



Service Above Self

THE ROTARY CLUB of WHITBY

P.O. Box 181, Whitby, Ontario, Canada L1N 5S1
www.rotarywhitby.org



The Rotary RIP

The Weekly Bulletin of The Rotary Club of Whitby
January 31st, 2012 Volume 79 - Issue 27

Guests

Leslie Hughes, our Guest Speaker.
Leigh Elliott, Wearside, U.K., now living in
Whitby with her husband Andy
Chris Gerlis, Whitby.

Upcoming Programs

February 7th - Abilities Centre Information and
Decision

February 14th - Jackie Scroggie from the
Toronto Eglinton Club re the Rift Valley Water
Project

February 21st - Mayor Pat Perkins with her
"state of the union" address

February 28th - Station Gallery Update and
International Services Committee Presentation

Announcements

Our version of a Mexican Hairless: President
Mike has shorn his curly locks (voluntarily, he
says) and now looks more like the dog known as
a "Mexican Hairless" than our all-familiar
president.

Scholarship speeches: Cathy Smith is proud to
announce that we have eight confirmed
applicants for the scholarship speeches and one
more likely coming before the application
deadline at the end of today. Cathy announced
that the speeches will be held on one day, May
16, in the Rotary Room at the Whitby Public
Library.

What could be more appropriate than having the
speeches in a library?

Sledge Hockey: It's time to get ready for our
annual sledge hockey match with the Whitby
Sunrise Club at Iroquois Park on February 12th.

Players should be at the arena at 11:30 a.m. and
everyone else at noon. Players, bring your own
helmets and gloves.

We will meet after the game at 2 p.m. in the
Sports Garden Cafe where the losers will buy the
beer.

Once again, this year, our secret ringer will be
Jeremy Booker, member of Canada's Gold
Medal National Team.

Please contact Susan at 905-436-0460 if you
would like to take part in this fun event.

Trump AIDS Walk: Shauna Moore announced
that this event will be April 28th.

Susan Reid and Shauna would each like to enter
an eight-member team, so please contact either
of them if you wish to take part – Susan at 905-
436-0460 and Shauna at 905-721-2000 Ext.
3717.

Susan and Shauna have sponsor sheets available
for us to sign as sponsors and it will be possible
to sponsor either of them on the Internet shortly.

Youth Exchange Program: President Mike
announced that this year we will have one
foreign student come to our club and we need at
least four host families. Next year, providing
that we take in a student, we will have two
outbound students go to other countries for a
year.

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Bingo: Fred Wynistorf announced that we received cheques for \$2,500 from past Bingos.

The next Bingo is this Thursday, February 2nd. Other dates to mark are March 29th, April 2nd, May 24th and June 4th. Fred needs volunteers for most of these dates.

Condolences: Our condolences to Rob Rass on the passing of his mother-in-law, Dianne Penner, who died last Sunday. Visitation is at The Oshawa Funeral Home on Friday, February 3rd from 7 – 9 p.m. and Saturday, February 4th from 10:00 a.m. until time of Memorial Service in the Chapel at 11:00 a.m.

You have to make a choice: The powers that be in their infinite wisdom (or lack thereof) have decreed that there are to be two Rotary events on the same day, April 26th.

The annual **Drawing for Art** will be held at Station Gallery and the joint meeting of the Durham Region Rotary Clubs will be held in Bowmanville.

Be sure to mark April 26th on your calendars now please, as it is to be hoped that all our members will be able to participate in one of the events that evening.

Winter Clothing Drive: Sophia Cal announced that the schools of Durham Region are conducting a winter clothing drive for the aboriginal communities in Northern Ontario.

If you have anything to donate, such as hats, mitts, coats etc., please deliver them to Henry Street High School and say that you are dropping these items off on behalf of The Rotary Club of Whitby for the clothing drive for the aboriginal communities in Northern Ontario.

On February 6th, the Ontario Provincial Police will pick up the clothing and transport it to its destination.

Free the Children: Sophia Cal would like to hear from members their comments on the presentation she arranged last week on the "Free the Children" program.

Perhaps our club could get involved in this program. Please let Sophia know your thoughts.

Vocational Training Team: Last year, we were visited by a Vocational Training Team which was looking into mental health issues. This year District 7070 has arranged for another six-person team to visit us again on the same subject.

We need hosts for our visitors who will be in Canada from April 14th to May 14th and with our Club for their first five days.

YUK YUK'S Comedy Fest: Following last year's successful comedy fest, we will be hosting this event again, on April 14th, at the Club Carib in Oshawa which holds 250 people.

We are seeking sponsors for jokes, at \$500 each. Sponsors would get a free table for eight persons.

Tickets will be \$30 each and beer will be \$4.00 to \$4.50.

Ray Richardson would like to see us raise \$7,000 or more for international and AIDS projects through this event. Ray is pleased that last year many non-Rotarians and young people came out to enjoy a good laugh.

CORRECTION: last week's RIP indicated that this would be a joint project with the AIDS Committee of Durham whereas it is a joint project to benefit The International Committee of our Club as well as *our Club's AIDS Committee*.

Pink Mitt Sales: This upcoming Saturday and Sunday, February 3rd and 4th, we will again be selling pink mitts for breast cancer at Iroquois Park. Volunteers are needed to make this a success. Please get in touch with Cathy or Neil Smith to offer your assistance in selling the mitts.

There will two shifts each day – 9:00am to 1:00pm and 1:00pm to 5:00pm.

Seniors Bingo: Charlie Rolland has been asked by the Town of Whitby to arrange another

Seniors Bingo Night. He will give a date in a couple of weeks and 3 to 4 helpers will be needed.

A Special Thanks to Brian Winter, our Club's Archivist, for this interesting article.

Which is the oldest Service Club in Whitby

The Rotary Club of Whitby is considered the oldest service club in the town, having been founded this month in 1933. However, before the days of traditional service clubs, which began with Rotary in Chicago in 1905, there was a "service club" of sorts in Whitby.

"The County of Ontario Old Girls' Association" was founded in July, 1904 at the 50th anniversary Old Boys' Reunion for Ontario County in Whitby. This club, which consisted of descendants of the town's pioneers, raised money for special causes in Whitby for more than 25 years.

The Old Girls raised \$500 to purchase the site at Dundas and Byron Streets in 1911, for the Carnegie Public Library, now the law office of our member Jim Flaherty. The Old Girls maintained the library property and added a flag pole in 1930.

Unfortunately the County Of Ontario Old Girls' Association suffered from a lack of new younger members as the older members died off. The last record of the Association is 1932 when it gradually faded away. ***This is an object lesson for our club and all others, that new, younger members are the life blood of any organization.***

Thanks to Cathy Smith and her membership committee we are getting those new members. Let's help her add to this new membership wherever and whenever we can.

Sergeant-At-Arms

There was only one fine levied today, that being against President Mike for forgetting to permit Karen to say grace before our breakfast.

Happy Bucks: Charlie Rolland's daughter was named citizen of the year for the community of Pembroke, Ontario.

Ray Richardson is happy that the Super Bowl is this weekend, but is using his new crying towel because the Green Bay Packers are not in it.

Brian Barton was absolutely certain that his ticket would win the draw today because the number on it was his birthday (It did not!).

Marion Irwin complimented all the men who dressed up in their spiffy suits today.

Jennifer Clark was delighted by the vista of the gorgeous moon shining over the white snow this morning.

There were no birthdays or anniversaries today.

Today's Program

Leslie Hughes, the owner of Punch Media, and a part-time teacher at Durham College, gave us a very quick overview of social media. She likened social media to a cocktail party, where you listen and respond and build relationships.

To do this you need a plan or strategy and know your media targets. Social media is changing the tradition of marketing from newspapers and television to the Internet. The internet allows for two-way communication and is a better opportunity for small businesses to get their message out to you.

She gave the example of products being advertised by Home Depot on the internet and the business can contact you to see if you are satisfied or have any questions. It is all a matter of listening and connecting, she said. Word of mouth has become "Word of Mouse."

Leslie reviewed the main types of social media: Facebook, which has 800 million users; Blogs, which account for 71 per cent of social media; LinkedIn which has 135 million users; Twitter which has 200 million and YouTube which has three billion users. Facebook is for friends and family, LinkedIn is business to business, Twitter is for "water cooler connection", YouTube is for videos and commercials, and Blogs are an online magazine service.

Content is most important in social media said Leslie. Everything you publish reflects you, your brand and your business.

Leslie suggested you should spend 20 minutes a day marketing your business on-line. She also warned of persons who can spread false information about you on the social media, and how to deal with them.

WHITBY ROTARY THROUGH THE YEARS

10 YEARS AGO – January 29, 2002

- There was no meeting today because of the annual Rotary Curling Bonspiel.

25 YEARS AGO – January 27, 1987

- There was no meeting today because of the annual Rotary Curling Bonspiel.

30 YEARS AGO – January 26, 1982

- Jose de Silvo Nieva, a 17-year-old from Brazil, is the club's latest Youth Exchange student.
- Neil Murkar outlined the history of our club in last weeks edition of the Whitby Free Press.
- Dave Harries described the tour packages available to attend the Rotary International Convention in June at Dallas, Texas.

Words of our Founder

Rotary's program of promoting better understanding between different racial groups and between devotees to different religious faiths . . . has met with greater success thus far than the negotiations of diplomats. It has been the way of Rotary to focus thought upon matters in which members are in agreement rather than upon matters in which they are in disagreement. Rotary has satisfactorily demonstrated the fact that friendship can easily hurdle national and religious lines.

My Road to Rotary

Rotary Information

Historic Moments:

Firsts and other fun facts

By Susan Hanf

Rotary International News -- 26 January 2012



The first four Rotarians: Gustavus Loehr, Silvester Schiele, Hiram Shorey, and Paul P. Harris, sometime between 1905 and 1912 first general secretary.

Did you know that Rotary founder Paul Harris wasn't the first president of a Rotary club?

That distinction is actually held by Harris's friend Silvester Schiele, who served as the first president of the Rotary Club of Chicago. Harris deferred his club leadership duties until February 1907, when he was elected the third president of the Chicago club.

In honor of Rotary Awareness Month in January, here's a collection of facts and firsts to expand your knowledge of Rotary. Get the new year off to a good start by sharing a few of these at your next club meeting:

CLUB FIRSTS

On 23 February 1905, Paul P. Harris, Gustavus Loehr, Silvester Schiele, and Hiram E. Shorey gathered in Chicago for what would become known as the first Rotary club meeting. A second club was formed in [San Francisco](#) in

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1908, and soon after, clubs began to pop up across North America.

On 1 August 1912, the Rotary Club of London became the first club chartered outside of North America. The Rotary Club of Dublin, Ireland, had been organized earlier, but didn't receive its charter until 1 May 1913.

PRESIDENTIAL FIRSTS

Paul Harris was elected as first president of the National Association of Rotary Clubs (which later became Rotary International) in 1910, and is the only president to have served two terms.

Other firsts: Canadian E. Leslie Pidgeon (1917-18) was the first Rotary president from outside the United States, Sydney W. Pascall (1931-32) was the first from Great Britain, and Maurice Duperrey (1937-38) was the first from continental Europe. [Learn more](#) about past Rotary presidents.

FOUNDATION FIRSTS

In 1929, The Rotary Foundation gave its first gift, US\$500, to the International Society for Crippled Children (later Easter Seals), which was founded in 1921 by Rotarian Edgar F. Allen, of the Rotary Club of Elyria, Ohio, USA. [Read more](#) about Allen and Easter Seals.

[Paul Harris Fellow recognition](#) was established in 1957 to show appreciation for contributions, and to encourage substantial ones, to what was then the Foundation's only program: Rotary Foundation Fellowships for Advanced Study, the precursor to Ambassadorial Scholarships. Today, the recognition acknowledges individuals who contribute, or who have contributions made in their name, \$1,000 to The Rotary Foundation. Learn more about [donor recognition](#).

CONVENTION FACTS

Edinburgh, Scotland, hosted the first convention outside North America in June 1921.

Rotary's first convention in Asia was held in Tokyo in 1961. Among the record-setting 23,366 paid and unpaid registrants was the emperor of Japan.

The largest convention to date, based on the number of paid registrants, was the Rotary centennial convention, held in Chicago in 2005. [Read more](#) convention history and learn about the [2012 RI Convention in Bangkok, Thailand, 6-9 May](#)

Rotary Receives About 2.5 Million United Airline Miles for Humanitarian Projects

Rotary International News -- 27 January 2012

Thank you to all those at United -- including President and CEO Jeff Smisek -- for their generosity and the opportunity to participate in United's 10 Million Charity Miles Giveaway.

And thank you to everyone who voted for us. We couldn't have done it without your participation and persistence.

For the miles giveaway, we officially came in second place and will receive 2,488,070 charity miles from United. Rotarians will use the miles for humanitarian missions, such as transporting sick children to hospitals.

Although the giveaway wasn't announced in advance, Rotarians and friends of Rotary quickly and enthusiastically got the word out through social media, and we went from 18th place to second place. This enabled us to receive a larger portion of the 10 million airline miles that United was donating. In addition, we congratulate the Shriners, who took first place.

In closing, to those who were able to vote in support of this project, I express my most sincere appreciation. **Bill**

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