall of Legends of Canada and awarded the Paul Mulvihill Humanitarian award for his charitable work, having raised more than \$1m for charities.

Stéfán's presentation is not about executive search; it's about the limits we put on what is possibly within us and how to break through.



## YOU'RE INVITED



### The Rotary Club of Toronto's Annual Fundraiser at **THE STEAM WHISTLE BREWERY**

Thursday, March 28<sup>TH</sup>, 2019 at 6:30 pm

The Steam Whistle Brewery  
285 Bremner Blvd.

(SOUTH EAST OF THE ROGERS CENTRE)

## GREAT FOOD, GAMES & PRIZES!

ADMISSION IS ONLY \$150 AND INCLUDES DINNER!

ALL PROCEEDS RAISED WILL GO TOWARDS THE  
ROTARY CLUB OF TORONTO'S TRANSITION CENTRE  
AT ST. MICHAELS HOSPITAL



Rotary Transition Centre (RTC) is a program within St. Michael's Hospital that allows vulnerable patients who are discharged from the Emergency Department, who can manage their own care and behavior, to stay for a period of up to 18 hours as a means of transitioning back into the community. During their stay they may

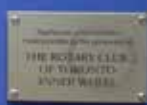
rest, launder clothes, shower, access hot meals, and are provided with hygiene products and clothing when needed. RTC is staffed 24 hours a day, 7 days a week with a team of community support workers who provide support and work with clients to consolidate appropriate discharge plans.



**CORPORATE TABLES FOR 10 WITH  
CORPORATE RECOGNITION \$1750**



The Rotary Club of Toronto  
*Transition Centre*



With the renovations occurring at St. Michael's Hospital our Transition Centre needs to be redone. This fundraiser will help with our commitment.

You do not need to attend to Make A Difference. You can donate to the cause and receive a tax receipt. Any amount will help.

Follow the link below and choose the tab Can't Attend: Donate – or call the office

<https://goo.gl/CaqJ6e>

## New Member Andy Bush



Andy was born and raised right here in downtown Toronto, a city that he holds very dear to his heart. He is the owner of Bush Marketing, a web design and internet marketing company, that works with small and medium sized businesses to develop for them a sophisticated online presence and to improve their marketing Return On Investment.

He has served on the board of the Hilton Head Habitat for Humanity, and helped found the Sandalwood Community Food Pantry, eventually becoming the inaugural board president. And while board positions are terrific, he really loves to roll up his sleeves and get right in there and volunteer.

Andy is recently married to his wife Shanon, the most wonderful woman on the planet. And don't be startled if he hands you a cigar in the near future. Andy and Shanon are expecting their first baby in late May, Ellie Rosanne Bush.

He loves the heritage and traditions of Rotary, and is thrilled to become its latest member. Thank you to sponsor Karl Kremer.

## New Zealand Tragedy

The support of Rotarians from around the world go out to the families of the 50 dead and 50 wounded in the horrific shootings in Christchurch, New Zealand. We will join Prime Minister Ardern in not speaking the name of the shooter or any of his statements. But even in Canada we have not been immune to this type of hate.

Rotary has no religion. Our Four-Way Test stands strong as our mantra as to how to live. Our club can be proud of its own diversity. We can be proud to live in Toronto, in one of the most culturally diverse cities in the world. We need to continue to stand up to hate and division. – ed.



## The Voice

- by Maureen Bird



The team that produces your weekly newsletter would love your support. Please join Brigitte Bogar, John Andras, Don Bell, Lorna Johnson and me in preparing the copy that make the issues possible.

You do not need to be a regular editor – which requires a couple of hours about every six weeks. Thank you to John Lloyd who has found our “What You Missed” authors for the weeks I have been away. Volunteering to do this for a month at a time would be a fantastic help.

Committees: We have not been producing Making a Difference issues this year, which highlighted projects of our committees and our Foundation. Send us short write-ups of how your committee is helping others. A picture is always valuable.

In my absence I appreciate pictures being taken by John Fortney and Pat Neuman. Other volunteers are welcome.

## Rotary Diversity, Equity and Inclusion Policy Statement, January 2019

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.

At its January 2019 meeting, the RI Board adopted the above Diversity, Equity and Inclusion Policy Statement. It also set a goal for the number of women in Rotary and in Rotary Leadership positions to be 30 percent by June 2023. To ensure that real change happens, the Board requested that the General Secretary of RI, John Hewko, develop an action plan in support of both the goal and the statement.

Members of District 7070 should know that, we too, are committed to creating both Clubs and a District Leadership Team that reflect the communities in which we live, work, and serve. Our Governance Committee has been actively discussing how best to do this. The committee is proposing that we create a Diversity and Inclusion Committee and a Leadership Development Committee to help us with our goal of increased diversity, inclusion, and access to leadership positions. We expect to bring more information about the role of these committees forward at the District Assembly to be held on 11 May 2019. We will also monitor with great interest the ideas that come forward at the Rotary International level as we work on our own approach.

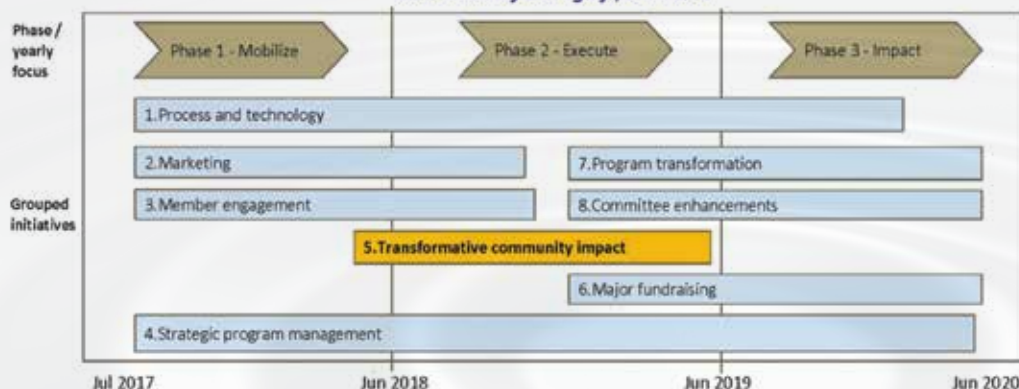




## NEW CLUB FOCUS: Mental Health and Wellness in our Community while continuing to seed projects for various causes in our philanthropic committees

As part of our strategic plan - Roadmap 2020, our members collectively came up with goals, objectives, measures and initiatives, which were grouped into 8 streams to be tackled over 3 years. One such stream was in 2018-2019 to define how we can help create a **transformative impact** in the communities we serve, for years to come.

**Vision 2020: Be the organization of choice to achieve one's philanthropic life goals among friends, with annual funding of \$2 million.**



Early in the 2018-2019 Rotary year we conducted 2 sessions involving over 50 Rotarians (executives and representatives from all our Club and Foundation committees). They jointly brainstormed potential community focus areas that span committee lines and discussed our Club's rich history of impact that may not be as well known as we think. We then surveyed all the members and discussed it further in our Club Assembly - **The results are now in.**

We had a great response with over 60% of the members having participated in the exercise above. Our members debated if we should transition our Club initiatives towards a common theme or continue as we are covering multiple issues. The results were practically split between the two with 43% of the members voting for a new central focus, 40% for maintaining a focus on seeding and building solutions for many causes, and 17% not sure what this would entail. For a potential central theme, Mental Health and Wellness was by far the top choice among all. As such, since the members have spoken, the Club has decided to do both:

1. Continue to be a catalyst and seed and build solutions for new charitable causes.
2. In addition, have a central Club focus on Mental Health and Wellness and make a transformative impact in our communities for years to come in this aspect.

### What does this mean for the committees?

1. Continue doing what you are doing as per your committee mandates.
2. Keep 'Mental Health and Wellness' in mind for some future projects.
3. Email President Elect, Kevin Power a list of related projects, if you or your committee are currently working on any 'Mental Health and Wellness' projects.

### What does this mean for the Club?

1. This is a long-term focus and commitment to make a transformative impact for years to come.
2. Strategic Planning Committee is setting up a task force on Mental Health and Wellness, led by Andrea Tirone to consider how best the Club can be engaged in this manner.
3. If you are interested in joining this task force please contact Andrea.

**RI President**  
Barry Rassin, East Nassau

**District Governor**  
Mary Lou Harrison, Toronto Sunrise

## The Rotary Club of Toronto Club 55 – 1912

**Officers:**  
President: Jeff Dobson  
President-Elect: Kevin Power  
Vice President: John Fortney  
Treasurer: Rick Goldsmith

**Executive Director:**  
Carol Hutchinson

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

**Editor of the Week:**  
Maureen Bird

**Editor March 29, 2019:**  
Lorna Johnson

**What You Missed Reporter for March 22, 2019:**  
James Braithwaite

## 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 2019**  
29 Rahul Bhardwaj, Corporate Governance

**April 2019**  
5 Gemma Sheehan, Girls Who Fight  
12 Environmental Day  
17 President's Cocktails, 5:30 Wednesday  
Dr. David Urbach, Healthcare  
19 Good Friday, NO MEETING  
26 John Miller, Water First

**EVENTS**  
March 24 District Curling Event  
March 28 Steam Whistle Fundraiser  
March 30 Robin Hood Army  
April 27 District Walk for AIDS  
May 24-26 Camp Scugog weekend

**Propose a Speaker – Contact**  
Bert Steenburgh, Chair  
BSteenburgh@oxfordproperties.com  
Tel: 416-868-3673

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

Editor-in-chief: Maureen Bird

## LET'S BE PERSONAL

March 22<sup>nd</sup> - Ed Ryder

March 29<sup>th</sup> - John Joseph Mastandrea

## Let's Be Personal

- by Jane FitzGerald



After spending over 30 years on Bay Street as a Financial Advisor, a business I built from scratch one client at a time, I stand before you a proud Rotarian. Business skills and Rotarian skills both need the four-way test. Every day in this career was a learning day. Every day presented a new challenge. I am grateful to that business and the many mentors and the excellent firms I worked with. My career made it possible to give back in a more meaningful way.

As a third generation Rotarian we learned early to give back, but how?

Rotary might have additional benefits for your profession but for me it was always about finding the balance in life that I was seeking and how to give back.

In Rotary you will gain committee experience, possibly Board and Foundation experience and how a non-profit works. Also how a Rotary Club such as ours constantly strives to do better.

You become aware of the numerous societal needs and how we attempt to assist locally and globally. You will share your time with like-minded people, and be constantly inspired by our members and guests. You will be part of numerous events you might never have access to.

Currently I serve as the Chair of the Women's Initiatives Committee. This Club has an option for everyone! SO bring your Dreams and your Friends to Rotary and thrive as a person and help the world!

## What You Missed March 15, 2019

- by Jonathan Wu



On a beautiful Friday, Rotarians gathered at the Fairmont Imperial room to enjoy each other's company and learn about CyberSecurity Risk and how it affects all of us, from one of our favourites, Past President Sandy Boucher.

As we settled into our seats, we were graced with the beautiful voice of Brigitte Bogar and the magical fingers of Glenn Davis on the ivories. President Jeff Dobson called the meeting to order and reminded everyone of the four-way test included in our sidebar on page 3. We are all very fortunate to be able to live by these great principles and should be thankful that we have an opportunity to help others.

Past President John Lloyd introduced our visitors. One Rotarian was from Turkey and presented Jeff with a special gift, travelling over 8500 kilometers; Turkish Delights direct from the source! President Jeff welcomed Andy Bush, a new member sponsored by Karl Kremer. President Jeff reminded us of a couple of upcoming events. 1) The annual fundraiser on March 28 at the Steam Whistle brewery - To get ready, don't forget to listen to some Kenny Rogers to get some advice on when hold or fold them. 2) The Robin Hood Army event on March 30. If you are interested in getting some amazing hands-on volunteer experience, contact Lori Brazier for more information. Next, Geoffrey Johnson stepped to the podium to roast...er...toast our speaker. With Sandy hiding his head in his hands dreading the introduction, Geoffrey certainly did not disappoint. Reminding everybody of Sandy's upbringing in a small town in the U.K. where nothing of significance has ever been done, to a time where Sandy dodged bullets and jumped out of third floor buildings as a member of the Hong Kong police force, even Sandy was shocked when Geoffrey casually brought up the Bloody Boot award that Sandy

won for constantly injuring his opponents during his tenure as a rugby player. We were all in laughing fits.

Sandy's talk was based on the myths and misconceptions of cyber security and he wanted to spread the important message that cyber security is not a laughing matter and that it can affect anybody. Too often, cyber security specialists make it extremely complicated, which makes the average business owner shy away from trying to understand and anticipate what could happen and be proactive. This can have dire consequences for any business. It is absolutely critical for every business owner to have this top of mind to protect themselves. First and foremost, make sure you understand the risks. Next, put a solution in place to address these risks. And finally, continue to monitor because things are constantly evolving.



Our speaker Sandy Boucher

As the meeting drew to a close, it was time for the 50/50 draw. President Jeff first had a couple of Steam Whistle tickets, which were snatched up by Steve Wilkinson. Much to the delight of the crowd, the actual 50/50 draw drew the 3 of hearts and David Libby took home a bottle of wine. President Jeff ended the meeting reminding us of that impressive 16 year-old Swede, Greta Thunberg, who stood up to leaders and asked them about climate change, and who has been nominated for the Nobel Peace Prize. (Ed. note - 1.4 million students marched last Friday saying Change Now)

**JOIN ROTARY NOW!**

[www.rotarytoronto.com](http://www.rotarytoronto.com)



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