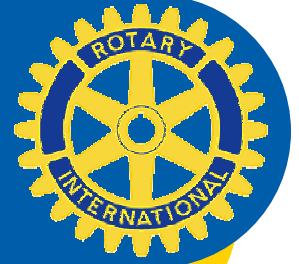


Toronto East Rotary Club



Volume 45 May 27, 2010

June 3rd Meeting



June 4th reporter
VOR

Vice-President **Steve** opened the meeting.

Invocation offered by **Paul Stapleton** and Toast to the Queen and Canada by **Alan Seymour** (in Jack's absence)

Regrets from members who are supporting Rotarian Art Belanger in the Timothy Eaton United Church golf tourney.

Paul Stapleton introduced his guest, **Daniella Dimitrov**. Daniella is a Corporate Lawyer and co-owner of Globe Bistro on the Danforth

Club news:

Rex Colbourne:

- Broadview Village Salvation Army Strawberry Fair is Saturday, June 12th ... All are welcome to join the festivities.
- Rex could use some help setting up on Friday the 11th at Broadview Salvation Army at 10 am

Karen Somerville:

- East York Soccer Team Photos – Saturday, June 5th – need a Rotarian for team photos at 8:30 a.m.
- October 1st – mark your calendars for 2010 Microfinance Conference and Gala Moving Out Of Poverty ... The Micro Way Location: Allstream Centre, Exhibition Place GALA - October 1 CONFERENCE - October 2. Karen is one of the organizers so is looking for support – sponsors and attendees!
- TERC Arts & Craft fundraiser – November
- Jim Louttit of Toronto Sunrise Club will buy ticket to our golf tournament, and in exchange would like to promote their tournament on August 12th at Royal Ontario Golf Club.

May 27th Meeting



May 27th reporter
Elmar Moser

President Mike (would the real President please stand up) chaired the meeting and welcomed all.

The invocation was offered by **Andrew James** and **Jack Embrey** led the Toast to the Queen and Canada.

After lunch **Matt Mathews** introduced guest Brian and visiting Rotarian Gill Rose from the Uxbridge Club (England).

President Mike noted that the Club had received grants from three different applications this year. Anyone wishing to take advantage of the pegged US\$ exchange rate, which is par until May 31, should go online to TRF Canada, not international.

President Mike also noted that **Father Tom Day**, who has had a long relationship with TERC over the years, had passed away. Father Day had started the breakfast program at St. Paul's and was also a Paul Harris recipient.

Elmar Moser reminded everyone of the Club's commitment that every member will find one sponsor for the Ribfest on July 1. Elmar noted that he had received several offers from members and will be publishing a complete list shortly. Anyone wishing to take part in the special section of The Mirror needs to provide artwork to **Michelle Lydon** before June 14. Ray White noted that the Community News organization is supporting the Ribfest with a \$3,000 in-kind advertising space donation.

Bob Wasson reminded the meeting about details of the Club's Fundraising event, being the Golf Tournament on Tuesday, September 28, 2010 at Sleepy Hollows Golf Club. Every Toronto East Rotary member is expected to sell one Foursome and find a

Jun 3 Continued

Ray White:

TERC Canada Day Ribfest

- On Wednesday evening, Ribfest committee members Ray White, Bob Wasson and Steve Mastoras sacrificed themselves to the cause and sampled a number of potential rib choices finally choosing the perfect ribs for our Canada Day Ribfest...oh yes, and they sampled some beer too!
- Poster sample shown – looking great thanks to **Michelle Lydon**
- To date \$5,750 in sponsorship monies and \$3,800 in ads for 4-page pull-out in Mirror – please keep them coming...need \$4,000 for ads!
- Note that 4 page pull-out will be delivered to 40,000 households week before Ribfest
- Sponsorship headed up by Elmar – please give leads to Elmar; target is for every member to get a \$250 - \$300 sponsorship - deadline date for sponsors and ads is June 14th
- **Armando Calderone** looking after 50/50 raffle
- Need volunteers to BBQ ribs, be in pit and hand out food, drink

VOR:

- Last Reading Circle for 2009-10 season is Thursday, June 3rd. The club is buying pizza for the children as last evening treat. All are welcome. Will start again in October.

Bob Wasson:

- Car Rally this Saturday, June 5th

Steve Mastoras:

- Maple Reefer Parrotheads volunteering for Ribfest again this year

Lunch Speaker:

Member **Michelle Lydon** – Graphic Designer, introduced by her sponsor Aaron Harnett

To quote Michelle...

"I have a husband, Mike Carter, and 2 stepsons, Sam, 19, and Russ, 16. We also just adopted a 2-yr. old Cockapoo, renamed Hades from her given name of Sara (which is the name of my sister-in-law!). My hobbies include cycling, reading, sailing and traveling."

May 27 Continued

sponsor who will sponsor a Golf hole.

Bob also provided information about the Club's car rally to take place on Saturday, June 5, 2010 and invited anyone who had not yet signed up. Aaron Harnett, whose country home the group will be assembling after the Rally, noted that participants should bring swimming trunks, running shoes and other comfortable clothing for hiking, etc.

Aaron also presented President Mike with a cheque, being the proceeds of a recent garage sale.

Virginia O'Reilly introduced our Guest speaker **Sheila McDonald**. Sheila, who is a long-time friend of Virginia's, was instrumental in helping to organize last year's conference and has helped out TERC on many occasions. Sheila spoke about the use of social media marketing

Jack Embrey thanked the speaker in his usual eloquent fashion followed by the, now traditional, peck on the cheek; both that is.

Rex Colbourne closed the meeting by leading the group in singing the National Anthem.
Elmar

Jun 3 Continued

Aside from the Rotary Club events, Michelle also volunteers for Save the Children Canada and is currently on the steering committee for their 2011 Trek to Peru that will ultimately raise funds for Save the Children Canada's programs, as well as awareness of the NGO.

Michelle's business is Graphic Design and her company is Symbiosis Designs.



Michelle graduated from George Brown College in Graphic Design and worked in a number of corporate environments, the last being CTV. Over 13 years ago Michelle founded her company, Symbiosis Designs

Jun 3 Continued

With over 24 years of experience in the corporate design field, Michelle has the ability to provide anything from art direction to design and pre-production, and also will work in tandem with in-house Marketing teams. In addition, over the years Michelle has gathered together a select and trusted circle of experienced printers, photographers and illustrators whom she can rely upon to assist in bringing any project to its successful conclusion.

The name, Symbiosis, is representative of what her studio stands for: from start to finish, the objective is to work closely with each client, providing excellent design solutions that promote and enhance their products or services to their best advantage in the marketplace. From the ability to provide initial designs, through to the delivery of the finished product, Michelle and her colleagues are there every step of the way for her clients.

Michelle prides herself in working with clients and the budget they have to capitalize on their resources providing professional polished results. Michelle's work includes logos, brochures, marketing materials, annual reports, newsletters for corporate clients as well as for not-for-profit clients. Examples of her past and present clients include Alzheimer Society of Ontario, CTV, Centennial College, Colliers Hotels International, Govt. of Ontario, March of Dimes Canada, Save the Children Canada. Recent clients also include her husband, Mike, whose business is illustration, retouching, and photoshop imaging and **TERC Ribfest!**



Club News / Activities

June 10th, Ribfest Meeting

Immediately after the luncheon

June 10th – Sheila Macdonald

Part 2 of Social Media Marketing

June 17th – Rotarian Paul Stapleton

Classification talk

June 20 - 23 – Rotary International Convention

Montreal

June 24th – Cheque presentations to community organizations

July 1st, Ribfest

Lots of work and lots of fun—hopefully lots of sun.

July 29th, District Governors Visit

Ted Morrison will visit Toronto East for his official visit

September 28th, Golf Tournament

Bob has started looking for sponsorships and prizes for our largest fundraiser. His goal is to raise \$40,000 this year, up from \$27,000 last year.

October 15th, Argos Night

It is a Friday evening this year and the club is working together with the Toronto Twilight and East York clubs. We need to sell 100 tickets. There will be major exposure on the jumbotron for Rotary.

November 6th, Arts/Crafts Show & Sale

The sale will be held at Eastminster Church, at the corner of Jackman and the Danforth and that there was room for 50 tables of artisans and crafters.

News / Activities

July 5th, Rotary Golf Tournament

Rotary Club of York will host a tournament at Diamondback

Aug 12th, Rotary Golf Tournament

Parkdale High Park, Toronto Sunrise & Toronto Eglington host a tournament at Royal Ontario

Aug 19th, Whistlers Golf Tournament

Steve is hosting a tournament at Angus Glen

Oct 1-2, Microfinance Conference

Allstream Centre

Oct 22-24, District Conference

Niagara Falls

Car Rally



Thank you **Bob & Liz** for the hours of work you put into this event. It was very inventive and most entertaining. And a special thanks to **Aaron and Marion** for their warm welcome at the farm. Congratulations to the winners:

First Prize: Overall Winner (Time & Points)

Paul, Jennifer, Madeline and Thomas

Second Prize - Fastest Team

Jeff & Rita Rayman

Third Prize - Lost & Without Hope

Art, Dawn, Kim & Emma. Emma held the team together

Fourth Prize - Rally?? I thought we were cruising.

Ray White & His Other Brother Daryl

Things we learned:

1. Paul & Jennifer will actually abandon their children if a prize is on the line.
2. Jeff Rayman speeds!
3. Ray White's picture is now on a wanted poster at Woobine Slots.
4. Art failed grade 3 Roman numerals.



5. People in Tim Horton's think we are crazy, but enjoyed the free coffee
6. The food bank in Shelburne is better off because Bob & Liz had a great idea.
7. Aaron & Marion have a great swimming pond.
8. The car rally was a BLAST!