

Meetings: Tuesday 12 Noon, Bella Vita Restaurant

President: Mark Forster

Phone: 778-242-5549

[E-mail the President](mailto:markforster@meadowridgerotary.ca)

Secretary: David Riddell

Phone: 604-406-8882

[E-mail the Secretary](mailto:davidriddell@meadowridgerotary.ca)

Editor: Peter Boekhorst

Phone: 604-465-3392

[E-mail the Editor](mailto:peterboekhorst@meadowridgerotary.ca)



MAY IS YOUTH SERVICE MONTH

Today:

Next Week: Ridge Meadow Division of Family Practice

Happy Birthday	Happy Anniversary
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CALENDAR OF CLUB AND DISTRICT EVENTS:

Date	Time	Event	Venue
May 12-15		RYLA	WA, United States
June 23	6 pm	Installation of new Board of Directors	Bella Vita Restaurant
Aug. 7	Noon – 2 pm	Rotary Duck Race	Maple Ridge Park

COUNCIL GRANTS CLUBS GREATER FLEXIBILITY IN MEETING, MEMBERSHIP

The 2016 Council on Legislation may well be remembered as one of the most progressive in Rotary history.

Following are some of the approved changes:

- Clubs can decide to vary their meeting times, whether to meet online or in person, and when to cancel a meeting, as long as they meet at least twice a month.
- Clubs have the flexibility in choosing their membership rules and requirements.
- Six membership criteria will be removed from the RI Constitution and replaced with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.
- Rotaractors will be allowed to become members of Rotary clubs while they are still in Rotaract. Proponents argued that too few Rotaractors (around 5 percent) join Rotary. Sometimes it's because they don't want to leave their Rotaract clubs before they have to, upon reaching age 30. It's hoped that giving them more options will boost the numbers of qualified young leaders in Rotary.
- The distinction between e-clubs and traditional clubs will be eliminated. The Council recognized that clubs have been meeting in a number of ways, and given this flexibility, the distinction was no longer meaningful. Clubs that have "e-club" in their names can keep it, however.

LAST WEEK'S MEETING

Rotary Moment - Dave Rempel

Dave commented on the great success of the recent Wine Fest. It was not only a good fund raiser for our charitable work, but was a service to the community in that those attending could come together to enjoy each other's company and make new acquaintances, thereby bringing the community closer together. And **Ineke Boekhorst** noted that the Wine Fest cleared \$11,685 !

Cheque Presentation

Adrienne Dale presented a cheque for \$500 to **Dave Speers**, who accepted the donation on behalf of the Maple Ridge Parks and Leisure, in support of the Canada Day celebrations. Mr. Speers commended the great committee of volunteers who help make the July 1 celebrations such a great success. Those celebrations run from 10 AM to 3 PM and costs approximately \$25,000-\$30,000 to put on. He thanked the Rotary Club for our contribution to this expense.



Family Matters

Monday, May 9, **Walter Volpatti** will become "another year older" (but hopefully not "deeper in debt" as the old song goes). **Doris and Ted Gagel** will shortly be celebrating 57 years of wedded bliss.

Happy and Sad

Dave Rempel recently returned from Alberta where he sold some of his feathered friends. He was surprised to find that some Albertans seem very angry at the new government (was that at the provincial or federal level?).

Sharon Kyle had some sad traffic woes, as it took her about 40 minutes to get from Port Coquitlam to the meeting, but she was happy to have made it.

Doris Gagel stated that she is not only going to be celebrating her 57th wedding anniversary, but her husband Ted will be having his 80th birthday, and she is going to throw a surprise party for him (which Ted is not expecting and may not be wanting - but Doris says that he is going to get it anyway as he deserves it). Then they are heading off to Germany on Monday where Ted will meet up with an old childhood friend who he hasn't seen for many years.

Pres. Mark Forster thanked those who showed up to advertise and sell tickets to the Duck Race at the recent Maple Ridge Home Show.

Program – Assistant Professor **Darren Blakeborough** - "Aging in Popular Culture"



Introduction: Darren, who is an Assistant Professor at the University of the Fraser Valley in Abbotsford, credits at least part of his success to his MA thesis on representations of aging on the TV show *The Simpsons*. He wrote a book entitled *"Old people are useless": Representations of Aging on The Simpsons*, and argues that the show functions as a "text" through which we can intelligently read our world. His thesis looked at how *The Simpsons'* representations of aging, considered ageist and stereotypical by some, can be viewed as a positive look at the elderly that attempts to subvert the same stereotypes that it seemingly employs.

Darren gave a very interesting and entertaining talk on how older persons (which for purposes of the discussion means anyone 65 years and older) are displayed in television, magazines, and other media. He said that in 1971 8% of the Canadian population was 65+. By 2011 that increased to 14.8%, and in 2015 increased to 16.1%. It is projected that by 2026, 20% of the population of Canada will be 65+. Statistics also show that the fertility rate in 1971 was 1.72 children per female, and in 2011 was 1.6. 2002 was the low point with 1.51 children per female in Canada.

We often hear in the media great concerns raised about the aging population - how they will be adversely affecting pensions, health care, housing, welfare, and the labour force, the economy and politics - you name it. In fact, less than 3% of the elderly are in care facilities. The elderly are statistically under represented in the social media. Prof. Blakeborough found upon researching

the matter that while the "elderly" (those 65 and over) make up about 15% of the real population, they make up only 3% of the persons appearing on television. And where they are represented, they are represented in a negative manner. While positive images of the 65+ are emerging now, they are almost all tied to consumption - so that the advertisers they can sell their products to that segment of the population who often have more money to spend than young people. What these ads often present is, in effect, a message that "it's okay to be old, but not okay to look old".

Apart from advertising, when the elderly are shown on television they are negatively represented as frail, lonely, financially distressed, childlike and non-productive. Interestingly, most persons in that age category do not see themselves that way - but at the same time themselves apply that negative stereotype to their peers.

So what do the social media tell us? The answer? Youth is to be valued, and vigour and endurance is worth more than experience and knowledge. According to the "apocalyptic demography" often seen or heard in the media, the aging population takes and consumes vital resources from young people and are a detriment to the economy. Unfortunately, this distorted view of things is used to justify or rationalize political and policy decisions, such as calls for a decrease in support for the elderly by the government, the off-loading of responsibility from governments, and privatization of services.

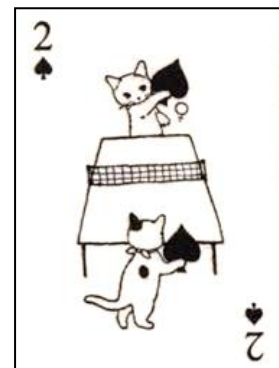
Global statistics shows that 7.5% of people in the world are 65+. 10% are older than 60 years, although in Canada is 15.9%. The fastest-growing age group is those 80 years and older. In Japan, there are 30,000 people over 100 years old. And globally, 55% of those who are over the age of 65 are female. Globally, the average age that a person lives to is 71 years, although in Canada it is 81.4 years.

These days elderly citizens are more visible and healthier than they ever were. It is those 65+ who are mainly responsible for community volunteering, which is a great boon to the economy and our way of life. Notwithstanding, some people have the attitude, "you wouldn't let your grandparents choose who you date, so why would you let them choose your government".

Conclusion? How the elderly are perceived in social media is not representative of the true situation. We don't age in a vacuum. We should deal with people one-on-one, and not in generalizations.

50-50

Once again **Walter Volpatti** held in his hand the winning ticket. But alas, not the winning card. However, all is not lost. It says on the net, for those that believe in such things, that those who relate to the 2 of Spades, "whether in work or friendship, have a unique ability to harmonize and balance relationships". Like a pussy cat.



Submitted by Laurie Anderson