



The Lakeshorian

WEEKLY BULLETIN OF THE ROTARY CLUB OF MONTREAL-LAKESHORE

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This Week's Program...

[EVENING MEETING, starts at 6:30]

Tony Brown, Ken Forse and Wayne Belvedere, who are all on the executive committee of the **Sauvetage Baie d'Urfé Rescue Squad**, will tell us everything we need to know about this amazing volunteer organization.

Birthdays and Anniversaries this week...

Happy Birthday, Brenda Thursday, April 6th!

Happy Birthday, Gerry Zemanovich...

.. Thursday, April 6th!

Happy Birthday, Pam Neville.... Thursday, April 6th!

Happy Birthday, Margaret Martin...

.. Saturday, April 8th!

Happy Birthday, Ruth Sonksen Petersen...

... Monday, April 10th!

Future Programs...

Apr 11: **Kim Nguyen**, Director, Annual Giving and Administration for the **Old Brewery Mission**, will tell us how we, as individuals, can make planned gifts to the OBM part of our estate planning management.

Apr 18: **NO MEETING** (Easter break).

Apr 25: **Club Assembly**

Special Events...

Apr 8: **Sugaring-off Party**, Cabane-à-Sucre Marc Besner, 102 chemin du Ruisseau N, Coteau-du-Lac, 11:30 am. \$25 per person, or \$14.50 for children age 3 to 11.

Apr 22-23: **ART EXPO**, Fritz Farm, 20477 Bord-du-lac, Baie d'Urfé, 10h — 17h : Art show and sale by Lakeshore Ass'n of Artists, for the benefit of NOVA West Island.

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

Last Week's Meeting...

Thirteen members were on hand to hear **President-elect Helen** give us our marching orders for 2017-2018. Present were **Wayne, Helen, Lawrence, Maureen, Rosie, Stan, Murray, President JP, Anne, Knud, Emily, Cameron and Deniz**.

Wayne announced that there will be a **Sugaring-off Party** on **Saturday, April 8th** at the Cabane-à-Sucre Marc Besner, 102 chemin du Ruisseau N, Coteau-du-Lac. It starts at 11:30

and prices are \$25 per person 12 and older, \$14.50 for children 3-11, free for infants under 3. He invited members of our club to join with members of the West Island Lions Club for this popular annual event.

Murray acknowledged the work that **Emily** has done for the Youth Committee. "We called her out of retirement to organize this year's **Alan Liddiard Memorial Public Speaking Contest**. She has sent out letters to local high schools and the replies are coming in. The date will be our evening meeting on the **2nd of May**.

"The second thing I want to do is thank the members of our Auction Committee for all the hard work that have done and are continuing to do, getting ads for the brochure and prizes and items for auction, et cetera. In the next week or so I'll be sending out a summary of where we are to date, and what we think could happen from a financial perspective."

Cameron said the 50/50 pot for the winner will be "\$172 plus half of what we have collected today." **Murray** won the right to try to find the Ace of Spades. He did find an Ace but it was the Ace of Hearts, so the pot will continue to grow.

Our speaker was **President-elect Helen**, who said she has been pretty busy recently with district meetings, including PETS (the President-Elect Training Seminar), the International Committee Meeting and the Grants Management Seminar.

"There were a lot of good things I learned at PETS, not only at the formal sessions but during coffee breaks, conversations during dinner and so on. One thing I learned to my dismay was that this club, that used to be one of the most active at district events, is now one of the least active in that respect. I'd like to turn that around if I can. **Knud** has been the exception, having continued to participate fully in district events, but lately as the sole representative of our club.

"The next opportunity to boost our participation in district events will be the **District Training Assembly** on **Saturday, April 8th**. I know, it already conflicts with the invitation **Wayne** gave us to a sugaring-off party. And I know that some of our senior members have 'been there, done that' often enough so that they could actually lead some of the seminars at PETS.

"It would be nice if our newer members could take advantage of this great opportunity to learn more about Rotary that we don't get to hear about at the club level.

"One of the things that was talked about at PETS was meeting times. A lot of clubs used to meet at lunchtime, as we do, but Rotary has moved on and recognized that times have changed in the world of business. Businessmen and women can no longer take two hours out of the middle of their work day to attend a Rotary meeting. Our decision to hold an evening meeting once a month has allowed us to offer Rotary to many young members who can't come to our lunchtime meetings but who want to remain a part of this club. Other club are starting to imitate our initiative with one, or even two evening meetings every month.

"With a membership of 35 members, we should be getting more than 12 to 15 members attending our luncheon meetings. And it's always the same people. It begs the question, 'Where is everybody else and why aren't they here?' I know Maureen talks to people on a regular basis, so I'm not suggesting making changes in that. I think what we've done is good and it's productive, but there are a lot of suggestions to do with bringing the fun back into Rotary.

"I've talked to one or two members who don't come to meetings and frankly they told me because it's boring. I don't have an answer there, guys, but I would like to have feedback as to what we can do. One thing I thought we might try is to have programs of fun and friendship instead of speakers every week. We need to try and do something to try to get members to come to these meetings."

Maureen said, "Even the bosses can't take two-hour lunches. Nothing bad, no bad reports, just, 'I haven't got the time.' If you're working I downtown or on the south shoe or wherever, an hour isn't enough. That's one of the main reasons: it's work that has to come first."

Helen said, "It's not just this club. A lot of other clubs are struggling to get their attendance up. For example, the Hudson and St. Lazare club are struggling with their attendance. Their incoming president, Louis, talked to me about merging back into this club. They're even struggling to get members to share the work load. Only three or four people are doing everything in that club."

It was suggested that a 6:30 start for our monthly evening meetings is too early. People who are working have difficulty getting to an evening Rotary meeting before 7 or 7:30. It was agreed that this suggestion would be brought up at the Board meeting on March 30th. [Postscript: The suggestion was approved by the Board. Evening meetings will begin at 7 pm, starting with the May 2nd meeting. *Ed.*]

Helen suggested we could consider having fewer speakers and more activities—such as quizzes, for example—at some of our meetings.



It was also suggested that, on occasion, one of our committees take charge of the Rotary club meeting. Helen commented that this was also one of the suggestions made at PETS.

"Another suggestion from PETS was to have a monthly theme for our meeting," Helen said.

Another suggestion from the floor was that each committee would hold a fundraiser each year.

Helen said it is important that we find ways to get more members involved.

"The Rotary Foundation was talked about a lot as well. PDG Bonnie Black gave a very interesting talk about the Foundation and its centennial year.

"We could also profit from a visit from our Area Governor. I've been in this club for almost two years and there has never been a visit from an AG in that time. [AG Michèle Herblin did accompany DG Nabil Oudeh when he visited our club October 18th. She has not been back since. The district directory also lists Alexander Patricio as the AG for clubs in the west end of Montreal. We haven't seen him once this year. *Ed.*]

"We also need to deal with the problem of clashes with other Montreal clubs with respect to events. We need to find ways to work together with our neighbouring clubs, to coordinate dates so that we don't have conflicts of dates, and so we can help each other rather than compete with each other when it comes to fundraising.

"Montreal-Westward did support our auction last year; they bought a table of tickets. They have events coming up and we should buy a table of tickets for their events. We should think about supporting each other in that respect. There are quite a few clubs in New York and they are doing so very successfully."

There was a discussion about what constitutes a successful club. **Lawrence** made the point that we have one of the best member retention records of any club in the district and that is something to be proud of. I think it's wrong to be thought of as a successful club only if you join in everything that the district does. Our club is very successful in serving our community and the people in those communities we serve show their appreciation by supporting our fundraising events. I happen to think our relationships with the communities we serve to be more important than what the district expects of us. Perhaps it is because this year we have not sought district grants to the extent we have done in previous years."

"It's a question of participation," Helen explained. "It's the way the district wants to help us learn, by giving us PETS and the District Training Assembly. We participated in PETS and it's partly because that's mandatory. But we should also have more of our members attend the District Training Assembly. It used to be an event that would draw a sizeable crowd from this club. I wonder if that will be the case this year on Saturday, April 8th. The same applies to district meetings for international service and for youth-related programs like Youth Exchange.

"One of the things I hope to achieve is to have more of our members visit the district website on a regular basis. There is a lot to be learned there and a lot that we as a club can contribute to district as well. I'm not doing that yet either, but I think there is more we all could be doing.

"Next year I hope to take aim at getting the Presidential Citation and other RI awards that our club used to get every year."

Maureen remarked that the reason she goes to district meetings is not so much to learn as it is to get a chance to chat with people I know from other clubs in the district. "I love the social aspect of it."

Helen agreed. "You get a lot of fun out of meeting Rotarians from other clubs, whether at a District Conference or a Rotary International Convention."

Lawrence made the point that we are a good club in many ways. "Take membership retention and growth, for example. Who in our district has a better record of that?"

Helen agreed. "Our problem is not membership; it's attendance.

Maureen said, "In my club in the UK and in this club, I have personally sponsored fourteen new members who have remained Rotarians for five years or more, and that achievement was recognized at a Rotary International Convention."

"How many people knew that?" Helen asked. Only Lawrence put his hand up.

"We Rotarians keep our organization a great secret," Helen continued. "Few people outside the Rotary world know what Rotary is all about or know the good work that Rotarians do. We should be putting articles in the newspaper or on social

media, recognizing the achievements of our members and of our club and of our Rotary organization as a whole."

"How many members wear their Rotary pin every day?" Maureen asked. "I do and I have had people ask me, 'What's that pin you're wearing?' One person I told about Rotary in response to that query is now a Rotarian in Mexico!"

Lawrence said, "In the UK whenever there are five meetings in one month the last one was called a 'scatter week.' Our own meeting was cancelled that week and every member was urged to visit another club."

Wayne commented on working with other Montreal area clubs. "Some of our longer serving members will recall that we used to team up with Montreal-Westward when planning our events. Peter Webster used to come to our club and sell us tickets to their upcoming events. No one from Westward does that any more."

"We also used to be more active in the district. We brought Junior Achievement to Quebec and we introduced several fundraising ideas to the district and we participated in district events like the Foundation Walks and the District Assembly every year. But at the assembly, not only were the seminars and workshops the same every year, they were given by the same people, giving the same speech! I just stopped learning anything new, so I stopped going to the District Assembly."

Helen observed that a lot of the district training is geared to newer Rotarians.

Cameron said, "One of the things coming up, thanks to **Murray's** Youth Committee, is the *Rotary Amcal Award*. We will be presenting that award to a student. This is a great PR and publicity opportunity, starting in **JP's** year and it will be ongoing in the future."

Helen agreed but added, "We need someone in the club who is willing to take on the role of spreading the word publicly, preferably someone with connections to the news media. To get members to take on roles like this I will be making some calls myself. Perhaps two or three members could share the work of a new PR committee, for example."

Wayne pointed out that our club was instrumental in starting organizations like AMCAL. "And we made sure that they were self-sustaining; we couldn't continue all by ourselves."

Lawrence said, "You're right about the District Training Assembly being aimed at new members. If we could get our newer active members, like **Deniz** and **Rosie** and a few others it would be good for them. But for us longer serving members it's very repetitive."

Knud pointed out, "We have some very positive things going in our club. WE have an excellent weekly bulletin. Many clubs communicate very poorly with their members. In our case many of our members who can't attend our weekly meetings can keep up to date with what's happening, and even get a summary of our speaker's presentations, just by reading The Lakeshorian every week."

"We are also very constant about our meeting times and where we meet. That's why we get a lot of visiting Rotarians from all over the world."

"It's not entirely true that all district meetings are repeats of the last one. For example I go to every District International Committee Meeting and I always come home pumped up and feeling very positive about Rotary, with new inspiration."

Helen agreed but added, "I want to get back on track and take aim at the Presidential Citation next year."

Wayne told Helen, "You're on the right track, making changes to the Board, new blood, if you will. It will give us all a boost and maybe fire us up again."

Helen said, "You old-timers have done a great job. It's just that things change over time and we need to keep up with those changes."

"I want every member of this club, old and new, to know that I will try to answer every question I am asked, and if I don't know that answer will do my best to find out; and to know that I will give serious consideration to every suggestion any member makes."

"We have a good club—even a great club—in every respect except attendance. But we can do better and I intend to try to help our club become an even better club in 2017-2018."

Lawrence agreed, "I believe we are on the right track by getting new members on the Board. Three years is long enough for anyone to serve as committee chair or as an officer of this club, Stan had been club president three times! That should not have been necessary. Let's get our new members trained and aiming at becoming club president someday."

"True," Helen said. "I have been associated with some other organizations that have a policy of changing one-third of their executive every year, to get a complete change of leadership every three years."

"The last things I want to talk about are **Interact** and **Rotaract**. I want to meet with our Interact and Rotaract clubs. I would also like to invite a representative from all our Interact and Rotaract clubs to come to our monthly evening meetings. We need to reach out to our Interact and Rotaract people and let them know we are here for them. We also have a responsibility to learn more about *their* events and activities."

Murray opined that, "Rotaract is more likely to succeed at the CEGEP and university level. Interact, in the high school system, can benefit from a program requirement that students do community service work as a volunteer. That generally provides the impetus for an Interact club. That's how West Island College got involved. I remember that from the days when my daughter went to WIC. I don't recall the name of the teacher who helped out with the Interact club. [His name was **Jamie Henderson**. Ed.] but he was a lot different from **Cindy Segal**, the current advisor, whom I have been unable to contact by telephone and who, via email has given me so many wonderful excuses why she can't meet with me."

"**Nancy Dubuc**, Bless her soul, does a lot of work with kids in the community, but to try to get her to formalize it a little bit, not interested—not her, personally, she just says she will take the suggestion that we start a student service club called Interact to the school's decision makers but I don't get any further feedback. There must be a key to open that door somewhere but so far I haven't been able to find it."

Helen said, "Cameron just gave me this announcement: 'The District Governor selection committee has selected **Mr. Gerry Lambert** of the Canton, NY club to be our **DG in 2019-20**.' I find it interesting that our next three DGs will all be from New York State."

"To wrap it up now, I am really looking forward to my year as your club president. I'll be trying to do some different things so I'll be calling on lots of members to try to get people re-inspired about Rotary, our district and our club. It's going to be a good year. Thank you."

JP thanked Helen for her inspiration and closed our meeting.