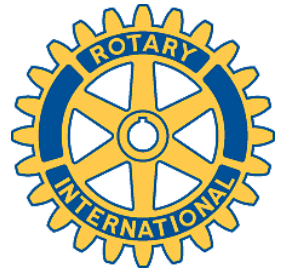


THE ROTARY CLUB OF NORTH VANCOUVER WHEEL SQUEALS

August 13th, 2012



Written by David Spears

Norman Thomson kindly took our money at the desk and cheerfully greeted us all. Thirteen members attended as well as Bodo Vajen, from the Rotary Club of North Vancouver Lions Gate, and Robin Elliot, our guest speaker.

O Canada was led by Bodo Vajen after which Norman Thomson gave the Invocation.

Announcements:

- Social BBQ on Aug 27 (Monday), in lieu of our regular meeting, at David's House,
- Rotary Social tomorrow at John Lawson Park - 6 PM
- RI President Tanaka lunch, Saturday, October 20
- Norman Thomson solicited volunteers to distribute Terry Fox Run posters
- David provided an update on the Wine & Food Festival - "a Pattison Group show of support" with Save-On-Foods providing 15 food vendors and \$10,000 worth of free groceries, Everything Wine providing 40 wine agents and Pattison Volvo providing sponsorship

Sergeant-at-Arms:

Robin Elliot drew the winning ticket held by Rolf Gillardon, who pulled the Three of Diamonds rather than the elusive Ace of Spades.

Sherriff Alec then caught most of us for a donation with the question "In the Rotary Calendar, what is the month of August?" – Membership Month

Happy / Sads:

- Alec was happy Rory McIroy (Irish) won the PGA Tournament
- Bodo was happy to be with Rotary 40 years
- John W. was happy to help his son move into a new home on Capital Hill
- Bob N was happy to have his flat tire repaired for free at Kal Tire and to see Rona sign "Staying Canadian" alluding to Lowe's attempt to purchase them
- Rolf was happy he parred the 18th hole at Seymour
- Fred was happy to set up a process for making fertilizer from seaweed in Bella Bella and that he had the grandkids on the weekend
- Bob M was happy to have his daughter visit from Kansas
- Deb was happy to save a 16 yr old dog that was attacked by raccoons (must have been by my house!)
- Norman was happy to be visiting his family in the UK, but sad to leave the summer in Vancouver with the gardens, beaches and Theatre Under the Stars where he saw Titanic

Guest Speaker:

David introduced our speaker, Robin Elliot, who spoke to us about leveraging businesses through joint ventures.

Key points were:

- Joint ventures allow investment into proven businesses with low risk and good returns using proven systems
- Contingency advertising is beneficial as it only pays commission on results
- 3 main goals of business are: more customers spending more money more often
- 3 other important goals overlooked are; cutting costs, increasing prices and leveraging the back end via commissions from other businesses (e.g. gift certificate for spa)
- Link compensation for employees around results
- Commissions can be in any form besides monetary (e.g. reciprocation of customers)
- Using customers' "hot button" of by paying commission for results via referring customers via places they like to do business (e.g. golf store)

Robin offered handouts on leveraging.

Norman thanked Robin with the coveted Certificate stating that our club will donate funds, in his name, to immunize 20 children against polio.

Wendy Law proposed the toast to RI and led us in the 4-Way. Meeting adjourned.

Future Meetings / Key Dates:

Aug 20	Mon Program	The Economy, Interest Rates and the Market - Jack Bass (ADG Terry Lehoulier attending)
Aug 27	Mon Event	Social BBQ @ David's House
Sept 16	Sun Event	Terry Fox Run @ Inter River Park
Sept 17	Mon Program	Government Disability Benefits (Tom Locke)
Oct 20	Sat Event	Wine and Food Festival @ Park Royal South

