

ROTARY VOICE



The Rotary Club of Toronto

Volume 100 | Issue 29 | February 22, 2013

ROTARY WEEK : February 24 to March 2, 2013

Proclaimed by the City of Toronto and Mayor Rob Ford



There will be an official flag-raising ceremony on Monday, February 25th at 9:00-9:30, City Hall. The Rotary flag will fly all week, and City Hall will be illuminated in Rotary colours. Public and Media are invited.

The Rotary Club of Toronto is donating in excess of \$1,000,000 to local and international agencies during our Centennial Year.



Please join us in celebrating our Rotary story and activities with your colleagues, friends and family

Special Friday Centennial Luncheon

Friday March 1, 2013, at The Fairmont Royal York Hotel, Concert Hall
The Rotary Club of Toronto will have the honour of hosting the President of Rotary International, Mr. Sakuji Tanaka from Yashio, Saitama, Japan.

"A Time for Celebration and Challenge: The Rotary Club of Toronto's Centennial and Nearing the World Eradication of Polio"

A member of the Rotary Club of Yashio since its charter in 1975, President Tanaka has served RI as a director; Rotary Foundation trustee; committee member and chair, including chair of the 2009 Birmingham Convention Committee; regional Rotary Foundation coordinator; District Governor; and training leader. Working with his district, he has helped to construct a school building in Bangladesh.

President Tanaka has received the RI Service Above Self Award and the Foundation's Citation for Meritorious Service and Distinguished Service Award. He and his wife, Kyoko, are Paul Harris Fellows, Benefactors of the Permanent Fund, Major Donors, and members of the Arch C. Klumph Society. In addition, President Tanaka has established an endowed Rotary Peace Fellowship.



**The \$100,000 Award will be presented to
Rotary International for their
"End Polio Now" Campaign**



President Tanaka will be coming to The Rotary Club of Toronto to mark this very special 100 year anniversary. He will be presented with a cheque for \$100,000. This gift will be matched with funding from the Bill and Melinda Gates Foundation as well as the Canadian Government, turning this donation into \$300,000! Over 500 Rotarians, Rotaractors and friends are expected to attend this special occasion.

Registration 11:45 a.m. | Lunch 12:00 noon | Cost \$80.00 per ticket

Tel: 416.363.0604 | Email: office@rotarytoronto.on.ca | www.rotarytoronto.com

Today's Speaker

James FitzGerald, a Toronto-born journalist and author

Topic

"What Disturbs Our Blood: A Son's Quest to Redeem the Past"

Location

Fairmont Royal York, Upper Canada Room



James FitzGerald is a Toronto-born journalist and author. His first book, *Old Boys: The Powerful Legacy of Upper Canada College*, was a controversial inside look at the attitudes and values of Canada's ruling class families. Revelations of the sexual abuse of boys at the school, first published in the book, led to the conviction of three former teachers and a successful multi-million dollar class action suit against Upper Canada College in 2002.

James' latest book, *What Disturbs Our Blood*, a multi-layered exploration of madness and high achievement in his prominent Toronto medical family, won the 2010 Writers' Trust Prize for Non-Fiction. The book grew out of a 2002 Toronto Life article that won a National Magazine Award.

Wear A Purple Crocus March 1st!

Did you purchase a purple crocus last year for World Polio Day? If so, we are asking you to wear it next Friday, March 1st, at lunch. If you're not wearing one, we will have extra purple crocuses on sale at lunch for only \$5 dollars, with proceeds going to the "End Polio Now" campaign of course! Our goal is for everyone at lunch to be wearing a purple crocus to welcome Mr. Tanaka!



MEMBERSHIP MATTERS



All You Have To Do Is Ask – by Bill Morari

Membership is the lifeblood of our Club; without a healthy membership we cannot carry out all the great work that we do in our community. Please ask your friends, colleagues, your banker, accountant, dentist, and lawyer, to attend one of our lunches. They won't be disappointed and neither will you.

Remember, all you have to do is ask!

JOIN ROTARY NOW!

www.rotarytoronto.com

COUNTDOWN TO ROTARY WEEK

— By Robert O'Brien & Neil Phillips

Only seven days remain until T-Day: the arrival of Rotary International President Sakuji Tanaka! And, in only three days Rotary Week in Toronto officially begins with the Rotary flag raising at City Hall on Monday February 25. When President Tanaka arrives in Toronto on Thursday evening February 28, he will be greeted at the airport by President Phillips and escorted past the Rotary flag at Nathan Phillips Square. Member Knud Westergaard's wife, Yoneka, has graciously agreed to be interpreter for the entire visit.

Thursday night is a quiet night for Mr. Tanaka, as Friday is a busy day. How busy? Well, events include:

- Friday morning, Mr. Tanaka will be guest of honour of a meeting of the Board of The Rotary Club of Toronto. District Governor Ted Koziel and our Assistant District Governor Mary Lou Harrison will be honoured guests. At this meeting, we will outline our overall activities for the year, the history of our Club, New Generations and the great work we're doing to celebrate our Centennial. Our hosting of the 2018 RI Convention will also be discussed. Of course, the meeting is Mr. Tanaka's so we will be quick to listen to the wisdom he imparts to us.
- After some rest, Mr. Tanaka will be the keynote speaker at our noon luncheon, where we will present him and Rotary International Foundation Chair Bob Scott a cheque for \$100,000. This will be matched by the Government of Canada and the Bill & Melinda Gates Foundation, making for a contribution of \$300,000 to the "End Polio Now" campaign. Ontario's Lt-Gov. David Onley will also be an honoured guest. We're expecting 300+ Rotarians and guests for this lunch.
- After lunch, Mr. Tanaka will tour several signature projects that our Club has undertaken over the past years, including the Philip Aziz Centre, Sherbourne Centre Health Buses, St. Michael's Transition Centre, Rotary Drive and Habitat for Humanity homes.
- On Friday evening the Club is hosting a Youth Reception in the Upper Canada Room of the Fairmont Royal York. The evening focuses on what our Club has done in the area of new generations - something close to Mr. Tanaka's heart. And, more so, what our two Rotaract Clubs are doing themselves!
- Saturday morning, Mr. Tanaka will help open the Multi-District Rotarians for Peace Symposium, before being escorted to the airport by President Phillips.

CLICK HERE

**For more information on
Rotarians for Peace Symposium**



Mayor Rob Ford

Proclamation

Rotary Week

February 24 – March 2, 2013

WHEREAS for 100 years, the Rotary Club of Toronto has promoted and supported charitable services to children, youth, seniors and the homeless in the City of Toronto.

The Rotary Club of Toronto, through its charitable foundation, funds programs which benefit children and youth in the areas of health, education, child abuse and neglect, social development and life enrichment. It also funds community programs for the homeless, disabled and seniors and contributes, from time to time, to international Rotary projects which assist children and youth.

Members of the Club come from all walks of life and are committed to the philosophy of "Service Above Self." They actively participate in fundraising and the delivery of services in the community and their contributions have helped shaped Toronto into a city of which we are all proud.

The week of February 24 to March 2, 2013 is Rotary Week and culminates a year of Centennial Year events. To celebrate this important milestone, The Rotary Club of Toronto has granted in excess of \$1 million dollars to philanthropic initiatives locally and around the world.

NOW THEREFORE, I, Mayor Rob Ford, on behalf of Toronto City Council, do hereby proclaim **February 24 – March 2, 2013** as "**Rotary Week**." I congratulate the organizers of the events and activities planned for the week and encourage everyone to join with Rotarians to celebrate the Club's 100 years of outstanding contributions.

Mayor Rob Ford
City of Toronto

Of course, the "Jewel in the Crown" of President Tanaka's schedule will be our Centennial Luncheon on Friday at 12:15 pm in The Fairmont Royal York's Concert Hall. We urge and need all Club members to support our international President by participating in this historic centennial event. Please sign up for your luncheon tickets today at the Rotary Office or online, and invite friends and colleagues to make T-Day a proud moment in the history of Rotary in our City.

**CLICK HERE
TO BUY YOUR TICKETS**



HEALTHY BEGINNINGS FORUM

Community Consultation

– by Jackie Davies, Chair, Healthy Beginnings Committee



On Friday February 8th in the worst snowstorm of the year we held our breakfast meeting at The National Club. We invited 21 guests from downtown agencies and all attended! The meeting started off with a warm welcome by our Board Liaison, Rohit Tamhane, followed by an introduction of the committee members and information about Healthy Beginnings.

Sylvia Geist was the facilitator of the Think Tank Session, “What are you doing and how can we help?” She discussed ways we can assist with funding. Lindsay Hooper followed with a discussion of the Canvas Bag program, requesting information on ways that we might improve and asking what the agencies might do to help us with storage and deliveries. Each committee member sat at a table for the brain storming session and recorded the feedback on flip charts and then presented back to everyone.

It was truly an amazing meeting as we discussed how we can help with funding and how the participants can help us improve what we do in the community. As chair of Healthy Beginnings, I am so proud of the commitment of the committee members. They are hardworking and so devoted to the cause of serving children 0-6 and their families.

A Forum Participant and Community Partner: The Child Development Institute

The Child Development Institute (CDI) is committed to optimizing child development and strengthening families of children under 12 years of age. One of CDI's lead programs, SNAP® (Stop Now and Plan), has the highest rating for children with impulse and self-regulation issues and has won numerous awards, including the Prime Minister's Award for Social Innovation (December 2013). In 2009, CDI celebrated 100 years of service. The Rotary Club of Toronto played a significant role in CDI's development by sponsoring a signature campaign (\$2.5 million) to renovate and expand the headquarters of The West End Crèche at 197 Euclid Avenue. Many prominent Rotarians led the successful campaign and several served on the Board of Directors of The Crèche. CDI remains forever grateful for this enormous boost from Rotary in our capacity of service.



CDI Headquarters on Euclid Ave.



Join Us! Rotary Flag Raising Ceremony at Toronto City Hall

On Monday, February 25, between 9:00 am and 9:30 am, the Rotary flag will be raised over Toronto City Hall! You will be able to watch and participate in this ceremony by joining us on the Podium Roof of City Hall, which can be accessed via the walking ramp on the east side of Nathan Phillips Square.

The flag raising is a reminder that in honour of both Rotary International's birthday and the introduction of Rotary to Toronto, Mayor Rob Ford and City Council have declared February 24 to March 2, 2013 Rotary Week in the City of Toronto. The Rotary flag will be flying all week. We request your attendance at our Flag Raising Ceremony and look forward to seeing many Club members there! You can find the official proclamation of Rotary Week elsewhere in this issue of the Voice and on the City of Toronto's website at: <http://www.toronto.ca/proclamations/2013/rotaryweek2013.htm> Finally, many thanks to Vice President Steve Smith for shepherding this special event through the corridors of City Hall.

The Rotary Club of Toronto Club 55 – 1912

Officers:

President: Neil Phillips
President-Elect: Richard White
Vice President: Steven Smith
Treasurer: James McAuley

Executive Director:

Carol Bieser

Rotary Club of Toronto Charitable Foundation:

Robert Smith, President

Editor of the Week:

John Suk

Editor for March 1st:

Sylvia Geist

What You Missed Reporter for March 1st:

Johanne Larouche

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?

Submit an Article to the Voice Newsletter:

voice@AbacusConsultingServices.ca

Upcoming Speakers & Events

March 2013

- 1 Rotary Week Feb. 24 to March 2, 2013
Special Centennial Award Luncheon with Mr. Sakuji Tanaka, Rotary International President
- 2 Symposium: Give Peace a Chance, Rotary District 7070 and Surrounding Districts; The Fairmont Royal York, 9am-4pm
- 8 Carol Radford-Grant, City Archivist, "Toronto 100 Years Ago"
- 15 Howard Wetston, CEO, Ontario Securities Commission
- 21 Club Annual Fundraiser at Steamwhistle Brewery
- 22 Rt. Honourable John Ralston Saul
- 29 Good Friday, no meeting

Propose a Speaker

Peter Simmie, Chair

Program Committee

peter.simmie@bristolgate.com



Big Ribfest Announcement!

— by Neil Phillips



At last Friday's lunch – featuring braised short ribs and a food-themed speaker – an exciting new partnership was announced. The Rotary Club of Toronto (RCT) has been invited to partner with The Rotary Club of Etobicoke (RCE) in supporting the Toronto Ribfest. The Toronto Ribfest – heading into its 14th year – annually attracts well over 200,000 people during the Canada Day long weekend to a family-centric, fun festival. It is the country's largest Canada Day weekend charity fundraiser. It is RCE's primary fundraiser.

In 2012, RCE launched the Rotary Food Initiative in partnership with Second Harvest, North York Harvest Food Bank, local schools through the Toronto Foundation for

Student Success, Salvation Army, local community health centres, and others. These organizations raised money at the gate for their programs by asking for donations. The message is “eradicate child hunger in Toronto, nutritiously!” This year, a new entrance program will be introduced, whereby adults (children free) will be asked to pay \$2 (that's just a twonie) to attend. It is anticipated this will have little or no impact on attendance, and will lead to a significant increased fundraising. RCT's role will be to plan, coordinate, manage and staff all aspects of the entrance program. In return, we will be sharing in the funds raised from the entrance fees. This has the potential to become one of RCT's largest annual fundraisers!

Jai Persaud and Pat Neuman are new co-chairs of the RCT Ribfest Entrance Committee, and will be working directly with RCE. They already have an energized team, but if you think you can help, please contact them. For now, try to plan to give us some volunteer time that July 1st weekend. Everyone knows about Toronto Ribfest. It has become a summer favourite in the city. We are excited to join RCE in this event and about the fundraising potential it provides.



ROTARY FUNDRAISER MARCH 21, 2013



**Psst...
Can you
keep a
secret**

Don't Leave It To Chance!
Thursday, March 21, 2013
at 6:00 PM

I'll let you in on a little secret.

The Rotary Club of Toronto's Annual Fundraiser will be held on Thursday, March 21, 2013. Spend an evening wheeling and dealing with your Rotary friends, and their friends. And pass it on.

\$125 gets you a buffet dinner, and lots of laughs, your cards are free and so are the good times. You can purchase a table of ten for \$1500 or a full sponsorship package including dinner for ten and corporate acknowledgment for \$5,000.

The Steam Whistle Brewery
255 Bremner Blvd

For tickets or to make a donation
CLICK HERE
www.rotarytoronto.com

What You Missed February 15, 2013

— By John Joseph Mastandrea



The meeting began with the sounding of the bell, thunderous applause and a gracious welcome by our President Neil Phillips. The head table included many familiar friends. A partnership between our Club and the Rotary Club of Etobicoke to help staff their annual Ribfest at Centennial Park was announced. See President Neil Phillips' article in this issue of The Voice.

Our guest speaker, Alison Fryer, spoke about “Our Love Affair with Cookbooks.” Since The Cookbook Store opened its doors in Toronto in 1983, Alison Fryer has been at the helm, guiding customers through a myriad of cookbook choices from around the world. The Cookbook Store is a culinary destination for both home cooks and professional chefs. It is a place that hosts events large and small, local and international, often with visiting chefs and authors from around the world. Alison is a frequent contributor and commentator to the media and has been a judge for all the major cookbook awards in North America. She is the recipient of an honorary degree from George Brown College (2012) and is a past winner of the Women's Culinary Network Woman of the Year Award and received a Gold Award from the Ontario Hospitality Institute. You can follow the chatter on twitter @cookbookshop and also interact at www.cook-book.com.

Alison captivated all with her brilliant tales and bold culinary ballads. She noted the rise in cookbook popularity. Where once only a few hundred were published annually, now more than 20,000 are. The first culinary aficionado that many recall is the infamous Julia Child. Alison reminded us that it was just such brave pioneers of the gourmand world who pulled us across the threshold into the land of “Gastro Porn.”

President Neil thanked Alison and presented a donation in her name to the Mogoanine “B” School Water and Sanitation Project in Maputo, Mozambique. The Meeting ended with John Joseph Mastandrea winning the wine in the Ace of Clubs draw.

The Rotary Club of Toronto

The Fairmont Royal York

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