



# The Lakeshorian

WEEKLY BULLETIN OF THE ROTARY CLUB OF MONTREAL-LAKESHORE

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## *This Week's Program...*

**Brenda** has invited **Kim Nguyen**, Director of Development-Annual Campaign, Old Brewery Mission Foundation.

## *Birthdays and Anniversaries this week...*

*Happy Birthday, Brahm ..... Tomorrow, January 25<sup>th</sup>!*

*Happy Birthday, Kelly-Anne .. Wednesday, January 26<sup>th</sup>!*

## *Future Programs...*

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.

Feb 7: [**Evening meeting**] **Kelly-Anne** will give her Rotary classification talk.

Feb 14: **Valentine's Day! Bring your sweetie.**

## *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...*

**Past-President Maureen** chaired our evening meeting last Tuesday, when our speaker was **Darini Vedarattinam**, District Director of Public Relations and Rotary Image.

We were sixteen active members plus Honorary Member **Joe Maxwell**, visiting Rotarian **Vicki Horsfield**, a member of the Rotary Eclub of Canada, and five guests -- not bad for this time of the year. Active members present were **Wayne, Helen, Lawrence, Maureen, Rosie, Kelly-Anne, PDG Bill, Murray, Semi, Steve, Knud, Brenda, Cameron, Deniz, Paula** and **Joe Zemanovich**.

Guests were **Lucile Kircher** and **Frédéric Murschel**, guests of our speaker; **Sandy**, guest of **Wayne**; **June**, guest of **Bill**; and **Margaret**, guest of **Steve**.

Among the announcements...

- **Maureen** reminded us that she will be putting together an International Food Basket. She said she had prepared a small basket that she would leave with the club's other paraphernalia so that each week, items for the Basket can be placed in it.
- She also showed us a tea set—teapot and creamer—and said she has been trying to place a value on it. "I found the

company online and they sell things like this for prices ranging from 150 pounds up to 15,000 pounds! I have not found this one so I will continue my research, but we know that it will be worth a minimum of £150"

- She said she has a coupon for a cut by a world-famous hair stylist here in Montreal. "When movie stars are in town to make a film, this hairdresser does their hair."
- **Maureen** reminded us that Thursday, January 26<sup>th</sup>, will be the date of our next Board meeting. "Any club member is welcome to come to the Board meeting, but please let **Lawrence** know in advance, so he can make arrangements with the hotel.

**Maureen** introduced visiting Rotarian **Vicki Horsfield** and asked if she might have a few words to say. Vicki said she had been here in July when she told us about her organization in Guatemala that helps support kids living in poverty so they can go to school and continue their education. "We also provide support via an after-school program, where they can learn English and do their homework. That way we can ensure that they are learning and doing well in school. I just want tell you how much I appreciate what you are doing for our organization since my visit last July.

"**Knud** has been working really hard on that and it looks like a lot of our families are going to get water purification filters. Contaminated water is a big problem and the filters help ensure that people don't get parasites and other bugs from their drinking water.

"He is also helping us get fuel-efficient stoves. In Guatemala the norm is that people cook over an open fire, breathing the smoke, and their lungs get damaged.

"He is also providing us with some much-needed office furniture. So, between helping us help the kids do better in school and keep their families healthy, everyone is on their way to a better future. We are all very grateful for your support."

**Our 50/50 prize was won by Honorary Member Joe Maxwell!! CONGRATULATIONS, JOE! It couldn't happen to a nicer guy.**



**Maureen** asked **Brenda** to introduce our speaker. She told us that **Dârini Vedarattinam** is a Rotaractor and the PR Chair of District 7040. "Originally from France, she has been in Montreal since 2006. She's a founding member of the Club Rotaract de l'Île-de-Montréal. She was part of the Organizing Committee for Interota 2014, a worldwide Rotaract conference in Montreal and Toronto. She became the Rotaract representative for our district, working with nine clubs in western Quebec, eastern Ontario and upstate New York. During her term she was asked to facilitate several workshops, including one on working with young people at the District Training Assembly last April, and one on Public Image at the Rotary International convention in Seoul last June. She is this year's PR chairperson for District 7040, the first Rotaractor to hold a leadership position at the district level. Please join me in welcoming Dârini."

**Dârini** said she was grateful for this opportunity to speak to us. "I've always wanted to connect with your club for a couple of years now." She came equipped with a short, informative PowerPoint presentation, and dug right in.

"Today I am going to talk about Rotary's Public Image and I will start with **Branding**. Rotary's new logo is the core graphic that must be used to identify all Rotary entities: clubs, districts and programs. It brings us all together as one entity, demonstrating the power of Rotary across the globe."

She pointed out that our club website does not have this new Rotary logo. **Bill** said he would correct that within the next day or two.

"Eventually," she continued, "you will have to change your club banner, the small banners you exchange with visiting Rotarians or when you travel, your 'Rotary Meets Here' sign, et cetera, but you should do all that at an affordable pace. It is, nevertheless, my job as Public Image Chair to inform you."

Here are the nuts and bolts of her presentation, along with her verbal footnotes:

## Involving Your Community

["Your club is already very active in your community, but I think you could benefit more by publicizing your activities to the general public. This will attract potential members, too."]

### • Targets

- Potential Partners
- Politics
- Potential Members
- General Public
- Media

### • Best tools to showcase your key messages

- Updating your Website
- Issuing Press Releases

## Involving Your Community, Key Messages

### 1. What is Rotary?

- Fun & Friendships
- Younger members are welcome, too!

### 2. What do Rotarians do?

- Rotarians in Action, on the field
- Pictures are essential to illustrate what your club does

### 3. How can people help?

- Attend Events

- Make Donations
- Volunteer & Raise Awareness
- Join as a Member

## Social Media

- Engaging Youth: the Future of Rotary
- Facilitating Internal Communication
- Following what is happening at the District Level
- Expanding your Geographic Scope
- Regrouping Resources
- Organizing Events — Inviting More People
- Holding Group Discussions

## Why is Public Image Important?

### 1. One Brand

- Shows Rotary as one strong and unified entity
- Clarifies the width of our network worldwide
- Underlines our common values
- Positions Rotary as a global organization dedicated to Service Above Self
- Helps us get major partners: governments, international organizations, etc.

### 2. Reaching out to your Local Community

- General Public will attend your events
- Communities you seek to help will reach out to their network to raise more funds
- Impacting local communities will encourage local politics to partner up with you.
- Local politics appearances will attract media
- Raising awareness will attract potential members

### 3. Social Media

- Connecting with Neighbouring Clubs
- Getting More Resources
- District Level Engagement
- Engaging Youth
- Sharing What You Do
- Learning What Others Are Doing?

There were plenty of questions, always a good indication of an interesting topic.

**Murray** told Dârini that her enthusiasm for Rotary is infectious but he expressed concern that member retention is a bigger problem than getting new members. "Worldwide Rotary membership has been 1.2 million for several years now.

"To me that signifies a revolving door, with members coming in, staying a little while, then leaving," he said.

"Hollywood helps us. Whenever a social club is referred to in the movies, it's always a Rotary club. That's good PR. And we should capitalize on it."

