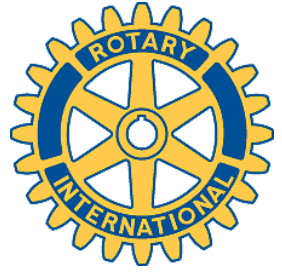


THE ROTARY CLUB OF NORTH VANCOUVER WHEEL SQUEALS

May 13th, 2013

Written by David Spears



Joy Jones kindly staffed the desk and cheerfully greeted us all with a request for dinner cost and any donations to Foundation. The meeting was poorly attended by only ten members plus our guest speaker.

O Canada was led by Daniel Tardif, after which David Spears gave the Invocation.

Sergeant at Arms:

Daniel Tardif had the 50/50 winning ticket and pulled the Eight of Diamonds rather than the elusive Ace of Spades.

Acting Sherriff Wendy Law then requested Happy / Sads.



Guest Speaker:

Bob Malcolm introduced our speaker, Peter Kvarnstrom, who spoke to us about the newspaper business in Canada. Peter is Chairman of the Canadian Newspaper Association.



Key points were:

- Newspaper business is still thriving in Canada (Warren Buffet bought 68 newspapers last year)
- There are 125 daily newspapers and 1100 community newspapers in Canada – up 21% since 1970
- 85% of homes read a paper in the past week across all devices:
 - 7 of 10 read print
 - 5 of 10 read website
 - 4 of 10 read tablet
 - 4 of 10 read smart phone
- Canadian readership grew 4.5% last year while American readership dropped 17%, primarily because the US papers are too corporatized
- 51% of 18-34 year olds read print form of paper
- 63% of 45-65 year olds read print form
- Newspapers are the most effective place to put ads today
- “Layer” app on smart phones allows scanning of newspaper QR codes
- 83% of newspaper readers took action after reading paper
- Environmentally, 80% of newsprint is recycled (vegetable ink, no VOC’s) and newsprint contains 40% recycled paper

Bob McKilligan thanked Peter with the much appreciated certificate stating that our club will donate funds in Peter's name to immunize 20 children against polio.



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

Future Meetings / Key Dates:

May 20	No Meeting	Victoria Day
May 27	Mon Program	Secondary School in Malawi (Maness Samuel – Girls on the Move)
Jun 3	Mon Program	Sustainability TV (Kirsten Imrie)
Jun 10	Mon Program	St. Roch (Dan Lemieux – RCMP)
Jun 17	Mon Program	Heart Attack Recovery (Bob McKilligan - RCNV)
Jun 24	Mon Program	2013-2014 Board Installation Night

