



Norfolk Clubs Recognized



All three Norfolk Rotary Clubs received awards at the District 7090 Conference. Shown (from left) Janet Kazakevicius, Norfolk Sunrise; Karen Oakes, Delhi; Wally Ochterski, District Governor; Ross Gowan, Norfolk Sunrise; and John Featherstone, Simcoe.

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Dates To Remember

- ◆ May 15 - Norfolk General Hospital ER Campaign
- ◆ May 22 - evening BBQ with GSE guests
- ◆ May 24 - Simcoe Rotary Club Golf Tournament
- ◆ June 2 International Bike Trek Upper Deck Golf Tourney
- ◆ June 24 Old Fashioned Picnic

It's no secret that Rotary is strong in Norfolk. Now we have more evidence. At the District Conference in Buffalo on May 5th, all three Rotary Clubs in Norfolk received **Presidential Citations – for Creating Awareness and Taking Action.**

Of particular credit to our Norfolk Sunrise Club is the award presented for the **Best Web-Based Bulletin.** Ross Gowan accepted this award on behalf of the Communications and Public Relations Committee. The committee also includes: Blair Harrison, Dave Murphy, Ian Thomas, Kim Novak, and Dan Barker.

For the recipe to a successful bulletin, see the article on page 3.

The Message on Massage

How's your myofascia? A bit tight?

If you weren't in attendance at the May 8th meeting, you need to know that the myofascia is a blanket that envelops your entire body. According to Christine McCoy, a Registered Massage Therapist, when your blanket gets too tight it's time get your oil changed.

If that sounds like a mixed metaphor, then read on. Christine pointed out that most of us don't wait for our engine to fail before changing oil – we believe in preventive care for our cars. But preventive care of our bodies is less common although no less important.

Massage is nothing more than a systematic manual application of pressure and movement to the soft tissue of the body – the skin, muscles, tendons, ligaments, and fascia (the membrane surrounding muscles and muscle groups). It encourages healing by promoting the flow of blood and lymph, relieving tension, stimulating nerves, and stretching and loosening muscles and connective tissue to keep them elastic.

Massage can provide welcome relief from the symptoms of anxiety, tension, depression, insomnia, and stress, as well as back pain, headache, muscle pain, and some forms of chronic pain. It's also frequently recommended for the treatment of minor sports injuries and repetitive stress injuries, and for the enhancement of physical conditioning.

Christine will be glad to loosen your blanket and help you relax. Visit her at Christine's Massage Therapy Clinic, 228 John St., Simcoe.



Most people would say that this picture is not showing Lynne Blake's best side. Christine McCoy is illustrating some of the pressure points that massage therapy can relieve. If this picture looks blurry to you, it's not because Christine is moving that quickly – the photographer apparently had consumed too much coffee. Even a blurry photo of these ladies is worth showing, however.

Recipe for an Effective Newsletter

By Ross Gowan

Our club recently received an award for Best Web-Based Newsletter. That gives us not only bragging rights, but also some credibility to offer input to other clubs who wish to develop an internal communications process that works very well.

As Chair of the Communications Committee and Editor of the *Sunriser*, based on our experience I am offering the following ingredients:

- A culture within the club for risk-taking, and a belief that the status quo is not good enough.
- A club membership that shares the responsibility for internal communications, and contributes material for publication.
- A Communications Committee that is actively involved in writing articles, taking photos, etc.

- At least one committee member who has the technical capabilities to create a reader-friendly newsletter efficiently.
- An editor who is willing to contribute 2-5 hours each week to edit, format, and publish the newsletter.

Our club is blessed with all of the above and more. The process is manageable when most club members are avid e-mail users and use this medium to make internal communications easy and timely. Our website was developed and is maintained by committee member Ian Thomas, and is hosted by John Matecsa, another Norfolk Sunriser. The benefits are very real and significant.

We now face the challenge to maintain this new standard – and raise the bar further. Congratulations Norfolk Sunrisers! Of course, the above characteristics of our club require that we now get busy and improve the process further.

Upper Deck Youth Centre Needs Help

Remember when Laura Buckles addressed our club, and we looked for a way to help the very worthwhile cause of the Upper Deck Youth Centre?

That opportunity is now before us. They have organized a golf tournament to raise funds, and they need help. **Isn't that what Rotarians do best!**

- Golf as an individual or a team of 4
- June 2nd – Tee times start at 10:00 A.M.

- Woodside Greens Golf Park
- 18 holes – scramble format
- Light lunch and steak dinner included
- Many prizes

Each golfer must raise \$250 in pledges – or pay your own. All pledges are tax deductible. Call 426-8254 or 583-2645 to register or for a pledge kit.

Our Sympathy

Our hearts have gone out this week to Mark and Charlotte Boerkamp and their family.

Mark's mother, Glenda, passed away earlier this week. Glenda is survived by several wonderful family members – a testament to her life in our community.



May 22nd meeting is an evening meeting only with the GSE team from The Netherlands.

6:00 P.M. gathering
6:30 BBQ dinner

If you come for breakfast, bring your golf clubs!

Sunriser Bulletin

Publication of the Rotary Club of Norfolk Sunrise

Communications & Public Relations Committee

Chair: Ross Gowan - Bulletin Editor

Members: Dan Barker, Blair Harrison, Dave Murphy,
Kim Novak, Ian Thomas

Committee Chairs

Youth & Exchange - John Matecsa

Community Concerns & Environment - George Cornfield

Rotary Foundation & World Community Service - John Wallace

Membership & Attendance - Steve Malo

Club Fellowship - Sue Thompson

Ways & Means + Major Events - Jeff Mereweather

Club President: Steve Jackson

Secretary: Judy Scrivener

Treasurer: Charlie Douglas

Directors: Carrol Lambert, Donna Raytrowsky,
Steve Malo, Sue O'Dwyer, Randy Bridge

Send Sunriser submissions to: rgowan@fanshawec.on.ca

Deadline for submissions: Wednesday 1:00 p.m.

*Everybody can be great ...
because anybody can serve.*

You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve.

You only need a heart full of grace. A soul generated by love.

Martin Luther King, Jr.