



September-October, 2006
Volume 5, Number 3

EAST NEWS is a publication of
Rotary Club of St. John's East
edited by Gary Lane and produced
monthly compliments of:

Message Mediums

The Rotary Club of St. John's East
meets Friday mornings, 7:30 at
The Fairmont Hotel in St. John's
Newfoundland Labrador, Canada

Inside This Issue

- 1** - October Speakers
- Rotary Read-a-Long
- President Brian's Challenge

- Group Study Exchange

- 2** - Community Service
- Reminder

CONTACT THE EDITOR:
gelane@gmail.com

COMING NEXT MONTH - Wheels & Deals
Highlights

Wheels & Deals November 4

*Get your Prizes in
and your tables
sold!!*

*Don't disappoint
your best clients!!*

EAST NEWS

The Early Riser

October Speakers!

Len Baker – Sergeant-at-Arms

The Speakers Lineup for October is superb. Don't miss a single meeting.

October 6- Derek Key – Rotary Group Study Exchange

<http://www.rotary.org/foundation/educational/gse/district/index.html>

October 13 – Ryan Hopkins, ACE Memorial Program (recently represented Canada at Students in Free Enterprise (SIFE) World Cup in Paris)

http://www.acecanada.ca/news/newsItem.cfm?cms_news_id=111

October 20 - Dr Art Rideout - plastic surgeon - talking about his involvement in the Smile program - He visited China to correct facial deformities for children in rural areas.

October 27 – Business Meeting

November 3 – Wheels and Deals (Last meeting before the big event).

New Season Rotary Read-a-Long

Alex Twells – Program Co-Chair

The new reading season is about to start and we are pleased to be able to say that this year will see some significant enhancements to the program.

The most significant change for this year is that three major partners have joined us to promote the Read a Long Program. The partners are The Department of Education, The Telegram and the St John's Fog Devils.

The Department of Education will donate \$10,000 for book purchase and in addition give us vital advice and support in the way that we communicate with the schools and the children. Our main contact at The Department of

Education, George Tucker, read with us several times last year. Before joining the Department, George was principal of three elementary schools, he is now giving us vital guidance on the books we should be buying, the reading etiquette in class and the scheduling of schools.

The Telegram is of course dependent on a community that likes to read. As part of their marketing strategy they see need to invest in the reading capacity of young Newfoundlanders and the Read a Long Program offers them the perfect vehicle to do this. Keith Soper, the marketing manager at the Telegram, has offered \$1,000 in cash and \$16,000 worth of print space over the coming season. Look out for a full page article in the near future thanking our sponsors from last year.

The St John's Fog Devils need to build strong relationship with their fans – many of whom are elementary school children. The Read a Long Program offers them a great way to introduce the players to the school children. The players who come and read represent a very positive role model for children and the Read A Long program benefits enormously from the excitement created by the presence of some hockey stars in the classroom. In addition Chris Schwartz, marketing manager at the Fog Devils is committing a significant package of hockey based incentives to encourage classes to participate in the program.

We look forward to your continuing support as sponsor and readers.

President Brian's Challenge

Brian Martin – Club President

As you know, Melanie Moxhet, is our exchange student for this year. At our

September 22nd meeting, Melanie spoke briefly to those present, thanking us for sponsoring her and providing an update on her experience so far. Like most CFA's, Melanie pointed out that, she has some difficulty understanding Newfoundlanders, given how fast we talk. Overall, Melanie has adapted well and is thoroughly enjoying her stay. She also took the occasion to present us with a banner from her sponsoring club and District, the Rotary Club of Marche-en-Famenne in Belgium located in District 1630. While Marilyn Macdonald is providing excellent support to Melanie, ***I challenge our entire membership to involve her in at least one activity over the coming year.***



Invite Melanie to a Fog Devil's game, take her to a movie, on a snowmobile trip or just invite her to your home for a meal with your family. If we all pitch in and do our part, no matter how small, it will go a long way towards enriching Melanie's experience. Her major goal is to improve her English skills so that she can some day become a translator. So, let's get involved and help her achieve this goal!! But remember, try to slow it down a little on the speech thing.

Call for Team Leader...

We have just been advised by RI, that our District has received approval to undertake a Group Study Exchange with District 4700 in Brazil's Rio Grande do Sol Region. The Rio Grande do Sol Region is the second

most southerly District in Brazil, bordering Argentina to the west. Travel dates will be from late March to early April of 2007 or the full month of April 2007. District is now accepting applications for the Team Leader for this exchange. The Team Leader must be a Rotarian in good standing. All requests for applications for Team Leader and completed applications are to be sent to:

Marilyn Brown
Group Study Exchange Chair
(Outbound)

marilynbrown@eastlink.ca

The deadline for completed applications is October 21, 2006. Because of our short time frame, this deadline cannot be extended.

Community Service

Miriam MacLeod – Director

Greetings from Community Service... This is the part of Rotary that everyone joins for, and I am delighted to focus my efforts in this way. St. John's is my chosen community, and it is inspiring to see the many ways Rotary contributes to the daily life of so many people. I know you all share this pride, and it is great to know we have such an active club that will always rally behind ways to better our neighbourhood.

I have two themes this year that I want to develop. The first theme is Bishop Abraham. We got off to a flying start with the Vegetable Sale fundraiser, with everyone quickly coming to the plate, supporting our adopted school.

During the year, I want to work with the school to help connect them to other organizations to assist them meet their goals and sustain their fundraising efforts each year. There will no doubt be a number of ways we can help the school this year and next. I will be meeting with the Principal Jo-Ann Skinner and her powerful team of teachers to get more specifics.

Every time we visit the school, we all leave feeling great about Rotary and the work we do there.

We will be scheduling some school visits, so mark your calendars and your

Blackberries with those opportunities when they arise. I want to continue to Christmas Hamper program that Steve spearheaded last year. As the school year unfolds, I will find other projects for us to give those kids a helping hand.

My second theme is seniors. I will meet with Janet Lily, who is the outreach coordinator for seniors in the city. There is an ever-increasing seniors population in St. John's, and many of those folks are not in nursing homes, but living alone.

Janet and I will work together to find some seniors who may need a helping hand. When we meet, I will have a better idea of how we can help, and please look for a future article in the newsletter outlining the plan in more detail.

I certainly want to thank the club for giving me the opportunity to help give something back in my new city. I am open to your ideas on ways Community Service can help out. If you know of a project that you'd like to see our club involved in, call me or drop me an email.

Speakers Wanted

Craig Rowe - Speaker Committee

The purpose of this committee is to increase the caliber and relevance of speakers, so we will want to do our best to ensure that the speakers are not just leaders in their field, but that their topic is of interest to the majority of members.

If you know of an industry leader in your bailiwick who is coming here that might be able to speak on a topic of interest to our members, check with John, Len, Gary or me to make sure we don't have a speaker booked for the date in question, and if not invite them to speak. I have found this an excellent way to get speakers but also to get to know the leaders in my industry, which hasn't hurt me!

