

THE STANDARD

THE ROTARY CLUB OF CALGARY HERITAGE PARK



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President:
David McKeown



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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?

Meeting Highlights

Led by Joan Bedard, today's breakfast meeting got under way with a rousing rendition of our national anthem, followed by Zuzana Carter-Edwards offering Grace.

Guests included Ken McKenzie & Jeremy Reynolds (both of WestJet), Colleen Rowe (Calgary Military Family Resource Centre), Rob Burton (also of WestJet, and guest of Jim Hennessy), Bruce Smith (guest of Garry Gray & Bob Clark, and a possible new member). On hand as visiting Rotarians were Ed



Jamie Powell

Frausel (Powell River, BC) and our Heritage Park wanna-be, Hans Tiedemann (Calgary South), with Surinder Khanna having the honour of dusting plates.

Minute Minders

President David reminded us all of the Peace Photo Contest. Brochures were on each table.

Jim Hennessy, as Community Service Director, had the pleasure of



Guest Speaker: Ken MacKenzie

Today's guest speaker, Ken McKenzie of WestJet, was introduced by Club member Jack Haman. Ken is 44, married to Sonia for 22 years, and has two daughters. A graduate of U. of Manitoba, Ken's passion for flying began with the Canadian Armed Forces, Trenton, and continued with Air Canada's Jazz. Currently Executive Vice President, Operations, Ken began his WestJet career in April 2005. Today, Ken will describe some of WestJet's history.

First introducing one of WestJet's newest recruits, Jeremy Reynolds, a recent recruit from the Canadian Armed Forces, who will be assisting Ken in the all-encompassing WestJet Operations as an analyst. Ken's role with WestJet includes airport & flight operations, fleet planning, government relations, in-flight and technical operations.

Ken speaks of Clive Beddoe, founder of WestJet, and Clive's idea which came to him in the

1990's as a passenger on a four-seater aircraft that was costing him \$400 to fly one way from Calgary to Vancouver. Thought of as a bad idea at the time, starting a new commercial airline was considered crazy, given that the airline industry had lost some \$14 billion in the past 58 years. The Canadian airline industry alone had 63 former airlines in the cemetery, while over 205 major airlines had failed in the U.S. The bad idea, however, became a good idea when Clive said, "Let's start an airline, but do it differently."

WestJet officially started February 29, 1996, with 3 aircraft and 5 destinations. At the end of 2008, WestJet flies to 13



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Meeting Highlights

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presenting past guest speaker, Colleen Rowe, with the Club's \$5,000 cheque, presented to the Calgary Military Family Resource Centre.

With Club sponsor, Jim Hennessy, standing by, President David had the honour of inducting our Club's newest member, Rob Burton. Rob has been loaned the classification of IT Architecture. Welcome to the Club, Rob!

John Radermacher, one of the organizers for our Club's 10th Anniversary Celebration Dinner, is still looking for addresses of a few past members.

Asha Paul is looking for nominees from Club members for this year's annual Integrity Awards Dinner, being held at the Telus Convention Centre on Tuesday, February 24.

Brian Humphrys, on behalf of Community Services, is proposing that our Club hosts a dinner at the Salvation Army's Citadel of Hope on Saturday, January 31, and needs 10 volunteers to help serve, and was given the assurance that 10 volunteers would help.



Speaker: Ken McKenzie

countries, has 71 destinations, and 55-city North American and Caribbean network alone. WestJet's Mission: To enrich the lives of everyone in WestJet's world by providing safe, friendly and affordable air travel; and its Vision: by 2016, WestJet will be one of the five most successful international airlines in the world providing its guests with a friendly and caring experience that will change air travel forever.

Values include: (1) Commitment to safety; (2) Positive and passionate in everything it does; (3) Appreciative of its People (employees) and Guests (passengers); (4) Fun, friendly and caring; (5) Align the interests of WestJetters (employees) with the interests of the company; and (6) Honest, open and keep its commitments.

There are 7,300 "WestJetters" working in one capacity or another and, of those, 85% are employed in Ken's domain of operations. With the oldest aircraft in its fleet being a 2001 model of the Boeing 737, WestJet boasts the "youngest" fleet in the business. WestJet's secret to success hinges around two key concepts: (1) standardizing the fleet of aircraft; and (2) participation of every WestJetter in working towards the company's bottom line. The airline saves some \$9.3 million annually by doing away with the need for a separate "grooming crew," those people who clean the interior of each aircraft between flights.

WestJet has been the most profitable airline in North America for the past 5 years, and is the fourth most profitable airline in the world. WestJet's award-winning culture hinges on the concept that was written on a napkin at a brain-storming session of its 7 executives a short while ago. The culture can be summarized with the slogan, "we succeed because i care," and there are over 250 programs annually within WestJet for its employees to celebrate the WestJet culture. There is a special "CARE" team within WestJet, whose sole responsibility is to "create a rewarding experience."

Other slogans embedded within the WestJet culture include: "fun is the fabric of our culture;" guest experience matters (GEM); and culture ☐ great guest experience ☐ great results.

In thanking Ken for his presentation, our own Doris Kutrowski presented him with a certificate showing the name of a person in India whose eyesight was restored.



SUNSHINE REPORT

Ever the optimistic sunshine boy, Norm Haines had birthday wishes for Zuzana Carter-Edwards (January 13) and Bob Clark (January 28).



Happy Bucks

Surinder was kept busy, filling his tin pot today. Happy Buckers, to varying degrees, included Joe (3 feet of snow in Montana), Bob Clark (happy for David winning the 50/50, and for Rob Burton as our newest member), John Radermacher (also for David's winnings, and for the generous response of the Club to our 2008 Veterans' Food Bank donations), Al Black (for the Club's response to volunteers for the annual Salvation Army kettle drive), Al Hardstaff (for Raju sitting next to him, and for the annual Barrett Jackson car auction), Rob Burton (happy to be the newest Club member), and David (Christmas hampers delivered to a seniors' lodge run by Victory Church). Other notables in the Happy Bucks department included Doug Kinley, visiting Rotarian Ed Frausel, Jim Hennessy, Bob Clark, Walter Zuk, and Din Peerani.



Sheriff: Max Patel

Those falling under the close scrutiny of Sheriff Max Patel for committing infractions, (real or imagined) included President David, Surinder Khanna, Raju Paul, Jim Davis, Jeanette Pyle, Bob Price and Harry Kim.



50/50 JACK POT



Well, it had to happen sooner or later. Raju Paul asked guest speaker, Ken McKenzie, to draw a ticket, and that set off a chain of events. Holder of the ticket was President David McKeown, who correctly recited the Four-Way Test; and then he drew the joker, thereby putting an end to all speculation as to who the lucky winner would be. David's deft hand netted him \$1,599.50. Congratulations David!



Dear family of Rotary,



The Rotary Foundation is recognized as one of the most respected private foundations in the world. Through the Foundation, we as Rotarians have an unprecedented opportunity to use our global grassroots strength and international prominence to help solve major problems such as food and water security -- if the Foundation's financial resources keep pace.

The twin pillars of Foundation support -- the Annual Programs Fund and the Permanent Fund -- are crucial to meeting world needs. The Foundation enables our clubs and districts to multiply their service efforts many times over. This effect is increasing as the Foundation's humanitarian grant projects become larger in scale to profoundly improve the lives of more people.

We can help *Make Dreams Real* for children and their families today by giving at least US\$100 to the [Annual Programs Fund](#) through the Every Rotarian, Every Year initiative. And we can help ensure their needs will be met tomorrow by building a strong endowment through contributions to the [Permanent Fund](#).

Our Foundation's humanitarian grants, Rotary World Peace Fellows, and other programs are essential to realizing a better world. Together, let's embrace both pillars of Foundation support and expand our capacity to improve health, support education, alleviate poverty, and light the way to peace.

Jonathan Majiyagbe
Foundation Trustee Chair



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**WEAR YOUR
ROTARY PIN**



The Rotary Club of Calgary Heritage Park Announcements

Jan 16 2009	Rick Hansen	Calgary Police Service
Jan 23 2009	Gary Webster	Inglewood Wetlands Project
Jan 30 2009	Janelle Murray	Engineers Without Borders
Feb 6 2009	TBA	Classification
Feb 19 2009	10th Anniversary Gala Celebration	