



The Lakeshorian

WEEKLY BULLETIN OF THE ROTARY CLUB OF MONTREAL-LAKESHORE

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This Week's Program...

[**Evening Meeting**] Youth Committee chair **Murray** will present this year's edition of our **Alan Liddiard Memorial Public Speaking Contest**, an annual event that becomes more popular every year. The event will start promptly at 7 pm.

The order of business for this event is as follows:

- Welcome all – President-elect **Helen**
- Introductions – Sergeant-at-Arms **Stan**
- Our Rotary club: who we are and what Rotary is – **PDG Bill**
- Welcome, students and counselors – Youth chair **Murray**
- Students (schools not to be identified) give their speeches
- Judges exit to deliberate and determine winners
- Students give a brief bio (name, school, plans for future)
- Judges return. Award presentations – **Murray**
- Wrap-up and O Canada

Birthdays and Anniversaries this week...

Happy Anniversary, Cameron and Winnifred...

.... Thursday, May 4th!

Happy 90th Birthday, Anne Saturday, May 6th!

Happy Anniversary, Joe Z and Gerry...

.... Saturday, May 6th!

Future Programs...

May 9: We will present the first **Amcal Rotary Award** to an Amcal Family Services graduate.

May 16: T.B.D.

May 23: **Wendy Sherry**, RN, BSN, MN, will talk to us about **Saving Lives through Organ Donation**.

Special Events...

May 13: (Saturday) **District 7040 Foundation Walk**. This year's Walk will be held on Saturday, May 13th in Cornwall with home base, the Cornwall Civic Complex (100 Water St E, Cornwall, ON K6H 6G4) where we can walk inside in case of inclement weather.

Plan to arrive at 9:00 am for snacks and social time. The Walk starts at 10:00 am and includes bicycle options and a short historic walk in addition to the longer walk for the more enthusiastic walkers.

June 2: (Friday) **Our Annual Auction**. In less than seven weeks we will host our most important fundraising event of this Rotary year. This year's auction will provide the lion's share of financing for our club's projects in 2017-2018.

July 8: (Saturday) **Changeover Party** at the Baie-D'Urfé Curling Club, 3-8 pm, \$30/person. Cash bar available.

Last Week's Meeting...

With the last-minute cancellation of our April Club Assembly last Tuesday, our attendance plummeted to twelve members.

Present were **Wayne**, **President-elect Helen**, **Lawrence**, **Rosie**, **Sacit**, **Bill**, **President JP**, **Knud**, **Brenda**, **Emily** and **Cameron**. We were also pleased to welcome Honorary Member **Joe Maxwell** and visitor **Winnifred Sherry**, guest of **Cameron**.

JP chaired the meeting and welcomed the relatively few members who were in attendance. Invited to offer the toast, **Bill** said he would have to toast the members who did decide to come.

Auction Committee member **Cameron** announced that he needed volunteers to serve during the auction in **Friday, June 2nd**. He listed the jobs that need to be filled:

- At the door, volunteers to sell tickets, to accept prepaid tickets (**Helen** and **Winnifred**) and to hand out bid cards (**Cameron** and **Brenda**) and programs listing auction items (**Joe M.**).
- Spotters in the auditorium, to identify new bidders and point them out to the auctioneer. (**JP** and
- Cashiers to receive payment in cash cheque or credit card for items purchased. (**Bill** and **June**)
- Runners to get items that have been paid for and give them to their respective buyers (**Rosie** and **Sacit**).

He said the auction will start promptly at 7 pm so volunteers should plan to arrive between 5:30 and 6.

Knud distributed copies of the auction program to members present. He also said that auction tickets have been received and will be managed by **Helen**. She will prepare and maintain a spreadsheet showing who has received tickets (and their ticket numbers) and how many each member has reported sold.

He went on to say, "It is exceedingly important that every member in the club sell tickets. And it is just as important that we sell to people who are affluent and who are likely to bid on our items with the understanding that this event is for charity. We should seriously consider inviting people who have spoken to our club and others who have been involved with our club in other ways; they will be aware of the significance of a prime fundraising event such as this and will be more likely to support us. In the past we have not always been successful in reaching our targets for ticket sales.

"We have this fantastic program and in two weeks' time you will also have a very powerful flyer that you can hand out to friends and relations as an advertisement for, and invitation to, our auction.

"Two years ago a cruise company offered us a cruise as a prize. When they saw our program that year they sent out a notice to their clients and three of those clients came and together accounted for over \$3,000 of items purchased at our

auction. That's what I mean about bringing in the right kind of people, who see the value of the items available and are prepared to buy.

"I will be speaking about this again and again until the auction date arrives."

Brenda suggested we arrange for someone from the media to come to this year's auction. That might get us publicity for future auctions.

Bill pointed out that, "For the Oyster Party, **Stan** sent out a one-page flyer by email to every member of our club and urged everyone who received that flyer to forward it to everyone on their email list of family, friends and business colleagues. The result was the best attendance and the best financial result we have had for our oyster party in many years."

Knud said that we should also use our club's website and other social media avenues to get the word out about the auction.

JP said he has learned from a friend in the real estate business that the mass mailings and newspaper ads don't work like they did ten years ago. He told JP that he has learned to use new hybrid ways to get the word out to prospective clients.

He also made reference to the US election last year, where "60 major newspapers supported Hillary Clinton, while just one support Donald Trump. But Trump won the social media wars. I would suggest we ask **Paula** to look into how we can use sites like *Facebook* and *Twitter* to publicize our auction. That's what works right now."

Helen said she would call **Paula** and ask her to put the auction prominently on our *Facebook* page.

Brenda offered to contact the City of Pointe-Claire to ask them to advertise our auction on their electronic billboards two or three weeks prior to the event.

Cameron reminded us that this year's Rotary Foundation Walk will take place on Saturday, May 13th. And said he hoped to have a large contingent of walkers from our club. He said it had been many years since we won the Walking Stick and the prize for raising the most funds for The Foundation. So far, he said, our walkers included **Maureen**, **Lawrence**, **Helen** and **Art Surette**, as well as himself. [See details under Special Events for time and place. *Ed.*] The registration fee is \$20 per person, Cameron told us, adding that he has a form for our club to list the names of our walkers. "I'll be bugging you again and again until the 10th, which is the deadline for registration."

Brenda reported that our Community Service volunteers are very busy. She said she delivered Easter chocolates and other goodies to the DBV residents on April 20th. "Yesterday, **Rosie** and I attended a Volunteer Appreciation event at **Volunteer West Island**, a well-organized, catered affair with about 250 people. Tomorrow, **Rosie** and I and my friend **Angelita** will be going to another volunteer appreciation at the Welcome Hall Mission, and on Thursday, **Cameron**, **Rosie** and I will be working at the **Défi Sportif ALTERGO** international sports events at the Boucherville Arena. [Photos taken at these events are elsewhere on this page. Larger photos on our website. *Ed.*]

"The Teapot 50+ Centre in Lachine is looking for volunteers to help with a cabane-à-sucre they are holding for their members on Thursday, May 4th. We will help prepare, serve and clean up afterwards. I will be going and perhaps a couple other members as well.

"On May 9th Marie-France of NOVA will come as a guest to our meeting and we will give her our annual donation.

"The Welcome Hall Mission is in dire need of volunteers to help with their food bank on Wednesdays in May and June. Times are available at 4 in the afternoon or 4-7 in the evening. We will put a group of people together and arrange a mutually suitable date. They're at 4755D Acorn Street in Montreal."

Here are the photos **Brenda** sent us:



Volunteer West Island



Welcome Hall Mission



Défi Sportif ALTERGO



We had a winner of our 50-50 draw last Tuesday. **Rosie** found the Ace and won the pot of about \$300!

Cameron led a discussion in which he asked members present to tell us what they like most about this country of ours. He got lots of positive feedback from everyone present. Here a just a few of the reasons we love to be living in Canada:



Canada is: well-managed; one of top 5 countries to live in; great—and safe—place to raise children; wherever we travel it always feels good to come home; freedom of speech, religion and education; multiculturalism; freedom to choose your career path. Canadian banks are among the best in the world; lend money fairly and readily for worthy purposes, like buying or building a home.

Canadians are welcoming, kind, benevolent, agreeable, fair, caring, uncomplicated; eager to help each other. Canadian 'authorities', including police, are mainly fair and just, here for our safety, to protect law-abiding citizens from wrongdoers.