



The Lakeshorian

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This Week's Program...

Alexandra Fortin, professor at Cégep André-Laurendeau, will tell us about the National Model United Nations, which annually hosts more than 5,000 college and university students from six continents. We donated \$500 to help finance her participation in the NMUN in March, along with 12 of her students.

Birthdays and Anniversaries this week...

Happy anniversary, George and Mary Saad...

.... today, January 10th!

Happy birthday, June Hodges .. tomorrow, January 11th!

Future Programs...

Jan 17: [Evening meeting] **Dârini Vedarattiname**, Director of Public Relations and Image for District 7040, has been invited by **Brenda** to talk to us about PR and the possibilities of joint projects with other clubs.

Jan 24: **Kim Nguyen**, Director of Development-Annual Campaign for the Old Brewery Mission Foundation.

Jan 31: **Club Assembly. President JP** and his Board of Directors will answer questions about their reports, which will be emailed to members prior to the meeting.

Special Events...

Jan 26: (Thursday) **Board Meeting**, Holiday Inn, 6:30 pm.

June 2: (Friday) **Our Annual Auction**. In just five months we will host our most important event of this Rotary year, that will provide the lion's share of the funding of our club's budget for 2017-2018.

Last Week's Meeting...

Murray and **Knud** gave us a joint presentation about our Annual Auction, which will take place on Friday, June 2nd. Unfortunately, only eleven other members were present for this important discussion. They were **Wayne, Abie, Helen, Lawrence, Maureen, Stan, Bill, President JP, Brenda, Cameron** and **Joe Zemanovich**.

The 50/50 draw was looking pretty fishy last week. First of all, **Joe Z** asked if he could be the person to draw the number of the ticket that would decide who would be the one to try to find the Ace of Spades. Then the ticket number he drew was **Cameron's**, who manages the 50/50 every week. But then Cameron drew the wrong Spade so, with 26 cards left, our 50/50 draw will continue to raise money for our club's charities for at least one more week...or two or...twenty-six?

Murray was introduced by **Lawrence**, who said, "Murray, it's all yours."

And **Murray** took it from there.

After thanking the members of his Youth Committee, and other members who have contributed time and effort, for the work they have already done towards organizing our 2017 Auction. He pointed out that our Auction is intended to be the biggest fundraising event of this Rotary year.

"To me, that means 'All Hands on Deck!' Helen, bless her soul, has agreed to put together, as we get closer to the event, a sign-up sheet that will list various activities, assignments, and tasks to be done, either just prior to the event or on the night of the event so that people can make a commitment. And if you can't be here, on the bottom of the sheet is a place where you can indicate, 'We'll be away' so we will know that at least you looked at the sign-up sheet and you will provide a letter from your Mom or your doctor to explain your absence.



"We have had several meetings to date and I must say that, as a relatively new member of the club who has been given the responsibility for this event, I am thrilled with the support and what has gone on to date.

"Knud has really stepped up and provide yeoman service with respect to potential donors and a list of suggestions for prizes which I will ask him to speak about in a moment.

"There is a letter that we sent to every club member. My thanks to Maureen for drafting the original and to Helen for editing and correcting some of the changes I suggested.

"The letter is intended, if you're not comfortable going in cold to a potential donor, as something you could give them to look at and read, to see if they're interested in supporting our club. And if you do decide to speak to a potential donor about something on that list it is vital that you let Knud know so that we don't get cross-threaded. By that I mean having two—or more—of our members approaching the same potential donor. When that happens the donor gets PO'd that so many people are asking him for money for the same cause. We don't want a store owner saying to himself, "Oh no, not another one coming in the front door asking for money!"

"But, by the same token, I'm not trying to discourage you from going door-to-door. We need to do that. It's the only way—nothing ventured, nothing gained. The more doors we beat on, the more likely we are to succeed in getting donations for our auction.

"And as I said in my email to committee members, 'Don't be shy. The worst they can say is 'No. Thank you very much. We like what you're trying to do but our budget for charity is already spent.'

"Looking out here today, I feel like I am preaching to the choir. What we really need are all the new members to Rotary

to see that when we undertake a fundraising project like this, everybody gets involved to the best of their ability."

Joe Z asked if the letter was available in French. **Bill** offered to translate it. **Lawrence** gave him the letter to use.

Stan asked if the letter was to solicit prizes or advertisers.

"Both," Murray replied. "And to a donor who donates a prize we offer a free ad in our auction brochure or program.

"The organization and printing of the brochure is being done by **Jesper Jonsson**, as he did in the past.

"And **Kelly** is looking after some of the electronics and layout.

"If it comes up, and **Brenda** raised this issue earlier today, any money we raise will be given to our chosen charities. Any cost we incur will be covered by the sale of tickets. At least, that's Plan A.

"So, any other questions?"

Bill asked what is being done regarding the sound system and the projection of slides during the auction. Murray referred the question to **Lawrence** who said that the hotel is taking care of that, but we have to provide the screens. "We are in the process of asking **Bob Habib**, who covered the cost of screen rental two years ago, if he would do so again this year. The room is being provided by the hotel at no cost to us. Our only cost from the hotel will be for the refreshments, which we believe will be about \$30 per person."

In response to a question about the packaging of small prizes, **Maureen** said there are at least two ways that will be set up. "I'm going to do a money tree and even if it's only a five-dollar gift voucher, we'll put it on the money tree. We are also going to set up a Lady's Luxury Pack, for which I already have three small items: soap, bath salts and a \$60 hairdressing voucher. It doesn't matter what you get as prizes, or how small their value, we'll put them together with other small items to make several packages large enough to auction."

Lawrence commented that, "Our recent Oyster Party was a financial success because everybody got involved, spreading the word to all their friends via email, Facebook, et cetera. It's also important to remember that we raised \$22,500 clear from our 2015 auction. So we have proved our ability to succeed when everyone pitches in. The need is there and we can raise the money, so it's worth the effort."

Joe Z asked, "What charities will be supported by the proceeds of this auction?" He was told to read the letter, which simply lists some of the local charities that have benefitted from past fundraising events as well as examples of international projects we have supported in the past. **Lawrence** clarified that we must be careful not to specify which charities we plan to support, because in that case we have to give to all of those with no alternatives open to us.

Murray passed the gavel with, "**Knud**, the floor is yours,"

Prior to the meeting, Knud had placed several copies of a list entitled, SOME SUGGESTIONS FOR AUCTION PRIZES, 2017 (Dec. 13, 2016). The list included 57 suggestions, which he explained as including "some from previous years and others that are completely new." He pointed out that most of the items had one or more names of members who have taken or who might take responsibility for canvassing possible donors of the items so listed. "But," he added, "where you see the word 'open' after an item, that means that we need a member to come forward and agree to try to find a donor for that item."

He had also distributed a list of advertisers drawn from previous auction programs.

Here is a list of the "Open" Suggestions for auction prizes, excerpted from Knud's list:

Description	Market Value
Framed painting by known artist	1,500
'VETSPRESS' house call (mobile veterinarian)	225
Professional dental whitening by Montreal dentist	700
Two weeks' rental of a <u>Mercedes Benz</u> , w/free kms	1,000
Six months' membership at local gym & MEGA centre	500
12 bottles of fine Italian wine	300
Cellular telephone	(?)
Gift Certificate for purchase(s) at NOVA West Island	300
Five nights' stay for two at one-bedroom ocean-view Suite at The Crane Resort, Barbados, including round-trip for two persons to Barbados via WestJet	4,000
Rhine Getaway (Amsterdam to Budapest) with Viking Cruises, including fine dining, guided tours, visits to UNESCO sites. For 2 persons (Airfare not included	4,000
Schwartz's Caters to You. For a party of 10-15. Dazzle Your guests as they witness a master smoked meat cutter hand-carve Schwartz's World Famous Smoked Meat right before your eyes.	750
Wonderful Italian and French Cuisine: Il Pagliaccio (\$100) and Restaurant Leméac (\$150) on Rue Laurier	250
Old Port: Enjoy hip atmosphere of l'Atelier d'Argentine While enjoying Argentinian fare (\$100); savour classic Italian at Da Emma (\$100) and enjoy seafood and a Late night menu at Chez Delmo (\$100)	300
Where's the Beef!?! Baton Rouge Steakhouse & Bar De La Montagne (\$150); Gibby's Steakhouse (\$150) and Rib 'n' Reef (\$100)	350
Italian Ristorante Beatrice (\$100) and Portuguese Seafood Restaurant Ferreira (\$200)	300
Enjoy season tickets for two families to Allegra Foundation's six concerts	240
One-Year Family Subscription to Pointe-à-Callière Museum about Montreal's history – and get a fix of delicious ice cream at Les Glaciers with two \$20 gift certificates	120
Laptop computer	(?)
iPad Air 2 Tablet	500



Knud wrapped up his presentation by pointing out, "This Auction will be the only fundraiser in the remainder of this Rotary year. Our ability to finance all the projects we hope to undertake during our 2017-2018 Rotary year will depend to a large extent on the success of this event.

"We know we can raise \$25,000 with this auction, but to do that everybody in the club must do their part.

"We are Rotarians, not just a knife-and-fork luncheon club. Let's do this!"