

# Rotary Club of Nanaimo **DAYBREAK**

SERVICE ABOVE SELF



Newsletter Date:  
**October 16th, 2013**

Volume 18 Issue 16



## Club Duties

If you are unable to fulfill your duty,  
**PLEASE FIND A REPLACEMENT,**  
then let the meeting chair know.

**October 16th, 2013**

### Front Door Greeters:

Karin Mattern & Ev Mudryk

### Invocation:

Daryl Knievel

### Introductions:

Patrick Maguire

### Rotary Minute:

Bob Wall

### 50/50:

Dawne Anderson

### Sgt @ Arms:

Don Bonner

**October 23rd, 2013**

### Front Door Greeters:

Leanna Plug & Terry Rogers

### Invocation:

Denise Larson

### Introductions:

San Mahara

### Rotary Minute:

Donna Allen

### 50/50:

Dawne Anderson

### Sgt @ Arms:

Kris Rongve

**October 30th, 2013**

### Front Door Greeters:

Kris Rongve & Daryl Shaw

### Invocation:

Michael Leduc

### Introductions:

Karin Mattern

### Rotary Minute:

Nelson Allen

### 50/50:

Ron Blank

### Sgt @ Arms:

Neil Sorsdahl

# Weekly Wake-up

## Upcoming Programs

- Oct 16 Lorelie Rozanno - Nanaimo Author & Edgewood Counsellor
- Oct 23 Club Assembly - Business Meeting
- Oct 30 Kathryn Hazel - Pacific Gardens Co-Housing Community

## NOTICES & NEWS

### *Rotary Poker Tour this Friday Night!!!...*

Texas Hold 'em Poker Tournament this Friday, October 18th, at 6:30 pm.  
Royal Canadian Legion Branch #10  
129 Harewood Road, Nanaimo

Tickets: \$60 includes Buy-In.

5 Payouts:

1st - \$1000

2nd - \$500

\$250, \$150, \$100

Advanced tickets only by calling 250-741-9333  
or email: [tickets@daybreakrotary.ca](mailto:tickets@daybreakrotary.ca)



### *Club Correspondence...*

Check out the link below for the latest in correspondence to the Club from various sources:  
[http://www.daybreakrotary.ca/index.php?p=2\\_8](http://www.daybreakrotary.ca/index.php?p=2_8)

**Please send content and photos for the Weekly Wake-up to [robbmowbray@telus.net](mailto:robbmowbray@telus.net)**

### Club Birthdays

No Birthdays this week.

### Club Anniversaries

No Anniversaries this week.

We gratefully acknowledge the financial support of the province of British Columbia  
P.O. Box 37051, #38 - 3200 Island Hwy, Nanaimo, BC Canada, V9T 6N4 / Phone 250-741-9333  
Rotary District 5020 / Club # 31160

*Meeting Notes - Oct 2nd*

*notes by San Mahara photos by ...*

Our morning started with Karin Mattern admitting the members and guests in, while San Mahara stood on the front line as a greeter.

President Randall Taylor started the meeting, followed by O' Canada with Rod Mont's musical beats.

The guest were introduced. The guest speaker was Ms Jenn Houtby-Ferguson. The Assistant Governor, Barry Sparkes, paid a visit to our club. Rod brought his son Eric Mont and our prospective member Janice McCullough was happy to be here today for the second time.

The sergeant Denise Davidson stepped up to the role at the last minute and did a wonderful job by allocating the tables for breakfast for the most deserving ones first.

Robb Mowbray shared his Rotary Minute by looking it up on his phone. He said that there are tons of Rotary minutes on YouTube (which are more than a minute long). The topics are such a broad range that you can find anything from youth related to tips on helping out Presidents.

Rod introduced our guest speaker for the day- Ms. Houtby-Ferguson.



Having been involved in various aspects of the tourism and hospitality industries for more nearly 15 years, Jenn Houtby-Ferguson, CMP CMM has a solid understanding of the industry from both the hotelier side and the Destination Marketing Organization (DMO) side, working in Niagara, Ontario, Whitehorse, Yukon and now Nanaimo. In October 2007, Jenn launched Twist Consulting, with a key focus on the tourism and hospitality industries. After 4.5 years marketing the largest Resort on Vancouver Island, Jenn joined the Tourism Nanaimo team in April 2012. A Certified Meeting Professional (CMP), Jenn also holds a Certificate in Meeting Management (CMM) and is one of only 65 CMM's in all of Canada. More recently, she has successfully completed the MPI's Train the Trainer Program and is now accredited to teach the prestigious Global Certification in Meetings & Events through Meeting Professionals International.

She is currently involved with Nanaimo Economic Development Corporation ( NEDC) and her topic today was "Tourism Nanaimo".

The mission of the NEDC is to drive local business community. They have a visitor info center at Northfield Park, which was built with the help of Rotary. This center is considered a resource center for both local citizens and visitors. She started her talk with a short video clip about the beauty of Nanaimo, which is to be used for a PR campaign.

- They have launched a lots of programme among them are-
- Nanaimo Bar trail
  - Cedar Yellow Point trail
  - Flat map of Nanaimo
  - Cruise ship support
  - Events support and promotion.

The programmes include Gabriola and Protection Island to promote their unique products. The main goal is to include Nanaimo as a part of any visitor's broader itinerary and try to introduce the city. The focus is to leverage our products and the uniqueness of the city to both investor and the visitor, so that they would come back again.

They have identified 5 goals including: product development; industry partnership; marketing and public relations, among many others. As part of the **Tourism Strategic Plan**, the Tourism Leadership Committee and Tourism Nanaimo have identified Tourism Product Development as a goal. In support of this goal; Tourism Nanaimo has established the Tourism Development Fund totaling \$125,000 to assist community groups/ businesses to attract overnight visitors to Nanaimo & Region. Businesses, non-profit organizations and non-

*...continued on next page/*

*Rotary Club Meetings*

- Monday – Parksville, Bayside Inn, Noon
- Tuesday – Nanaimo North, Frith-Radcliffe Auditorium, Kiwanis Village, 6:15 p.m.
- Wednesday – Nanaimo Oceanside, 3rd Street Fieldhouse, 5 p.m.
- Thursday – Lantzville – ABC Restaurant on Mary Ellen Drive, 7 a.m.
- Friday – Nanaimo – Coast Bastion Inn, 12:15 p.m.

*Rotary Contacts*

- Club President:**  
Randall Taylor
- Past President:**  
Denise Larson
- Vice President:**
- Club Secretary:**  
Neil Sorsdahl
- Club Treasurer:**  
Anna Jones
- Club President Elect:**  
Chris Everett
- International Service Director:**  
Nelson Allen
- Community Service Director:**  
Rod Mont
- Youth Service Director:**  
Doug Lum / Sher Holubowich
- Club Service Director:**  
Kristin Rongve
- Bulletin Editor:**  
Robb Mowbray
- Assistant Governor Area 2B:**  
Barry Sparkes
- District Governor 2013-2014:**  
Peter Taylor
- RI President 2012-13:**  
Ron Burton

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*Make-ups*

To ensure that your make-up info is properly recorded, send any info on extra meetings attended, extra committee work, service projects, online work, etc. to Membership Chair, Denise Davidson at [ddavidson@islandadjusters.com](mailto:ddavidson@islandadjusters.com)

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*Four Way Test*

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?



government organizations or those looking to establish a business or product in Nanaimo & Region are eligible to apply for funding.

There are a number of ideas to promote as a "day trip" to a "base camp" such as a Coombs visit, wine tours or Gabriola Island tour. Tourism Nanaimo is embracing new technology and catching up with modern trends. They prefer to connect with all the prospective guests online through various resources like 'Facebook' and 'Tripadvisor'.

She closed her speech with a short Q&A period. She gave an elaborate answer to a question regarding Cruise ships. Last year, we had 9 ships that visited the city and this year it was 5. One large ship could have 2000 passenger onboard and 90% of them disembark to see the town. There are other pocket cruiseships, which are typically smaller in size, carrying around 300 passengers who come in as a marine type of expedition. They all bring economic benefits to the city. She is trying to promote our facility to another port and has participated on Cruise ship expos, as well.

To answer a final question, she said the data shows city has 100k visitors per year.

Ken Hammer thanked her for her time and asked her to join our club.

President Randall made an announcement regarding the Chamber of Commerce's planned expo and need a volunteer to man a booth.

October 19, Saturday is slated for a 'grant seminar'. Chris Everett said the Fireside Chat sign-up sheet is out. There are five locations to choose from. Wine tasting is happening on Oct 26 at Chris' place.

Ev Mudryk filled in regarding Daffodils. She is in contact with the head gardener of the city and is on the look-out for an appropriate place to plant them.

Bill Brendon announced the Poker Night, happening on Oct 18 at Branch 10 Legion. The buy-in is \$60 with \$1000 as first prize.

Ron Blank is looking after the P.A.R.T.Y. programme. As always, he needs more people to help out the kids.

Doug Lum announced that paper work is ready for those wishing to do Criminal Record Checks.

Dawn Anderson announced the Salvation Army annual event Kris Kringle and Kettle Drive for the upcoming Christmas Season. Please contact Dawne for details.

No winner for 50/50 today. Sergeant Denise was able to collect lots of fines and happy bucks again.

We had few members celebrating their anniversaries. Congratulations to all of you-

Neil & Leslie Sorsdahl

Doug & Karen Lum

Donna & Nelson Allen

At the end, we said our Four Way Test and parted for the day.

## Have a Great Week!

### ROTARY DAYBREAK UPCOMING BINGO COMMITMENTS 2013

November 16 - Saturday 11am - 1pm Kris Rongve and Sher H

December 22 - Sunday 11am - 1pm Robb Mowbray and Anna Jones

