

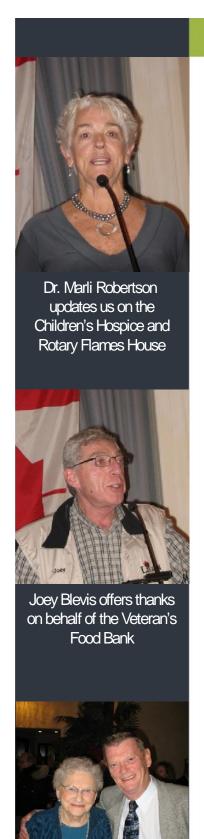
W. Brett Wilson on Philanthropy

Ann Toombs welcomed our speaker Brett Wilson: entrepreneur, philanthropist, panelist for three seasons with the Canadian edition of Dragons' Den, and yet another Saskatchewanian. Known as the "Dragon with a heart", he has received numerous awards for his service, including the Order of Canada and Saskatchewan Order of Merit. Brett was a successful investment banker by age 40, and is viewed as an innovative philanthropist who views corporate responsibility as an opportunity to create major social and economic benefits.

He began his presentation by describing his formative years in North Battleford, and of being part of family where his parents were so active in the community. It was only later that he realized the gap between the contributions of most people, and those of his parents. It was their guidance that led him to become "a capitalist with a heart". Later still, he completed an MBA at the University of Calgary, which began his career in the world of investment banking. His key learning in this world was the value of long-term relationships.

Brett described the three tools of empowerment: marketing, entrepreneurship, and philanthropy. As he noted, we should all study marketing because it is crucial to our understanding of how we can differentiate ourselves from everybody else. He went on to say that the real value of the Dragons' Den TV franchise is that it sows the seeds of entrepreneurship. According to Brett, "it is not about if, but when", provided those seeds are properly nurtured. This is what our community must do to enhance the calibre of young people coming out of schools. Finally, he spoke of how philanthropy is good business. When Brett and his partners started FirstEnergy Capital Corp. they leveraged their charitable giving by making it the cornerstone of their marketing budget. They agreed to contribute two and a half per cent of their pre-tax profits to worthwhile charities at a time when Imagine Canada was urging donations of only 0.5 per cent. It was a spectacular success in that they changed the face of philanthropy while simultaneously growing FirstEnergy Capital.

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Lyrics by Doris Galbraith, Words by Frank McKitrick Bill Andrew thanked Brett for his inspiring presentation and continuing philanthropic work by awarding a Paul Harris Fellowship on behalf of the club.

The Meeting

This week's meeting was held in the Crystal Ballroom. Frank McKitrick marched in the head table with *Puff the Magic Dragon* (fitting given the speaker) and performed an up-tempo rendition of *O Canada*. Yegana Alasgarova delivered the invocation.

Following the meal and fellowship, President Eva extended the club's thanks to our volunteers in the front hall this week: Gord Cumming, Tony Howard, Bruce Miller at the coffee table, plus the two students from the University of Calgary Rotaract Club Kelsey Forbes and Jessica Robertson. She also thanked Carl, Keith and Frank.

Chris Harper introduced the visitors and guests as a group because there were so many of them this week. He hinted at the upcoming presentation by giving his best advice for becoming a millionaire. His tips included marrying for money, becoming a game show contestant, inheriting money, and gambling.

Jordan Katz, Past-President of the Crowchild Urban Spirits Club, had tickets for sale for his club's Grey Cup raffle with proceeds going to their Tom Jackson SIS, RYLA and RYPEN commitments. Dr. Marli Robertson, Director of Rotary Flames House, gave an update on how our contributions have supported the house as well as the Children's Hospice. She shared a touching story of a family who is better as a result of the Rotary Flames house. Joey Blevis offered his thanks from the Veteran's Food Bank. Frank McKitrick and Doris Galbraith have collaborated to write a song for our club's centennial. The Centennial Chorus performed the song for all to hear.

[Editor – Thanks James Costello for this week's feature article and meeting report.]



Brett Wilson receives Paul Harris recognition from Bill Andrew

Upcoming Meetings

26-Nov Martin Parnell, Right to Play

Fairmont Palliser Hotel

03-Dec John Partridge, CPO

Fairmont Palliser Hotel

10-Dec David Docherty, Mount Royal University

Fairmont Palliser Hotel

17-Dec Christmas Luncheon, Christmas Committees

Fairmont Palliser Hotel

Thank-you to Rotarian Paul Chave and National Bank Financial-Wealth Management for sponsoring this week's COG Newsletter

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Paul Chave
Senior Vice President







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The Rotary Club of Calgary

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Please submit to Jo-Ann Clarke, Bruce Fenwick or Terry McMahon

Questions? Ask Bruce Fenwick, bfenwick@shaw.ca