

## CALGARY - 2013 IN REVIEW

Mayor Naheed Nenshi

Program Chairman Bart introduced "His Worship", a fellow Harvard graduate, but an eminently more successful one than your scribe. Mayor Nenshi just recently commenced his second term (4 years) and received high marks from Calgary's citizens for his leadership in handling the crisis resulting from the flood of 2013, which the insurance industry claims was the worst disaster in Canadian history. Then, in the month of December the city was blanketed with more than 52 cms of snow, itself a 120 year record, and a major challenge for the city's snow removal budget.

However, the Mayor determined early in 2013 from a citizen satisfaction survey that there was a nearly unanimous wish for faster and more complete snow removal, including removing snow from residential streets and not just plowing the snow aside and plugging up driveways. To begin meeting this challenge, he persuaded Council to set up and fund a reserve to be available to handle heavy snowfalls. Although we are sure he did not engineer the December 9th snowfall to prove his point, the city did dip into the reserve and city crews did a record job of clearing all roads and residential streets on a priority basis, but also hauled away hundreds of truckloads of snow from residential areas.



As a result, the City has now implemented a 7 day plan to tackle each major snowfall, clearing high traffic roads on the first day, and be removing snow from residential areas by the 7th day. If it snows again during the 7 day cycle, a new cycle starts without compromising conclusion of the first cycle.

In this his first public speech of 2014 (I guess the media wasn't notified), Mayor Nenshi acknowledged the incredible contributions of first responders, city employees, provincial and federal governments and fellow Calgarians for the cooperative managing of the floods and snow. Together with very high marks from the citizen satisfaction survey, he has concluded that government works well."

However, plans for his second term are designed to make the Municipal Government work even better and further improve citizen satisfaction. Specific programs are to include:

- increased budget, timely response and completeness for snow removal
- continue to improve transit particularly for undeserved areas like the SE, for which council has already approved a budget of \$0.5 billion
- encourage development of self-sustaining communities "where one can walk to the store", like Cranston

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## January 7th, 2014

Members and guests were greeted by Berto, our exchange student and Karla, our outbound exchange student, both supported by Ernie and Fran.

Attendance by approximately 80 members and guests was rather robust, probably because the Mayor was coming to town.



Fran introduced the 22+ guests, including serial visitor Terry McDonough of the Calgary South Rotary Club.

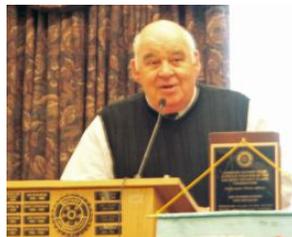
### Minutemen:

- George Kimura, of the Fellowship Committee, is working on an equestrian event at Spruce Meadows for club members and partners. The preliminary date is set for June 4, 2014, the first day of the National at Spruce Meadows.

- Ted Wada has organized a bowling event at Toppler Bowl on Fairmount Drive, followed by dinner at Cravings, for the evening of January 30th. Contact Ted for details and reservation.

- Joe Hooper announced the club earned \$16,415 for the three weekends of parking at Spruce Meadows for the Christmas Market.

- Former club member Dick French announced he has joined the Sunshine Rotary Club in Grande Prairie.



### Birthdays and Anniversaries:

Bev Tonkinson congratulated cub members having birthdays in January and encouraged all members to remember partner birthdays and anniversaries.



Michael Dale was the winner of two Flames tickets for Thursday night raffled off by Tammy for \$5.00 a pop, bringing in about \$250.00 for the club. Thanks Tammy!

Ed McLean was the lucky winner of the 50:50 draw, which he immediately donated to Berto – or was he prepaying for banjo lessons?

### Sergeant at Arms:

Gord had the assembled transfixed as he related a "Shaggy Dog Story" about strippers and studs that somehow invaded the Tynan upholstery business. I don't recall the ending, but I'm sure no one paid a fine!

*Photos courtesy of John Beatty*

## District 5360 Rotary Leadership Institute

**Who Should Attend?** Rotarians who have an interest in expanding their knowledge of Rotary. You do not have to hold a leadership position in your club to attend RLI. Rotarians with a few weeks experience and Rotarians with more than 40 years in Rotary have attended courses.

**What is RLI?** It's a series of leadership courses offered in three full-day parts (Parts I, II, III). Those completing each part are eligible for the next part. The courses are designed to provide Rotary knowledge and to develop leadership skills for voluntary organizations. RLI is fun, interactive, participatory and uses skilled faculty and facilitation techniques to make the experience valuable and enjoyable.

**Cost?** \$50 per module (include course material, continental breakfast and lunch). The club will refund members on successful completion of the 3 modules. Each module requires a full day.

January 18	Module 1
March 22	Module 2
April 19	Module 3

**Location:** Rotary Challenger Park - Field House

**Register on line** at the District 5360 site.



### Rotary Awareness Month

January 14th  
January 21st  
January 28th

Bart Dailley — War of 1812  
Miriam Dreher, Yodelfest Founder  
Robbie Burns Program

### World Understanding Month

February 4th  
February 11th  
February 18th

Adalberto Damini, Exchange Student  
Valentine's Evening Meeting  
Club Assembly



## Berto's Blog

Hello everyone, happy new year!

There is a long time since my last post here, but this is a pretty special one! I'm here to talk a little bit about my first Canadian holidays, but what makes me more excited about is the new way that I find to kill myself here: skiing!

The end of December is the time of the year when an exchange student has probably the biggest levels of homesick, missing the family, friends and everything in the home country. But that did not stop me to enjoy one of the more important Christmas in my life! I want to say thanks for all the Chinook Club and specially for Tammy, John, Joe and Fran, that made my day even more special! And mostly thanks to Sue, Grant, Aidan and Neil, my host family that made me get happy and enjoy that day, don't forgetting to give me a beautiful coal. But what I really want to talk about is something different.



Now, imagine a Brazilian boy, that never saw snow before in his life before come to Canada, coming up to a mountain, putting two big sticks in his feet and letting the gravity do the work to bring him down. That's exactly what happened. And I LOVED it! After lots of falls, bumps, trees and even some stupid skiers and

snowboarders that like to run over you even without being a reindeer, I survived! I'm just amazed about how fun it can be, and just do not get tired of doing it again and again! I think that my improvement is not being that bad as well, after 6 days on top of those sticks, I was doing some of the black runs already, and what makes me more excited about it, is the fact that I didn't have a concussion in any of them!

But my work is easy with a family where the three kids, including that girl on Mexico that wants to kill me when I tell

her about a powder day here, are amazing skiers and coaches, and the two parents are just incredible as well!

Again, I just want to say thank you for everyone that made this opportunity possible, I do not want to stop it anymore, if they don't make a mountain grow up on Brazil pretty soon I will get really upset!

Already 5 months here, and those are being the most amazing months of ever!

See you guys again next week, just hoping and waiting for more and more good news! Thank you for everything!

## Outgoing YEX 2014-2015

Hello Rotarians of the Calgary Chinook Club!



My name is Karla Tejada-Iglesias, and I will be the outbound youth exchange student for the 2014-2015 year. I am currently a grade 10 student at St. Mary's, doing the Extended French and full IB programs. I was first introduced to the Youth Exchange Program during a presentation at our school given by the Rotary Club of Calgary South. After completing a preliminary application and doing two interviews, I received a call from Fran Hochhausen informing me that I had been selected as the outbound

student by the Rotary Club of Calgary Chinook.

When I first began the application process, both clubs told me that being an exchange student was a three year process: the year before my exchange, the year during my exchange, and the year after my exchange. That means that our journey together has just begun. When school permits, I will be at the Tuesday meetings and I eagerly await getting to know everyone better.

Thank you for all the kindness you have extended me. I am incredibly grateful for the opportunity I have been given. I look forward to being involved more with the club as the year progresses.

## What Is More Valuable to Our Club ... Membership Recruitment or Retention?

Recruitment of members is our key activity for the club's membership development and it secures our existence – right!? Not necessarily.

Recruitment is definitely a key factor, but if you want your club to thrive, membership retention is the most important piece of the puzzle.

Retention of new members is a matter for all existing members. Are we welcoming these new people, sitting with them and talking Rotary? Getting them involved in our club? Making them feel welcome? Remember they must meet 100 new people – we only need to meet and greet one person.

Here are three reasons why retention is important to our club:

1. Get retention right and you will have built the basis for recruitment. High retention rates are the signal that you have happy, satisfied members. These members tend to share the club success stories with others, automatically creating a grassroots recruitment campaign.

The Point: start with retention and follow with recruiting.

2. "A bird in the hand is worth two in the bush" is certainly true for service clubs. It's true ... not only because it takes less effort to keep a member than recruit a new one.

The Point: recruitment often gets the attention, but retention will make your treasurer much happier. Ultimately, the membership numbers will make your club executives happier, too.

3. A low retention rate is a signal that you have serious underlying problems in your club. Recruiting members is primarily a function of great marketing, but member retention is a function of a great membership experience. If you can't keep your members, then you are wasting money recruiting them until you fix the problem that is causing members to leave.

The Point: if you can't retain, recruitment will burn through prospects because they won't remain.

The bottom line is that recruitment is important for your club, but retention must be high priority. Your club has a retention program through our mentor program, where every new member is assigned a mentor to guide them, with the help of the sponsor, to a successful club orientation. But the balance of the membership must help by creating the fellowship that retains the new member.

If you master the art of member retention, then recruitment will be fun and easy. I am challenging all our members to think about this matter and put some effort into retention, especially as we bring in new members for this year.

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- speed up processing of development permits
- increase "Quality of Life Investments", like community recreation centres, libraries
- energy conservation
- poverty reduction programs
- increased affordable housing
- improve access to legal protection
- business tax to disappear by 2017

Tammy thanked the Mayor and presented him with a certificate confirming a donation by the club to Polio Plus in his name.



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