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The Standard

Rotary Club of Calgary Heritage Park

ROTARY DISTRICT 5360

FEBRUARY IS WORLD UNDERSTANDING MONTH



FOUR WAY TEST

In all things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

UPCOMING EVENT

INTEGRITY AWARDS-
MARCH 7, 2005

"RCCHP - UNPLUGGED – VOLUME 2"

With that said and with very few seats available for late-comers, President Al Hardstaff simulated the sound of the bell with a coffee cup and called the meeting to order at 7:00am.

Under David McKeown's lead, the members delivered a lively rendition of our national anthem. Ray Gosselin offered grace.



Al Black introduced this week's guests and visiting Rotarians:

Guests: Don Roang & David

McMillan guests of Asha Paul

Visitors: Bombay Hill South—Dilip Vora; Flin flon, Manitoba—Austin Gerrin; Calgary



South—Hans Tiedemann Chinook—Bart Dailey.

President Al invited the guests and visiting Rotarians to the buffet table who were greeted by the John Orian who used his plate polishing skills to ensure that everyone was served with a clean plate.

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A JOURNEY INTO UNCONTESTED MARKET SPACE



Robert Drew introduced this week's guest presenter André Iffrig of Limegrass Production Ltd. André joined the members today to discuss finding uncontested market space within existing markets.

André is a graduate of the Faculty of Environmental Design at the University of Calgary. Rather than entering into the field of architecture, she chose to use her skills abroad. André travelled, worked and explored many parts of the world before settling back in Calgary.

André applied a number of clever and accessible metaphors throughout her presentation to help the members cultivate the mindset required to embark on the journey to find new oceans of opportunities. She also called upon several examples as well, including the early success of The Second Cup organization which created a new market for premium coffee in 1975 and quickly grew to dominate the Canadian market for 15 years before serious competition began to erode its market. The company's founder Frank O'Day continues to explore opportunities within existing markets to this day.

André guided the members through the following nine key

points which she presented to the members in a hand-out. These points are summarized below:

Before embarking on the journey to find uncontested, it helps to be *intrepid* in searching new ideas and places. One can expect to encounter lots of obstacles along the way. One must also assess the terrain first and *train* for the adventure. And one must never go it *alone*. The search for new business markets is best accomplished with the support of a peer group who will help one assess the risk and get around the obstacles.

Once one has begun the journey, one must look for a less crowded market space and go where the competition isn't, or in other words, one must find some *uncontested* terrain. It helps to have an *attitude*. One must also realize that great opportunities happen in mundane places. The opportunity might be an uncontested bit of market space hidden within an *existing* market.

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AL'S ANNOUNCEMENTS

If anyone has seen the Rotary folding directional signs lately, please let President Al know.

The refinished floors in the Dairy Barn are still curing this week. We are expected to resume our meetings at the Barn next week.

Please be reminded that the Duty Roster is posted on the web-site. Members are urged to look at the Roster on a regular basis, and not to rely solely on a phone call from Max.

The Rotary theme for 2005-2006 is a phrase familiar to all Rotary members - "Service above Self".

The District Conference will be held May 19th to the 22nd in Banff. If you are interested and available to attend, contact President Al or download the information and registration form from our website.

Bill H. will be circulating a sign-up sheet for the upcoming Integrity Awards. Contact Bill for further details.

Our Club will be serving Easter Dinner once again at the Victory Church on March 20th. Mark your calendars. Bill H is looking for volunteers.

March's Executive Meeting will be held on Tuesday March 1st at the heritage park Boardroom.

MINUTE MEN

Martin Harvey announced that March 11th has been marked as Member Guests Day. Please invite a guest and possible future Rotarian, or two, to the meeting.

Ray Gosselin sadly announced that our Club's participation in serving dinner at the Drop-In Center was not as impressive as it has been in recent years.

Barry Jarvis announced that preparations for the upcoming casino fundraiser are coming along well. The position of Account Room Supervisor has been filled. The Casino dates are April 25th and April 26th.



CELEBRATE ROTARY

April 9, 2005

**Rotary's 100 Birthday Celebration
at the Round-Up Centre.**

UNCONTESTED MARKET SPACE

Continued from page 1.

One will need to overcome a number of obstacles en route. One must know their *strengths* and *limitations*. One must do a personal and organizational assessment to ensure they are working within their strong suit. Sometimes, all it takes is a small change of behaviour to overcome a limiting belief. One must also understand the *business model* for the company and identify how creating new markets will support long-term business objectives. And finally, one must imagine their current market place with the boundaries extended. Hidden somewhere is a new ocean of opportunity for their business.

A book has been recently published which explores this topic in more depth. It is titled "Blue Ocean Strategy: How to Create Uncontested market Space and make Competition Irrelevant" authored by Renee Mauborgne and W. Kim Chan (Harvard Business School Press 2005). André can be contacted at andree@limegrass.ca.

David Mc. thanked André for her presentation and offered the gift of sight through our participation Operation Eyesight on her behalf.

50/50 DRAW

The 50/50 draw was suspended this week as the tickets and cards were locked up at the Dairy Barn and unavailable for the draw.



SUNSHINE

Sunshine Barry announced that John Radermacher celebrates a birthday on the 24th, while Joe and Maya Jogia celebrate a wedding anniversary. And with the sixth anniversary of the club falling last week, several Rotarians, including the Charter Members celebrated another year with their fellow Rotarians. Barry also apologized for failing to prepare and deliver one of his usually hilarious jokes as he thought one of the members of the "3H" Sunshine Club (Hennessy, Harvey + Hood) was scheduled to deliver the Sunshine Report.

MEETING HIGHLIGHTS

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Happy Bucks:

Wynne B – won the C event at the recent curling bonspiel.

Martin H. – was happy to announce the birth of his 5th grand-child.

Jim H. – was excited about his 11-day Caribbean cruise. Jim offered a reminder that the provincial government will provide a grant of \$500 for every child born in 2005.

Betty L. – offered a sad \$5 because she missed her recent shift at the drop-in centre.

Doug H. – celebrated his daughter soccer win, and also enjoyed a “peaceful” time curling in Fort MacLeod last week-end.

Hans T. – is leaving for New Zealand this week and unfortunately will not be in attendance as our guest for the next few weeks.

Brian M. – announced that four of his vehicles recently won awards.

Asha P. – offered a sad buck because she too forgot about her shift at the drop-in centre.

Ray G. – enjoyed the last two weeks in California and is looking forward to two weeks in Toronto and Montreal.

John R. – announced that the carnival held at G.W. Skene was a success.

Bill H. – offered sad bucks because he too forgot to show up at the drop-in centre and his recent trip to San Francisco was wet.

Jim D. – is looking forward to an upcoming 4-day ski week-end.

Ernie D. – is leaving for Phoenix tomorrow for a week of golf and warm weather.

Guest Speakers Joan and Arlene from last week – forwarded 2 happy bucks.

Sheriff:

The relentless and eagle-eyed sheriff Alec McDougall returned to the podium to ensure that all offenders pay and pay dearly! And everyone did easily making up for unrealized funds raised through the 50/50 draw.



President Al – fined for maligning Max.

Peter P. – fined for cutting Alec off just before arriving at Heritage Park, and for displaying vanity plates on his vehicle.

Al B. –fined for being late for his duties.

Wynne B. – fined for winning the C event at the bonspiel.

Doug H. – fined for boasting about his winnings at curling.

All remaining curlers – fined for being easy targets as curlers.

All financial planners and accountants – fined for ... well it is that time of the year.

All those sitting at a table with an engineer or medical professional (remember we had to make up for the 50/50).

All those sitting at a table without a guest present.

All those who are not wearing pins and badges (which was everyone except Alec, as our badges were locked away at the Barn)



PARTNER'S CORNER

Shirley Davis-Clark graciously hosted the meeting on Jan 12, 2005.

The group decided to contribute Toonies at each meeting for the Veterans ' Food Bank.

The next meeting will be on March 16, 2005 and the book selection is

Under The Tuscan Sun

by Frances Mayes.

Hope to see you all then, Beth & Ida

CASINO

April 25 & 26, 2005

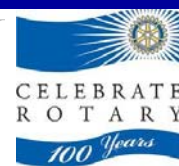


INTEGRITY AWARDS

Bill Hope announced Robert Shiell as our clubs recipient of the Integrity Award. The Awards will be held on March 7th at Stage West. Bill asked if anyone had any comments or objections to having Robert being the recipient of the award. No one had any objections. Tickets for the event are \$40.00 and program sponsorships are available at \$150.00.



ROTARY INTERNATIONAL CONVENTION CHICAGO, USA JUNE 2005



Register Now

CASINO SCHEDULE

IF YOU CANNOT MAKE YOUR SHIFT, PLEASE ARRANGE A REPLACEMENT.

MONDAY, APRIL 25, 2005

<u>CASH CAGE</u> 10:30 AM to 7:00 PM	<u>CASH CAGE</u> 6:15 PM to 3:30 PM
<u>GENERAL MANAGER</u> Barry Jarvis	<u>GENERAL MANAGER</u> Barry Jarvis
<u>ALTERNATE GM</u> Walter Zuk	<u>ALTERNATE GM</u> Walter Zuk
<u>BANKER</u> Peter Harding	<u>BANKER</u> Peter Harding
<u>CASHIERS</u> Martin Harvey David McKeown	<u>CASHIERS</u> Joan Bedard Bill Hope
<u>CHIP RUNNERS</u> Helen Buchanan Brian Morrison	<u>CHIP RUNNERS</u> Bob Clark Rick McLellan
<u>COUNT ROOM</u> 10:00 PM to 3:30 AM	
<u>ALTERNATE GM</u> —Walter Zuk	
<u>SUPERVISOR</u> —Asha Paul	
<u>COUNT ROOM STAFF</u>	
Raju Paul	Steven Yu
Garry Gray	Ray Gosselin
Max Patel	

TUESDAY, APRIL 26, 2005

<u>CASH CAGE</u> 10:30 AM to 7:00 PM	<u>CASH CAGE</u> 6:15 PM to 3:30 PM
<u>GENERAL MANAGER</u> Walter Zuk	<u>GENERAL MANAGER</u> Walter Zuk
<u>ALTERNATE GM</u> Barry Jarvis	<u>ALTERNATE GM</u> Barry Jarvis
<u>BANKER</u> Peter Harding	<u>BANKER</u> Peter Harding
<u>CASHIERS</u> Doug Hood Wynne Bjorgan	<u>CASHIERS</u> Al Hardstaff Din Peerani
<u>CHIP RUNNERS</u> Jamie Powell John Radermacher	<u>CHIP RUNNERS</u> Elaine Harding Ida Hardstaff
<u>COUNT ROOM</u> 10:00 PM to 3:30 AM	
<u>ALTERNATE GM</u> —Barry Jarvis	
<u>SUPERVISOR</u> —Asha Paul	
<u>COUNT ROOM STAFF</u>	
Harry Kim	Jim Davis
Robert Drew	Betty Little
Dennis Tillotson	

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WEAR YOUR ROTARY PIN

