

# ROTARY VOICE

Rotary Voice is published by The Rotary Club of Toronto

SERVICE

## The 4-way test

of the things we think, say or do.

Is it the truth?

Is it fair to all concerned?

Will it build goodwill  
and better friendships?

Will it be beneficial  
to all concerned?

SELF

January 23, 2009

Vol. 84 No 134

### FOUR WAYS AND MORE

ROTARY'S FOUR-WAY TEST EXEMPLIFIES AN OPEN-HEARTED, COMPASSIONATE SPIRIT. HERE ARE A FEW OTHER TIPS TO KEEP IN MIND:

- Be generous.** Do more than your share, and volunteer in your community.
- Be expressive.** Smile at others, and show your appreciation for them.
- Be responsive.** Promptly answer messages, and send thank-you notes.
- Be inclusive.** Invite that newcomer to lunch, and draw in the shy person.
- Be considerate.** Arrive on time, and let people talk without interrupting them.

January 2009, "The Rotarian"

## TODAY'S PROGRAMME

**SPEAKER: FEDEL REIJERSE**  
**CEO—RESCO ENERGY INC.**

**TOPIC: "RENEWABLE ENERGY"**

**LOCATION: UPPER CANADA ROOM**



Fidel Reijerse is a founder and President of RESCO Energy Inc. RESCO Energy Inc. generates and sells green energy to industrial, commercial and institutional buildings. RESCO's mission is the transformation of buildings from energy consumers to energy generators by providing on-site green energy at the price of traditional energy.

Since it's founding in 2006, RESCO has been working with leading organizations such as Mountain Equipment Co-op, Evergreen, Campbell's, Toyota, Habitat for Humanity, Artscape, Windward Co-op, and others.

Fidel is active in the community as the Chair of the Resource Development Committee for Habitat for Humanity Toronto; and sits on the Board of the Toronto Renewable Energy Coop; Management Committee of the Green Energy Act Campaign; and Steering Committee of OurPower.



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**ROTARY INTERNATIONAL THEME**

2008/2009

**THE ROTARY CLUB OF TORONTO**

**The Fairmont Royal York**

(Health Club Level)  
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**UPCOMING FELLOWSHIP & ENTERTAINMENT EVENTS:**

**AGO Tour—Jan 31st, 2009**

Following on the success of the ROM tour last fall, your Fellowship & Entertainment Committee has organized a tour of the newly-renovated Art Gallery of Ontario on **Saturday, January 31<sup>st</sup> at 10:30 AM**. Come out and appreciate the work of architect Frank Gehry and get a taste of what the museum has to offer.

**Cost is \$30 per person** and covers admission, the tour and coat check.

We only have room for 30 people on the tour, so call the office ASAP to sign up. Guests are welcome. Optional lunch afterward in the neighbourhood for those interested.

\*\*\*\*\*

**Cooking Night—Feb. 27th, 2009**

Winter blues have you down? Well your Fellowship & Entertainment Committee have planned an event to warm your soul – and stomach.

Join us Friday, February 27th at Calphalon Culinary Centre (King & Spadina) for a night of demonstration cooking.

The theme is Seafood Lovers.

Come discover the secrets of fresh seafood - from crustaceans to lean fish and everything that swims in between. They'll take the catch of the day, demonstrate a variety of preparations, and give us the chance to sample them all. Of course, wine is available for order (at additional cost) to enjoy during the event.

**Date is Friday, February 27th. Cost is \$70 per person.** Spaces for these classes are limited, so sign up at the office soon. Spaces will be booked on a first-come, first-served basis.

Another GREAT event brought to you by our ever-active Fellowship & Entertainment Committee...



**WHAT YOU MISSED—Susan Woods**

January 16, 2009

We feasted at the National Club starting with a wonderful lobster and shrimp salad accompanied by fine wines courtesy of the National Club and our very own Rotarian, Tom Noitsis, President of Eurovintages. President Bill announced an East York Rotary fundraiser on Feb7 for a water project in Zimbabwe – those interested may contact the office for details. Lori Brazier from the Fellowship Committee reminded everyone that the \$30.00 Rotary tour of the Art Gallery of Ontario is scheduled for Jan. 31 at 10:30am and to contact the office to register. Neil Phillips asked that everyone mark in their calendars April 25 as our 'Dancing with Tomorrow's Stars' special fundraising evening. President Bill welcomed our 19<sup>th</sup> new member Jim Hilborn, sponsored by Chris Snyder, reminding us all that Rotary finds a way for people to pull together to provide relief to those less fortunate who need it the most. Geoffrey Johnson welcomed our guest speaker, Tony Aspler, beginning with, 'It's Friday, the National Club, and Tony Aspler... it doesn't get any better than this!' In addition to Tony's esteemed accomplishments including being awarded the Order of Canada, author of 14 books on food and wine, co-founder of the charitable foundation, Grapes for Humanity, he is author of murder mysteries featuring, you guessed it, an itinerant wine writer detective! Tony began by amending a quote by Keith Richards, "despite what Keith thinks, money spent on wine is never wasted!" He aptly put wine appreciation into context – 60% of appreciation has everything to do with one's state of mind when drinking the wine in terms of one's feelings, ambience, occasion and circumstances and followed up with some entertaining examples to illustrate his point. He reminded us we, in Canada, produce some tremendous wines. Some statistics – the LCBO surveyed to find out how long people keep wine after purchase prior to consumption – answer – 54 minutes on average! The Ace of Clubs continued to elude the winner of the draw, Sandy Boucher. There are very few cards left in the deck and the pot keeps growing! President Bill sent us on our way on a high note and reminded us that next week we will be back at the Royal York.

**UPCOMING  
SPEAKERS & EVENTS**

**2009**

- Jan 23 Fidel Reijerse, CEO—RESCO  
"Renewable Energy"
- 30 Moya Greene, President & CEO—  
Canada Post
- 30 AGO Tour
- Feb 3 Bridge
- 6 George Lewis, Canadian Financial  
Service  
"Why We're Different (In a Good  
Way) and How to Stay That Way"
- 6 36th Annual Rotary Ski Day  
Craigleith Ski Club
- 17 Bridge
- 20 Bill Bamber, Author—Bear Trap  
"Fall of Bear Stearns"
- 27 Karolyn Smardz Frost, Author  
"I've got a Home in Glory Land"  
In Recognition of Black History Month
- 27 Cooking Night —  
Calphalon culinary Centre
- Mar 3 Bridge
- 17 Bridge
- 20 Jim Van Allen, CSI Expert—  
Behavioural Science  
"Crime Scene Analysis"

**PROPOSE A SPEAKER  
CONTACT - Marg Stanowski, Chair  
PROGRAMME COMMITTEE  
mstanowski@operationspringboard.on.ca**

**BRIDGE**

Bridge players wanted for Tuesday afternoon. Bridge on February 3rd and 17th, March 3rd, 17th and 31st.

Beginners or advanced. Contact Rotary office or Peter Naylor by January 15, 2009. Regulars and spares required.

**Blue Jay Tickets**

Every year I sell some of our Blue Jays Season ticket games to a number of interested fans. If any of you would like to be part of the group, please email or call me. The seats(2) are in Row 11 between home plate and the visitors dugout.

—Don Bell

**36TH ANNUAL ROTARY SKI DAY**

**Friday, February 6, 2009**

**Craigleith Ski Club  
North Lodge**

*Hwy.26, 7 miles west of Collingwood, left onto Grey Rd.19, right onto Craigleith Road*

This is historically one of the best ski days of the year. Complimentary beginner ski and snowboard lessons (adults only) and fun race are included. Rental Equipment is available. (See rental booking info below). Please advise your members to come and enjoy a nice outing at beautiful Craigleith.

**Time - Whenever you arrive - Lifts Open: 9:00 a.m.**

**This is a Rotary Make-up Meeting**

**Après Ski Meeting 3:30 p.m. - Refreshments served 4:00 p.m.**

<p style="text-align: center;"><u>Rotary Meeting Après Ski Package</u></p> <p style="text-align: center;">Après Ski 3:30 p.m. Assorted Deli Sandwiches &amp; Wraps with Homemade Soup, assorted dessert squares Wine/Beer/Coffee/Tea/Soda included Cost \$25.00</p>	<p style="text-align: center;"><u>Downhill Skier &amp; Snowboarder Package</u></p> <p style="text-align: center;">Rotary Meeting Après Ski Package <b>Plus</b> Adult Lift Ticket &amp; Fun Race @ 1:30 Cost \$65.00</p>
<p style="text-align: center;"><u>Snowshoer Package</u></p> <p style="text-align: center;">Rotary Meeting Après Ski Package <b>Plus</b> Cross Country Snowshoe Trails Includes Snowshoe rental Cost \$45.00</p>	<p style="text-align: center;"><u>Child/Student Program</u></p> <p style="text-align: center;">Ski or Snowboard Pass <b>\$30.00</b> per child/ student Child/Student Menu available for purchase from the cafeteria at Base Lodge</p>

**Complimentary Beginner Ski Lessons (Adults only) 10:00 a.m. - meet at Little John Chair. Lessons are offered by advanced reservations only, 1 week prior to date of arrival and subject to availability of instructors**

**Your Hosts:**

District 7070 - **Doc Elliot**, Rotary Club of Uxbridge, 905-852-7493 Fax 905-852-1165  
Email Doc at docn9a@sympatico.ca. **Please R.S.V.P. to Doc or Janice by**

**Wed. Jan. 28/09.**

Craigleith Ski Club 705-445-3847 Fax 705-444-2234 Attention: **Janice Nelson Ext.254**

**Equipment Rental**

The Group Coordinator must contact Danna van Brussel at Squire John's office (**705-445-4606** or [rentals@squirejohns.com](mailto:rentals@squirejohns.com)). Donna will open the online secure booking system for you. A credit card is required if paying or guaranteeing as a group. Participants can pay for their own rentals. The

Group coordinator will forward the online booking address, if booking on your own a credit card is required <https://secure.runningtide.com/SquireJohns/>. The group coordinator or participants must pre-book equipment rentals at least one week prior to event day to ensure equipment availability. Reservations are cut off and the online site is locked two business days before an event. People that do not reserve in advance must wait until all of the reserved groups have been serviced, and there is no guarantee that they will have equipment available

## Welcome New Member

### Jim Hilborn

Publishing & Training

*The Hilborn Group Ltd.*

(Visit the website for contact information)

Picture  
Not  
Available

Jim Hilborn is a widely-published Queen's University chemical engineer-turned publisher who has combined an early background in industry with studies in philosophy to the Masters level and over 40 years in technical and business information services. Among his dozens of information service launches are many newsletters in the science-based fields, the most financially successful business journal ever published by the Southam organization, Canada's first newsletter on personal financial planning, *The Moneyletter*, the phenomenally-popular world wide web site, CharityVillage™, and *The Pundit*, the world's only newsletter on puns and word-play.

A previous instructor in newsletter publishing at Ryerson Polytechnical Institute, Jim is considered one of the leading newsletter publishing experts in North America. Quoted in articles in the *Financial Post*, *Canadian Business* and *Masthead* magazines, and the author of articles on accountability in the nonprofit sector in *Hospital Administration* and *Association Business* magazines, he is the only Honourary Life Member of the Canadian Chapter of the Newsletter Publishers Association, and has won a variety of editorial awards, including the Kenneth R. Wilson Award for Business Journalism.

A founding member of the Newsletter Publishers Association in Washington, D.C., he was the founding president in 1983 of the Canadian Chapter. In 1985, with the launch of the "*Financial Planning Report*" he pioneered a form of newsletter publishing previously unknown in Canada — personalized ('private brand') client marketing newsletters. In 1986, The Newsletter Publishers Association named his newsletter, "*The Personal Financial Planning Letter*", one of the three best financial advisory newsletters in North America. His *Newsletter Acid Test* is an integral part of the basic training packages offered by the NPA.

Between 1969 and 1982, his newsletter company, Corpus Information Services Ltd, grew to become Canada's largest publisher of industrial newsletters, and expanded into legislation services, books, magazines, directories, seminars and industrial market research. In 1979, it was acquired by the Southam organization. In 1982, he left Southam and has continued since to develop a series of new markets and other initiatives in the communications field.

The first-information service-in-the-sector launches that Corpus achieved during Jim's presidency of Corpus include energy markets (*Energy Analects*), energy conservation (*Energy Conservation Report*), environmental protection (*Eco/Log Week*), occupational health and safety (*Canadian Occupational Health & Safety News*), chemical processing (*CPI Management Report*), government officials (*Corpus Administrative Index*), and many others.

An inveterate volunteer, Jim has held positions as the President of the *Canadian Society for Engineering Management*, a Member of the National Council of the *Engineering Institute of Canada*, Secretary of *The Ahshunyong Society*, President of the *Business Press Editors Association*, Chairman of the Board of *Foster Parents Plan of Canada*, and a Director of *Foster Parents Plan International Inc*, *Camp Big Canoe*, the *Canadian Association of Gift Planners*, the *Kanawa Canoe Museum*, and *Metropolitan United Church*. Jim has been named a "Friend" of the *Canadian Association of Gift Planners*, the highest honour the CAGP awards its members.

Jim's latest projects, an outgrowth of the great success of CharityVillage™, the web site he launched with a partner 12 years ago, involve electronic communication. In 2001, he launched **Canadian FundRaiser eNEWS**, a fully-formatted and trackable eLetter version of **Canadian FundRaiser** that within less than one year of its launch, was the largest-circulation information service in the Canadian development and nonprofit management sector. In 2005, Canadian FundRaiser launched an international version, **Modern Donor**; a newsletter for gift planners, **Gift Planning in Canada**; and a series of workshops targeted at the Canadian nonprofit sector. Late in 2007, he launched **Civil Sector Press**, Canada's first book publishing company focusing entirely on the nonprofit and charity sector.

Beyond his fascination with the complexities and importance of the English language and the nonprofit sector, Jim loves bicycling, sailing, Marcus Aurelius, the novels of Patrick O'Brien, King Arthur, cross-country skiing (for his 60th birthday, he and his daughter Jennifer entered the *Canadian Ski Marathon* from Papineauville to Lachute, Quebec, and are now gearing up for the Haute Route through the Pyrenees between Spain and France) and hand-made books produced by Canadian private presses.

He has two children with whom he is immensely pleased, 4 grandchildren, a lovely old sloop *Liberté*, and, until recently, a courageous wife Paris, who emigrated from Bahrain and Pakistan in order to save him from himself, and who stood by him bravely, if not always quietly, through the many ups and downs of his chequered business career. Paris died last September, leaving Jim not just bereft, but very aware of what a fortunate man he has been.

**LOOKING AHEAD: FRIDAY, JANUARY 23, 2009**

**SPEAKER: MOYA GREENE**

**CEO & PRESIDENT, CANADA POST**

**TITLE: A MODERN POST FOR MODERN TIME**

**LOCATION: IMPERIAL ROOM**



Moya Greene was appointed President and Chief Executive Officer of Canada Post Corporation on May 12, 2005. She sits on the Board of Directors of Canada Post, of Purolator Courier Ltd, a subsidiary of Canada Post, and of Tim Hortons. Ms. Greene has been a senior officer of three of Canada's largest multinational companies, first in banking and financial services at TD Securities Inc., at CIBC, and at Bombardier Inc. Ms. Greene has acquired a strong track record in strategic planning, complex negotiations and relationship building. Ms. Greene also has a strong public sector background. She spent the first part of her career in Ottawa where, over a 17-year period, Ms. Greene assumed progressively senior roles in seven different Ministries of the federal public service. Ms. Greene is a graduate of Osgoode Hall Law School and Memorial University of Newfoundland. Ms. Greene has been named one of Canada's top 40 female corporate executives and was recognized as one of Canada's Top 100 influential women.



*The Rotary Club of Toronto ~ Making the world a better place.*

**The Rotary Club of Toronto**  
**Fairmont Royal York**

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