



## Today's Program

Changeover Day

## Speaker

President Neil Phillips

## Location

The National Club, 303 Bay Street

This meeting is the last one presided over by President Neil Phillips. We will hear from him and officially bid him farewell. Also it brings to a close our Club's Centennial Year! Come and recognize Neil's leadership and the Club's achievements this past year. See the reigns of leadership pass to Richard White.



President Neil with Sandy Boucher and Steve Smith at The Phillips Pharewell on June 13 when members gathered to celebrate and thank outgoing President Neil.

## Message from Neil C. Phillips, President, The Rotary Club of Toronto



One year ago, as I took the Oath of President, I urged every member to "Reconnect with Rotary". I'm not generally one for slogans, but I felt that our Centennial provided an opportunity for far more than handing out a million dollars! It was important we remembered *why* we were giving away so much, examine *how* we choose our charitable partners and projects, and honour *where* our Club's ability to do such work has come from. All this, within the world outside one Club – even one as storied as ours.

I feel a personal sense of gratitude for all who enthusiastically took that on. The year has been a stunning success in so many ways. Never have I been so proud to be a member of this Club, and of Rotary

International. This truly is not your father's Rotary – it's evolved, and grown; both internationally and within the activities of our Club, our reach is exponentially larger than it was back in 1913.

Of special note for me this year was our Club's ability to garner public relations attention, both in traditional external media channels, and within the world of Rotary: our Toronto neighbour Clubs, District 7070 & 7080, and in Evanston; and of course internally to our membership through the Rotary Voice.

I promised to do my utmost to help us achieve everything we had hoped in the year. We may not have quite accomplished everything; but then again I think we've done more than we had hoped. I trust my passion, and appreciation, for all your hard work – of every committee and every member – shone through. I cannot thank you all enough. It was an honour to be your President.

As the year closes, I encourage everyone to go back to where I started, and support annually our (RCT) Foundation [[CLICK HERE](#)] and the End Polio Now Campaign [[CLICK HERE](#)]. This allows us to do the great work we do, every year.

As we look to the future, and another century, I encourage you to retain that spark. After all, we've had a century of practice!



## Reflecting Our Club's Centennial Buzz

– by Sylvia Geist, Chair of The Marketing and Communications Committee

Our Club was abuzz in the community throughout the Centennial Year. Members were continuously active and engaged in celebrating 100 years of service and the donation of \$1,000,000 to innovative community programs. The Marketing and Communications Committee had the wonderful challenge of reflecting that energy and enthusiasm.

The weekly redesigned, full colour *Rotary Voice* informed members and our community of Club activities. *The Voice Special Edition* and its newly created *Centennial Beat* described the ten Centennial projects, presented high-profiled luncheon speakers, and highlighted the work of our philanthropic committees. These publications also focused on significant themes that showcased our Club's values and goals. Beautifully designed invitations to the special Centennial luncheons were sent out to news media, community agencies, and interested individuals. Additional PR activities included the documentary video *100 Years of Rotary Spirit* which heightened awareness at various events. Our history book, *These Were the Days: The Story of the Rotary Club of Toronto from 1912 to 1999*, was also updated with the chapter "*100 Years: In the Spirit of Rotary Spirit*" describing the years 2000 to 2013.

With the knowledge and talents of team members, the Marketing and Communications Committee actively used social media, posting information on the Club's *Website*, *Twitter*, *Facebook* and *LinkedIn* pages. Community partners were encouraged to do the same. Canadian News Wire Services promoted our Centennial luncheon speakers and projects to an extensive Ontario network of reporters and media. Some amazing press included being focused on by CBC Radio *The Sunday Edition* host Michael Enright, described in a *Toronto Star* article by Carol Goar, and appearing in the *SNAP* downtown publication.

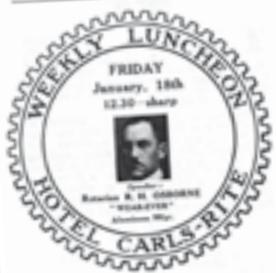
Thank you to the Rotary Voice and Marketing Communication Committee members, and to everyone who participated in PR activities. With your energy, wisdom and expertise, the celebration of our Centennial Year has been a monumental success! Let's keep up our visibility in the community and continue showcasing our activities. Our strengths and contributions attract new members and with them we gain fresh vitality and relevance. If you have a PR idea, we would like to hear it. Come to a committee meeting.



CAMP ENTERPRISE 1992  
Rotary Club of Toronto



**ROTARY VOICE**  
OFFICIAL ORGAN  
Rotary Club of Toronto







**3rd WORLD CANADA**

*For the first time:  
Youth invite 25 Canadians to live in their remote reserve during National Aboriginal Week*

The Youth of Kicheshuhykoons following First Nations living in the remote Boreal forest of Northwestern Ontario invite you in their homes to celebrate this special week.

The youth & their community graciously open their homes to 25 Canadians and look forward to:

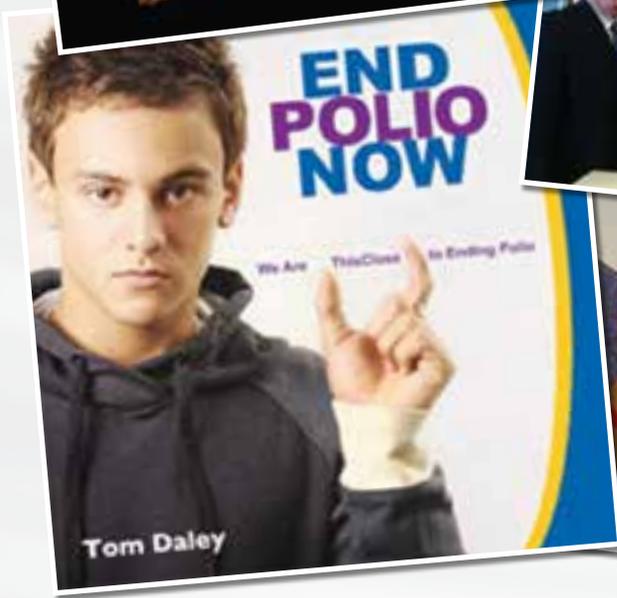
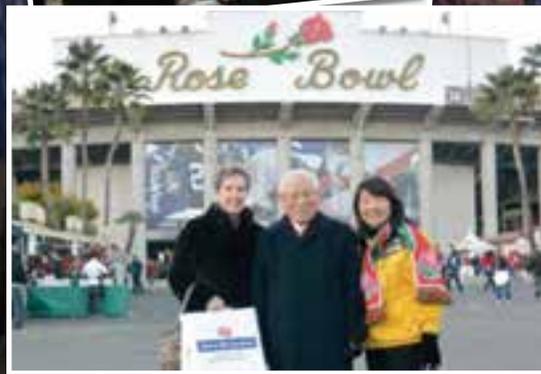
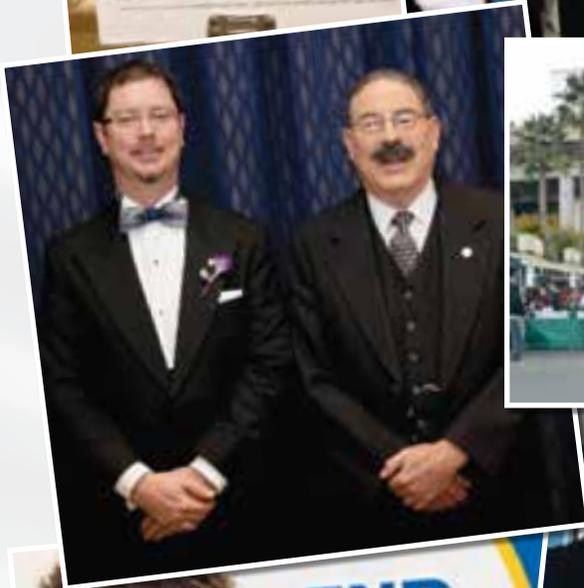
- An honest dialogue on their living conditions
- Sharing their pride in the beauty of their culture set in their pristine land on Big Trout Lake
- Making the invisible visible through an unforgettable act of friendship & reconciliation
- More than anything, the youth want to create an opportunity to showcase their positive leadership and the spirit of their community to shine through. Together, and with you, they will show that there is still hope and Nationalism unity that awaits us all.

Mark the date:  
Visit for one day or one week:  
June 17 - 21st, 2013  
Detailed package available upon request

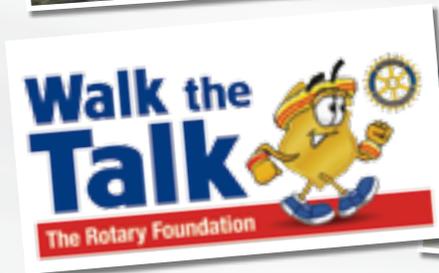
Carabon  
NATION COUNCIL  
NATIONAL ABORIGINAL WEEK

The youth & community are featured in the documentary, 3rd World Canada











## The Beat Goes On!

– by Don Bell



Over our Club's past 100 years of "Service Above Self", thousands of members have come together in fellowship to provide Rotary service to the Toronto community and beyond. But as someone famously said, "That was great yesterday, but what are you going to do for me today?" Good question. Today, tomorrow, and the next 100 years? How will Rotary exist and in what form? Organizations prosper and grow because they meet a human need. The need to support our community will never disappear. If "service" can be done in a friendly and social environment, as Rotary offers, then we will be celebrating our 200th anniversary when it comes around.

We will continue to take on meaningful community projects, having fun with our friends at the same time. But how do we get there?

Our Board has a committee charged with producing a Strategic Plan to guide the Club forward. It addresses key issues including:

- Utilizing the social media and other new communication tools
- Attaining more visibility in downtown Toronto
- Building on our past 100 years of accomplishments
- Making sure that all members feel like part of a winning team
- Increasing the membership.

I discussed these issues with the next three Club presidents: Richard White, Steve Smith and David Hetherington. Many ideas flowed, such as changing the meeting format, initiating an e-club to augment ours, meeting for dinner instead of lunch, developing a major fundraiser to boost visibility, changing the focus and operation of our committees. No doubt you have ideas of your own. We have some major projects in the planning stages. One of the biggest is hosting the 2018 Rotary International Convention when we will welcome 20,000 + Rotarians from around the world. It is a big opportunity that can involve every member. We have already hosted four conventions since the Club's inception. Our objective now is to make this 5th event the best one we've ever done!

To succeed, we must recruit members to run our Club, manage fellowship activities and implement community service projects. The plans to go forward as a Club are in good hands; as a team, we will continue to accomplish great things as The Rotary Club of Toronto. Stay tuned and tweet your friends!

## What You Missed June 21st, 2013

– by Bert Steenburgh

Almost ex-President Neil sauntered up to the podium with the swagger we have seen in every one of his predecessors in their last full meeting. Un-impeachable at this stage and nothing to lose! So confident was our man that he actually allowed Harvey Sullivan a seat in a place of authority as Sergeant at Arms. Past-President Susan Howson introduced our guests including visiting Rotarians from India and U. of T. Rotaractors.

An overview of the recent RYLA event was presented by a young graduate student who learned amongst other things a new twist on the Golden Rule: "Treat others the way they want to be treated". I believe this came from none other than our own Ric Williams who led the session. We also heard from a former 2006/2007 Rotary exchange student who spent a year in Denmark studying pipe organs. Now assistant organist at Toronto's Metropolitan United Church, that young woman credits Rotary with playing a large role in helping her to expand horizons and dream big. As headlined in last week's Voice, President Neil awarded a cheque for \$25,000.00 to SKETCH for their Culinary Arts Training Initiative program, our Past President's Committee choice for 2013.

President Neil and the General Manager of The Fairmont Royal York, Tim Morrison, unveiled a plaque commemorating our Club's 100th anniversary, to be placed in a public setting at the hotel. Mr. Morrison congratulated the Club and thanked us for our patronage since 1929.

Guest speaker, former member Rocco Rossi spoke movingly about taking a group of armed forces veterans who had been injured in Afghanistan on a trek through mountains in Tibet. He raised ½ million dollars for wounded soldiers in the endeavour. Rocco is truly an inspirational speaker and, if you were not there, you missed a wonderful story. Rocco finished by telling us about the cause he now works for – Prostate Cancer. He chastised men for not taking the disease seriously through prevention. His "death is the biggest cause of erectile dysfunction" line was worth the price of admission! Ahhh...another great day to be at Rotary!

## Thank You to the Centennial Table Card Workers

– by Don Bell

Having completed the writing of the Centennial Table Cards, I would like to publicly thank Club members who helped me with the project. Knud Westergaard, Bob Cartlidge, Pamela and David Libby, and Don Hillhouse spent untold hours going through all the past *Voices* in our "library" and highlighting relevant topics and activities that took place. Catherine Lloyd checked my spelling and syntax and took the finished copy to the printer. The office staff, under Carol's direction, as well as other Club members, put the pamphlets together and placed them on the tables. Had it not been for all these "workers", the table cards would not have been done. You are all appreciated.



President Neil presents the Past President's 2013 Award to Rudy Ruttimann, Executive Director of SKETCH



Club Centennial plaque for The Fairmont Royal York

**The Rotary Club of Toronto**

The Fairmont Royal York

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