

Rotary District 5040-2022 Conference Community and Economic Development

We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old. We also strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

We challenge delegates to discover and identify new opportunities for community and economic development projects from each of the seven areas of focus in a hands on interactive session.

Sponsored by:



- The purpose was to engage Rotarians in a brainstorming activity regarding the possibilities of community and economic development for the six areas of focus covered over the two days. We wanted our delegates to leave with something tangible regarding possible project in their own backyards or beyond. This was a participation session where outcomes could make discussions a reality.

- Rotarians eagerly engaged in conversations

and soon the room was a buzz of activity and creativity. Four groups presented their outcomes from the session.

- Group one, the energetic Rotaractors. They were impressive with ideas around connectivity and advocacy to build relationships. One perspective they brought forward was reducing cultural stigma and partnering with organizations such as local shelters and Native Friendship Centres.
- The second group were a homogenous group with many from the Sechelt Club. This group did not just ignite the spark but started a bush fire on a women's housing initiative.
- The economic impact is that Women would prepare food for Rotarian and other community meetings and events. Skills development was a fundamental tenant in a safe environment.
- The third group looked to partnering with a local indigenous community to solve a community water problem.
- The fourth group brought innovative thinking forward regarding farming and harvest boxes. They would also be involved in training and developing knowledge and skills.

- Other groups explored bicycle repair, recycling, international maternal and child health through vaccination programs, fundraising for the Ukraine, breakfast, and literacy programs and much, much more.
- The gift was what a 25-minute huddle can do to spark the imagination and ignite transformational thinking in Rotarians.
- Hats off to our hard-working huddle groups. We look forward to learning about how you will change lives.

Moderator/Facilitator



Judy Mason has served as a business owner and consultant for thirty years, helping businesses accelerate their value and transition to new levels effectively. She has worked in the areas of strategic planning, leadership transition and executive coaching for over twenty years. Since 2005 Judy has been a sessional instructor at the University of Northern British Columbia in the School of Business, Human Resource program. Judy's new passion is coaching leaders, teams, and emerging professionals.

She is the owner of INNOV8 IMPACT COACHING. She was the Senior Director of Administration and Human Resources (HR) /CAO for Dean Mason and Company Inc., from 1992 to 2013.

Judy has served on the CPHR BC & Yukon Northern Advisory Council and during that time was chair for three years. She also served on the UNBC Board of Governors for 6 years, was vice chair of the MBA Alumni chapter and is the past chair of the UNBC Advisory Committee for Development. She is a past Membership Chair for the Rotary Club of Prince George, is a member of the District Conference Speakers' Committee and Member of the District Strategic Planning Committee.