



Meetings: Tuesday 12 Noon, Bella Vita Restaurant

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JANUARY IS VOCATIONAL SERVICE MONTH

A HAPPY AND HEALTHY NEW YEAR 2021 TO EVERYONE!

Happy Birthday	Happy Anniversary
Jan 13: Matt DeBruyn	Jan 4: Sharon Kyle & Ron Langley

UPCOMING SPEAKERS:

Jan 12: Rayne Beveridge Organic Gardener in Maple Ridge	Jan 19: Raghwa Gopal President and CEO of Innovate BC	Jan 26: Franz Gehriger New Era Project
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RI PRESIDENT'S MESSAGE



January is finally here. As we look forward to 2021, our thinking doesn't have to stop at the end of these 365 days. Are you thinking ahead about what you will be doing in 2022, 2023, and beyond?

We cannot foresee the future, but we can steer ourselves where we want to go. I think it is important that every Rotary club hold a strategic meeting at least once a year. Past RI Director Greg Yank, who has

a lot of experience working with clubs on their plans, shares his viewpoint.

A famous aphorism states, "By failing to prepare, you are preparing to fail." Planning is essential to achieving success in all areas of life, including Rotary, and we're getting better at it every year.

Strategic planning for Rotary clubs works. I have helped many clubs find that pathway by working with them to build what I call a blueprint, a multiyear plan that answers the fundamental question: "What is our vision for our club?" The best plans I have seen are those that are focused, when a club concentrates its resources on the best opportunities it has. Your Rotary club cannot be all things to its members and to the community it serves; it has limited human, financial, and time resources. A successful plan factors in assets and limitations to chart the desired pathway for your members.

Begin building a multiyear strategic plan by brainstorming with your club, asking, "What are our initiatives and priorities for the next two to three years?" Document your answers using action-oriented language that is specific, concrete, and measurable about the goals you want to achieve.

Next, narrow down your initiatives to a core set of three to five priorities. Your club will then develop specific objectives for each initiative, outlining who will be involved, key milestones of achievement, how progress will be tracked, and a timeline for completion. Keep your plan short and simple.

Then go out and do it. Review the progress you make toward accomplishing the initiatives, and revise as needed at least once a year. Rotary has a solid template to assist clubs in their planning, which you can find at my.rotary.org/en/document/strategic-planning-guide.

We want to enrich and enliven our clubs with new discussions and ideas. But how do we attract the diverse professionals, from different backgrounds, ages, and experiences, who are all driven by as strong a sense of integrity as we are?

Through strategic planning, we explore this question to define the very nature of our club and the value it offers to its members and to the community. Each club is different, and each club's value will be unique. During the planning process, clubs may also find that some of the activities they used to do are no longer relevant or attractive.

Once your club makes a strategic plan, it's time to take action and carry out the necessary changes. When we do that — as we engage members in vibrant and active clubs that not only have fun but also serve their communities with projects that have real and lasting impact — our clubs grow stronger. And when we discover what makes our own clubs unique and build upon those core values in all our efforts, *Rotary Opens Opportunities* to enrich the lives of everyone.

Holger Knaack
RI President 2020-21

OUR CLUB LAST WEEK'S MEETING:

Pres. **Clint Callison** presided.

Guest speaker:

Mike Larsson - Fire Chief of Pitt Meadows Fire & Rescue Services



Mike has been the Fire Chief in Pitt Meadows for approximately two years, taking over from Donald Jolly who previously held that position. The Pitt Meadows Fire Department is different from most other fire departments in the lower mainland, in that it is a paid on-call fire department with two full-time

employees to assist with that. Almost all other fire departments have full time staff with some also having volunteers to assist in major events. How an on-call model works is that members wear a pager, and when there is an event those that are able to do so will respond. The on-call members have other full-time jobs, and a majority of them work outside of Pitt Meadows. They have 36 paid on-call members, who each average approximately 300 hours per year of their time.

The average response time (from call to attendance at the event) in Pitt Meadows is approximately eight minutes. In 2009-2010 Mike Larsson and Scott Kyle (son of Sharon Kyle) were hired full time in Pitt Meadows to alleviate the stress of having to rely only on volunteers. They worked full time Monday to Friday from 8:30 AM to 4:30 PM. Among their duties are carrying out educational programs, responding to medical calls, assisting in inspections, and fundraising. In 2019 two more firefighters were hired full time, which enabled the department to have two members always on duty from 6 AM to 6 PM seven days a week.

The Pitt Meadows department responds to approximately 700 calls each year. A majority of these are medical calls including cardiac arrests. They are currently not able to respond to more minor medical situations such as shortness of breath and lacerations, but are currently planning to hire four more firefighters this year 2021 which may enable them to do so. They attend to approximately 2 to 4 airplane crashes each year at the airport.



They are in the process of building a new fire hall at the old location, and are therefore currently operating out of the airport, but expect to be in their new facility (a 24,000 square-foot replacement) in 2022. They concluded that the old location was also the best placement for the new fire hall as it is central to the city, and there will soon be a new underpass at the railroad crossing on Harris Road which will facilitate the location.

Every year they put on the Youth Academy which trains some high school students from Pitt Meadows secondary school in what the job of a firefighter is all about. They get some payback for doing this because often one or two of those students come back to join their volunteer fire department, and a few of them go on to permanent careers in firefighting. (Our Rotary club is involved in that program, as each year we give a \$1,000 bursary which is awarded to the outstanding student to go through the program). Because of COVID, that program is currently suspended.

The biggest challenges facing the department, is the tremendous growth in Pitt Meadows over the last 15 years. This growth includes a number of multi-residential units, each with approximate 100 residential living quarters, the development of the second-largest industrial park in the lower mainland, the massive airport expansion and the bridge expansions. The department has not been able to keep up with the growth, but plans are in place to improve that situation. In 2021 the plan is to hire four more firefighters, to replace their two main vehicles, and to convert to the new e-com radio system (Pitt Meadows and Maple Ridge are about the last two cities in the lower mainland, which do not operate on this system).

Happy and Sad

Matt: happy to be back at a Zoom meeting. Also, an interesting story: his daughter had leftovers and advertised on Facebook that she was willing to share it with anyone who needed it. A nurse answered the ad and said she was so busy (presumably as a result of the COVID crisis) that she didn't have time to shop, let alone cook for herself and was happy to take up the offer.

On another matter, just before Christmas he, Ineke and Peter delivered 220 dictionaries to five inner-city schools, and the reception of the students was fantastic. That ends the program.

Brenda: was very rushed (or excited) to reZoom her Rotary duties, and although she remembered to put her pants on, she put her jeans on backwards (and claims to have discovered that they fit better!).

Eric: appreciated Brenda's story so much that it was worth five of his bucks. He also shared that he got some great wine and other gifts over Christmas (and reminded all of us who had not yet sent him stuff that, with Christmas out-of-the-way, we could now do so). He claims that December was not a good month for him and his family. He started off the month on December 1, 2020 by experiencing what lawyers call a "slip and fall"; namely, by defenestrating himself off a ladder and breaking his shoulder into so many pieces that the doctor could do no more than tell him to keep his arm in a sling to let the breaks heal naturally - then his daughter had to get her appendix out in an emergency operation - then his son had minor surgery - and last but not least his (or, rather, Urma's) dog had a medical procedure of its own (and now answers to the Russian name "Nuzcutov").

Ineke: in addition to having a wonderful Christmas, she was cheered by the great response to the Backpack Program; they got \$575 from each of **Centra Lawyers LLP**, **Adrienne Dale** and **Warren Dale**, \$600 from **Brenda Jenkins' sisters**, and \$2000 from **Brian Becker** of Mark's Work Warehouse.



They also delivered 274 dinners (cooked by the Salvation Army) to seniors within our community, thanks to the help of 37 volunteer drivers.

Mark Stewart: disclosed that the Salvation Army prepared 700 meals (including those referred to by Ineke above) given out to needy persons at Christmas; and that the kettle drive brought in \$145,000 (they were hoping for \$90,000 which would have been the largest amount ever received at Christmas), and on top of that received \$200,000 in other donations, which will enable them to do more programs for the community. Says Mark, “all the money that comes in goes out quickly, it doesn’t stay in long”.

Roger reminded us to provide him with ideas for future programs and/or volunteer for a Who’s Who.

Quote for the day:



Submitted by Laurie Anderson