

## Today's Program

Neil McOstrich, Cleansheet Communications

## Topic

*Once Upon a Brand: The Art of Corporate Storytelling*

## Host

Jeff Dobson

## Location

Upper Canada Room, Fairmont Royal York



For over 25 years, Neil has been the creative leader behind many of Canada's most famous, enduring and successful brand campaigns. His creative contributions have run the gamut from contributing to the legend of the Caramilk secret, to launching multi-billion dollar upstarts like Wind Mobile, to charitable campaigns that have led to record giving and, most recently, the widely acclaimed *We All Play for Canada* campaign for Canadian Tire.

As different as the clients behind the campaigns appear, the secret behind Neil's success is always the same: humanity and a soft storytelling touch which has seen Neil's creative leadership awarded Agency of the Year honours five times for business-building results.

Neil is looking forward to sharing with the Rotary audience his insights into the art of storytelling. And, more specifically, the magic he has witnessed when the companies he works with stop telling people what they do and start inspiring them with why they do it.

In addition to running one of Canada's most successful independent agencies, Neil has written the business book *Once Upon a Plane*. He is a sought after speaker on the subject of creativity. He was chosen as industry's best storyteller by Adlounge. Most recently, his first documentary about the power of community, *Every Picture Tells A Story*, drew an amazing 1.9 million viewers on CBC.

While many of his clients are well known, Neil makes a point of giving back and has done pro bono work for Princess Margaret, Canadian Liver Foundation, The Royal Ottawa Hospital, Cancer Society of Canada to name a few.

Neil attended Upper Canada College and The University of Toronto, and continues to call Toronto his home. And in case you're curious, his company's name was inspired by the one thing common to his every success, past, present and future – a clean sheet; and with it, the potential for the unprecedented idea.

## Late Breaking News: 2014 Lake Scugog Camp a Great Success!

At last year's Lake Scugog Camp weekend, members of the Toronto Rotary Club, and many Rotaractors showed up en masse to eat, play, and socialize—but mostly to work! We constructed a bicycle shelter (and fixed many bikes). We painted various outside walls and the entrances to all the cabins. The porch at the main house was repaired, a few new doors were constructed and installed, and lots of smaller repairs were done on the facilities. Congrats to everyone who showed up, to our fearless team leaders, to the cooks and cleaners . . . the list of those who put their minds and shoulders to accomplishing great things is long! And, we had a blast doing it.



James Macdonald has heart!



John Suk took a well-deserved ten-minute nap before supper.

**Sign up now for the 2015 clean up, May 22-24. Go to <http://tinyurl.com/ohbzfr6> for details.**

## Audrey Suma

Audrey Suma, wife of our late member Frank Suma, has passed away. Audrey and Frank were great supporters of our Club over the years. On behalf of the club we express our sincere condolences to Audrey's family and friends.



## Youth Day Lunch Is Here!

The Rotary/Rotaract Youth Day Lunch is nearly here! Mark your calendars for May 29th. We need your support in the form of lunch tickets. These tickets will be donated to some of our sponsors, the young award winners, Rotaractors and event participants. We look forward and thank you for your generosity in advance. You can give the tickets to Jeff Dobson, Binoy Luckoo, Jayson Phelps and Prince Kumar. We will start the collection on Friday April 24th.



## UPCOMING EVENTS

**April 25 Trump AIDS Poker Walk**  
Sign up here: [CLICK HERE](#)



**May 14 Cocktails and Rotary Flame**  
Please email Carol to reserve space for you and guests – this will be a sell out!

**May 22-24 Lake Scugog Camp**  
A must attend event!  
[CLICK HERE](#)

**June 11 RCT World Wine Tour**  
[CLICK HERE](#)

## Upcoming Speakers

### May

- 01 Kelly Murumets, CEO, Tennis Canada
- 08 Steve Cornish, Doctors Without Borders Canada
- 14 Thursday Evening Cocktails! Hosting the Rotary Flame
- 15 No Meeting due to the Victoria Day Holiday
- 22 Camp Scugog week Fellowship Lunch
- 29 Youth Friday Lunch

**Editor of the Week**  
John Suk

**Editor, May 1**  
John Andras

**What You Missed Reporter for April 24, 2015**  
John Farrell

**Propose a Speaker – Contact**  
Alex Brown, Chair  
alexbrown@integratedappliances.ca

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

## What You Missed April 17, 2015

– by Kevin Power



We made our way to the National Club on a beautiful spring day in Toronto. After enjoying the fare of the National Club lunch, President Steve introduced an esteemed head table with Past Presidents Michele Guy, Bill Morari, Robert O'Brien and Neil Phillips, as well as our future President Pat Neuman. Pat will be President and Neil will be District Governor when Toronto hosts the Rotary International Convention in 2018.

Bill took the opportunity to encourage members to participate in membership recruitment. The membership recruitment form was introduced a few weeks back. Bill announced a donation by the National Club of a dinner for two with wine from the National Club wine sommelier to be raffled off. To be in the raffle you need to recommend a potential member and he or she needs to become a member. Harvey Sullivan is already in the lead!

President Steve announced that the Taste of Spring Asparagus event hosted by our own Geoffrey Johnson at EnVille on May 7 is now sold out. For those missing Geoffrey's event on May 7 you can enjoy his cooking along with the cooking of all of the Camp Chefs on the May 22 weekend. This is a must-attend event for new members. A further announcement was made to remind us not to wait until the last minute to register for Camp Scugog.

Maureen Bird announced the Trump Aids Poker Walk taking place in Toronto on April 25. She promised excellent weather! There were donation sheets on the tables but you can also donate at: <http://tinyurl.com/kjnw3g>. Please contact Maureen if you would like to participate in this great cause.

President Steve acknowledged and thanked all of the members who volunteered to deliver Easter Meals on Wheels to seniors as well as the organizing efforts of Jack Robertson.

Our speaker, the Honourable Hugh Segal, was warmly introduced by Robert O'Brien. He had been pursued by our Program Committee for an extended period since leaving the Senate to take his position as the Master of Massey College at U of T. It was interesting to hear the role that Rotary played in helping an 18-year-old Hugh Segal attend the University of Ottawa to launch his public speaking career. He spoke of the essentials of freedom from fear and freedom from want and finding balance in society in Canada and in Canadian Foreign Policy. He discussed his first motion, to abolish the Senate, and the reasons for his motion. He also discussed the imprecise, unclear rules around the Senate, which also extend to the House of Commons. He also discussed Bill C-51 and the need for balance.

President Steve announced the next evening meeting at the National Club will take place on Thursday May before the long weekend. John Berton had his number drawn but showed a heart (the Queen), and took home the wine.



The Honourable Hugh Segal

### ALL MEMBER Challenge

We are challenging each Rotarian to  
Nominate **ONE** Potential Lead  
to join the Rotary Club of Toronto

**Are you up for the Challenge?**

**YOUR BEST RECOMMENDATION FOR THE ROTARY CLUB OF TORONTO**

Name of Rotary Member: \_\_\_\_\_

#1. Name of Potential Member / Corporation & Relationship  
\_\_\_\_\_

Occupation: \_\_\_\_\_

Reason Potential Member would be a good addition:  
\_\_\_\_\_

RETURN TO ROTARY OFFICE OR EMAIL TO  
OFFICE@ROTARYTORONTO.ON.CA

**JOIN ROTARY NOW!**  
[www.rotarytoronto.com](http://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

