



THE ROTARY CLUB OF NORTH VANCOUVER WHEEL SQUEALS

January 20, 2014

Written by Bob Malcolm

Desk: Joy Jones greeted those members attending.

O Canada: President Deborah Sommerfeld and Norman Thomson led us in O Canada.

Invocation: President Deborah noted that Tim Jones, leader of North Shore Rescue, passed away on Sunday. The Club had strong ties to Tim and NSR. His passing was unexpected and painful to the community. Neil Creighton gave a moving tribute to Tim. A minute of silence was observed.

Guests: Our guests were Kevin Evans, a former and perspective member, and our speaker who was formally introduced later in the evening.

Announcements: President Deborah updated us on club activities. She promoted the Rotary Foundation Dinner to be held February 1 at the NSWC. David Spears reported on receiving our cheque for the Wine Festival. Norman Thomson spoke about the Robbie Burns dinner next meeting and solicited some assistants for the entertainment at this fun partners' event.

Sergeant-At-Arms: David Spears did this duty. In the ticket draw our guest speaker drew the ticket. Kevin Evans, our other guest, was the lucky holder. He drew the same card twice, but not the Ace of Spades. There were no fines as all happy and sads, of which there were many willingly donated, were to be directed to NSR in honour of Tim Jones.



Presenter:



Our speaker, Rory Kermack, introduced himself and his business Kermack Creative. Kermack Creative consults in web development and digital marketing. Rory's presentation was "How to take charge of your online presence". At a personal level online presence is interactive. At a business level online presence is to target your market. In each case a website is to get others excited to visit it.

David Spears told Rory that our club is interested in marketing the Wine Festival held in the Fall at Park Royal Shopping Centre. Rory then delivered a complete overview on web development and digital marketing. The presentation was very detailed with examples and tips. To better understand Kermack Creative go to its website www.kermackcreative.com.

Thanks to the Speaker: David Spears thanked Rory for showing us a road map for the club and enlightening us on this exciting field. Those present showed interest in the talk and personal tips. David presented Rory with a PolioPlus certificate which was gracefully accepted.

Toast to Rotary International: President Deborah led the group in toasting Rotary International.

The 4-Way Test: President Deborah led the group in 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?

Hearing nothing more for the good of Rotary, President Deborah adjourned the meeting.

Future Meetings / Key Dates:

- Jan 27 Robbie Burns Day Dinner, An Evening of Scottish Fellowship - Partner Evening
- Feb 3 Molecular Medicine and Therapeutics - Dr. Clara van Karnebeek, UBC Faculty of Medicine
- Feb 10 No Meeting - BC Family Day statutory holiday
- Feb 17 New York and British Columbia Experiences in the Securities Industry - Neil Cave, BC Securities Commission
- Feb 24 Club Assembly / Fellowship Evening
- Mar 3 Keeping Seniors at Home - Heather Dunsford, Administrator, North Shore Keep Well Society

