

## Three Lessons about Public Opinion Polling

Jennifer Pettit

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Jennifer Pettit  
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Janet Brown has been examining and tracking public opinion in Alberta for more than 25 years. She has extensive experience in both quantitative and qualitative research, having designed and managed hundreds of custom research projects including all types of surveys and focus groups. Her current practice focuses on helping clients better understand the key audiences and stakeholder groups they are trying to influence. This could include customers, potential customers, employees, voters or the general public.

Before starting her own consultancy in 2002, Janet worked for one of Canada's largest advertising agencies and three of Canada's leading marketing research firms. She has a BA in Political Science from Wilfred Laurier University in Waterloo, and has pursued graduate studies at York University in Toronto and at the London School of Economics.

Janet commenced her remarks by noting that our presentation today is a small snapshot of a longer presentation which they have made recently, trying to explain the upheavals happening in the Alberta political scene.

She wishes to provide us with three lessons about public opinion polling. The first lesson is "don't put all your trust in the polls you hear or read". While the numbers may seem straightforward and the meaning clear, this is not always the case. Many polls use sketchy techniques such as robo-call polls and on line surveys which may not be reliable. Her analysis of the run up to the Alberta election revealed that the Conservative support was fairly steady throughout, while it was the anti-Conservative vote which changed.

The April 23rd leaders' debate was a pivotal moment in this happening. Interestingly, on Election Day, the PCs received more votes than the Wildrose did, however due to the geographical placement of their support, the Wildrose won many more seats.

The second lesson is that even if the poll numbers are correct, there may be a lot of more important factors than such numbers. An example of this point might be when our former Premier was considering whether to call an election early or wait out their mandate. The PCs had a huge lead in the polls at the time of the Wildrose floor crossing. This situation might influence a leader to decide that the quicker an election, the better the result.

However the polls also showed that many Albertans were having doubts about the floor crossing. In addition, surveys showed that a majority of Albertans favoured increasing taxes on Corporations yet Mr. Prentice

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### 2015-2016 Officers and Directors

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**Rotary**  
Club of Calgary Chinook



March 8th, 2016

Scribe: Paul Gaudet

Our greeter today was Anthony Tonkinson who did a fine job making us all feel welcome.

President Dale started our meeting at 12:15. She introduced Oh Canada with Ruth Wylie on the piano, followed by Rotary Grace.

Dalee noted that Paul Gaudet would be today's Scribe and then called on Tammy Truman to introduce our visitors and guests. Today we had a total of 53 in attendance which included 2 guests.



Harry updated the Club on the health of Norm Moro. Norm is still in the Foothills Hospital awaiting bypass surgery and the current situation is that his medical team is considering several options including sending him home without surgery. They expect to make a decision shortly. Norm remains in good spirits.

Dale announced that President of the Medicine Hat Rotary Club passed away while at Foothills Hospital.

She also reminded us that there would be a membership vote regarding the Challenger Park donation in two weeks at our regular meeting.

Dale asked all of our Charter members in attendance to stand while we acknowledged their contribution to our Club on the occasion of our 39th Anniversary!

## Minutemen:

(1) Rob Wolfson announced that our latest sports pool (choosing a loser each week) has ended with Hank Popoff taking first place and the winnings of \$250. Anthony Tonkinson took second place. Rob advised that we would be holding a hockey playoff pool in the near future.

(2) Anthony Tonkinson spoke on the "Recurring Program" as part of the Rotary Foundation. If one signs up for regular contributions, whether it be monthly, quarterly, or annually, our District will contribute 100 Foundation points to the person who donates. He also presented Garth Sabirsh with a Paul Harris Fellowship in recognition of his donation to the Foundation.

(3) Bruce Bohnet announced that our next Casino fund raiser is to be held at the Elbow River Casino on May 14th and 15th, which unfortunately conflicts with our District Conference. All the more important for those not attending the Conference to sign up to help out at our Casino.



(4) Hank Popoff announced that the nomination period for our "Distinguished Rotarian of the Year" Award is open and everyone is encouraged to nominate a worthy fellow Chinooker. Award criteria were also made available. Nominations will close on March 31st.

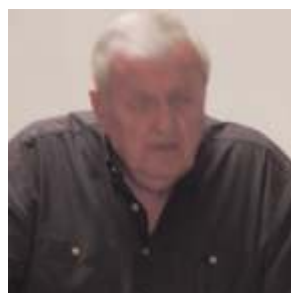


Our **50-50 winner** this week was Rob Wolfson.

Rob Wolfson took to the podium as our **Sgt at Arms** and, in honour of "Women's Day", recognized all our lady members by fining all the gentlemen in attendance.

## Good News/ Bad News:

- Hank Popoff donated \$50 due to his good fortune in the hockey pool and took the opportunity to thank his chief adviser, Rob Wolfson.
- Anthony Tonkinson also made a significant donation for having many blessings in his life this week: his grandson's first birthday, his son closing 6 sales in 10 days, and his upcoming family holiday to Mexico!
- Joe Jogia announced his move to Toronto later this month. While his move is a big loss to us, it is a big positive to his family as they will be close to their grandchildren. Very best wishes Joe, you will be truly missed.
- John Charrett announced that our Mentorship Program with Fairview School has begun and he specially thanked the nine mentors from our Club who have stepped up. He also thanked Anne Dale for her generosity in holding a training session at her place of business.
- Gord Billings made a "good news" donation in recognition of the good fortune of having his daughter, who works with a Casino in Regina, get through an evacuation due to a false alarm event.
- Rob Wolfson also made a contribution as Hank had shared his pool winnings with him (as his adviser), and also thanked Bart Dailley for stepping up to help out with our Crib fellowship events.



Jim Thompson took the floor to provide us with an update regarding **Rotary Nature Park**. Apparently the existing storm drain system has been bringing road salt into our settlement ponds, which is not good. He and Bev met with officials to discuss this matter and all agreed that the problem exists

and has to be remedied. Engineering challenges will be reviewed and, hopefully, corrections made.

Next on our agenda was a **Classification Talk** from Maggie Chen. She outlined her background, growing up in Taipei, the capital of Taiwan, as the youngest in her

*cont'd on page 3 ....*

## Water and Sanitation Month

March 15th	Janet Desautels, Author and Teacher
March 22nd	Glenn Suart, Great Ideas Guy
March 24th	Cribbage Night, Horton Road Legion, Lou Reid Memorial Trophy Tournament
March 29th	Mike Cvik, former NHL Linesman

## Maternal and Child Health Month

April 5th	Ryan Geake, Director, Calgary Scope Society
April 9th	<b>Youth Exchange International Dinner in support of ShelterBox</b> 5:30 Reception, 6:30 Parade of Flags & Dinner, 7:30 Dessert (traditional desserts from the home countries of the students made by the students) 8:30: Entertainment by the students — @Red Deer Lake United Church, \$50 per person, contact Ron Prokosch for more info and tickets — 403-651-1722, rprokosch@prokoschgroup.com
April 12th	Cindy Neufeld & Kathryn Johnson, Between Friends Society
April 13th	Board of Directors meeting — 5:30 pm, Horton Road Legion
April 19th	John Hufnagel, President and General Manager, Calgary Stampers
April 26th	Dinner meeting — Youth Services Night

## Youth Service Month

May 3rd	Jodi Hilty, President, Yellowstone to Yukon Conservation Initiative
May 10th	Calgary Bluegrass Group — The History of Bluegrass Music
May 11th	Board of Directors meeting — 5:30 pm, Horton Road Legion
May 13th - 15th	'Rising to New Heights' — DisCon 2016, Canmore, Alberta
May 14th - 15th	Casino — details to come
May 17th	J. David Clemis — The Downfall of the Popularity of Alcoholism
May 24th	Naheed Nenshi, Mayor (tentative)



## Meeting Minutes

... cont'd from page 2

family. She was an entrepreneur from a young age and, after University, joined an Engineering firm (where she met her husband to be). After starting their family (two children), Maggie started a consulting firm, CTL Business Group, which specialized in assisting with mergers, acquisitions, joint ventures and raising capital.



They moved to Vancouver in 1997 and she was very active in the multicultural association, making new contacts and becoming familiar with this new environment. In 2000 they moved again, this time to Calgary where Maggie updated her accounting and business skills at SAIT. She subsequently passed her Certified Management Consultant exam and decided to get back into the consulting business, reconstituting CTL Business Group in Alberta. They specialize in business plans, accounting, finance and other services.

Maggie's Rotary involvement began as a member of a Taiwan Club in 2010 (where the dues are \$3,200) and she remarked that in Asia, most Rotarians were business owners. Nonetheless, Rotary's goal throughout the world of "Service

above Self" was the same there as here, helping people, both locally and internationally.

Bart Dailley introduced today's speaker, Janet Brown.

President Dale closed the meeting by presenting our speaker with our certificate of appreciation. She announced that our St. Patrick's themed meeting will not be taking place this year, and that a replacement program has been arranged.

## 5-Pin Bowling Provincial Tournament

Alberta 5 Pin Bowling Provincials Tournament will be held from  
**March 23rd – 26th at Chinook Bowladrome**  
(Chinook Centre)

Rob (Pool Boy) will be competing in both the Singles Competition, and on the Calgary Men's Team.

**Singles Event is on Wednesday March 23rd**  
likely from 12 to 6ish

**Calgary Men's Team Event begins Thursday morning, and finishes Saturday late afternoon**

A very interesting competition ...  
you get to see some of the best bowlers in the province competing.  
**Come on out and cheer for Rob, our champion bowler!**





decided not to do so. While it is easy to criticize after the fact, it is clear that the PCs were in fact misled by their popularity in the polls and missed the signs of unrest.

The third lesson about public opinion polls is that while polls measure popularity, it is the actual seat count that wins elections. Janet's analysis of the current seat structure and what it would be if we actually had an election today is interesting. She points out that today the NDP have 54 seats, the Wildrose 22 and the PCs 10 (note again that more Albertans voted PC than for Wildrose). She points out that her analysis indicates that if an election were held today (which is

admittedly speculation as the next election is years away), the Wildrose would score 49 seats, the PCs 25 and the NDP 21. While the NDP did relatively well in rural Alberta in the recent election, they would be virtually wiped out if the election was today. While recent polls show the Wildrose only 3% ahead of the PCs, they would do much better with the seat count due to the split between rural versus urban strength.

So the next time we read poll results, it would be a good idea to remember that they represent only a portion of the story. There remains a significant portion still to be revealed.

## Workshop for Rotary Syrian Family Mentors and Prospective Mentors

A successful training and consultation session on the Rotary Syrian Refugee Program was held recently. **A big thank you to Anne Dale who is contributing significantly to the Rotary Syrian Refugee program.**

We received this message :

*"I am writing let it be known that Anne has donated three sewing machines to three different Syrian women and is looking to donate more. These sewing machines have not only made a difference on the practical side for these women, but have also brought big joyous smiles to their faces. One of my friends described the woman receiving the machine as "ecstatic." Thank you beautiful Anne. Ghada "*

If you might consider being mentors of Syrian families, please give me a call and I'll explain what's involved. In the meantime ..... thanks Anne !

We are on the lookout for more mentors, but also for more people who are just interested in the project. We will be holding another workshop and invite you to attend.

**Tuesday, April 19, 7:30pm – 9:30pm**  
at the Scouts Headquarters, 2140 Brownsea Drive NW

Let me know if you would like to attend. E-mail  
garthtoombs@shaw.ca

Future events in process include distribution of Rotary inscribed soccer balls. We intend that each Syrian family with children would get one. Families can get together and have a family outing/ soccer game!

Garth Toombs

### 39th Anniversary !!

*Happy Anniversary*

**Rotary Chinook !!**

Chartered March 14th, 1977

## Arch Supporters

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## Did You Know !? (historic club tidbits)

by Jim Thompson

**Did You Know?** As the Historian for Life (or so it appears), I have been asked to produce a little ditty about what we were doing to form this club, 40 years ago, 1976.

That's right, our 40th anniversary of getting our official charter, from Rotary International will be March 14th 2017, but 40 years ago in 1976, we were a group of men gathered to begin the process of forming Calgary's next Rotary club. There were well established clubs already throughout our growing city, but the Calgary club (downtown) and South club were called on by the District Governor to get a new one going in the southwest. In those days, clubs were actually assigned a physical boundary from which to draw members. We were focused on the much smaller Chinook Shopping Centre, as a likely source of membership, hence the name, THE ROTARY CLUB of CALGARY CHINOOK was born.

Our birth began in the late summer of 1976. All prospective candidates for membership were sponsored by individual members of either the Downtown or South clubs, selected on the basis of 'classification', very strictly followed to assure no duplicates. Initially weekly meetings were arranged at the Eagles Hall, about where Shanks is located now. South club member Greg McLellan, classification Religion/Catholic, was chosen to be the charter president and spearhead the formation leading to charter.

A number of candidates did evolve from sponsorships and referrals, some tested the waters and chose not to join, but a much larger contingency did evolve to eventually lead us to full charter by RI. The big 4 mentors assisting us a long the way were Jim Porter, of the South club, and Ward Tennant, George Robbins and Curly Galbraith of the Downtown club. Father Greg, with his sharp wit, referred to them as "all Ancient Rotarians" in a Bulletin of November 23, 1976.

Our very fist 'Bulletin' was dated November 16 1976, in which Father Greg was suggesting possible names for future issues, like Shoelast, Shoestring and Shorts ... never really understood why those names were bantered about.

The charter group were testing various possible locales for a permanent meeting place, as the Eagles Hall setup was not really conducive to our meeting style. Ultimately, we chose the Tradewinds Hotel, across Macleod Trail from Chinook Centre, with a little prodding from a charter member, Larry Ryder, classification 'Hotel Management', at the Tradewinds.

We continued to meet, unchartered, weekly into the new year, getting more and more anxious to receive our charter. The 72nd anniversary for RI was February 23, 1977 ... that was a date Father Greg had hoped for our charter, a double celebration, alas not to be

cont'd on page 6 ...

### 2016 — the 39th Anniversary of our Charter, March 14th, 1977



Charter Night

#### Active Charter Members



Ian Burgess



Herb Imler



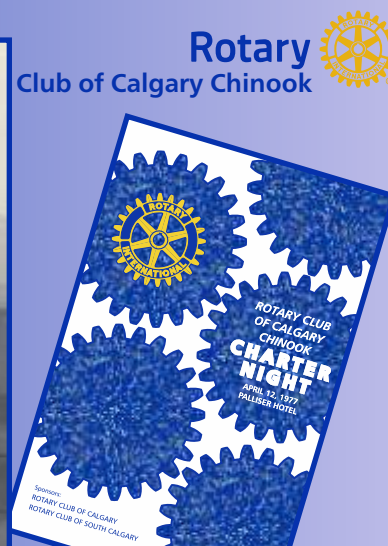
Ron Smith



Tom Sorenson



Jim Thompson



#### CHARTER MEMBERS — OFFICERS & DIRECTORS Rotary Club of Calgary Chinook

President .....	McLELLAN, Father G. "Greg" .....	Christianity R. C.
Vice President .....	COSTELLO, J.D. "Jim" (Bonnie) .....	Con. Equip. Dist.
Secretary .....	ZAOZIRNY, J.B. "John" (Liz) .....	Law
Treasurer .....	CASEMENT, L.A. "Lane" (Connie) .....	Drugs, Retail
Director .....	ALEXANDER, Dr. T.A. "Tom" (Betty) .....	Dentistry
Director .....	ALLEN, F. "Fred" (Beth) .....	Chartered Accountant
Director .....	CROCKER, J.H. "John" (Mildred) .....	Moving & Storage
Director .....	GOLIGHTLY, J.A. "Buz" (Virginia) .....	Shopping Centre Management
Director .....	MUSKETT, R.L. "Bob" (Barb) .....	Banking
Director .....	SEVERS, A. "Art" (Aud) .....	Senior Active

.... cont'd from page 5

had. In our 19th 'Bulletin' we were advised RI had approved our Charter on March 14th 1977. A celebration of the club's charter, organized by our two sponsor clubs, would be held about a month later. Today, there are still 5 charter members of the club, providing "service above self". They have all served in numerous committees and fund raising functions, and as club Presidents: Dr Ian Burgess, Herb Imler, Ron Smith, Tom Sorenson and Jim Thompson.

By the way, the 'Bulletin' became the "Arch" as it is known now, on April 25th 1979, as suggested by this scribe.

In a future "Did You Know" column we'll review the April 12th 1977 celebration of charter night and the interesting members we have known over these 40 years. For example, do you know which member was an MLA, which was a former CFL football player and who was our first female member ???

## Ron Smith, Rotary Chinook Memories

### A Rotary Journey of 39 Years

As I think back on my Rotary experience I recall how Father Greg called at my office one day, and my receptionist was shocked as she advised me, in my office, that a priest was in the waiting room to see me. This just didn't happen in our office. We met, and that day I joined Chinook Rotary and helped charter the club. How could I say no!!!!

What this great organization of Rotary means to me is its ability to provide an opportunity for a group of people, me included, to give back to society. Through our numbers we can make a difference. We are bound together in Rotary by our values. Commitment to community, integrity and honesty, friendliness, our Rotary Four Way Test and our professional approach to providing service. I believe we feel comfortable with one another because we share the same values. By living these values we have an opportunity to lead and change the world.

And of course my big concern is, we must be thinking ahead which should make us ask the question, "Who will carry on this work of Rotary?" It is the responsibility of each one of us to get others involved. Neighbours, friends, work associates, sons and daughters, and our customers. People who share our values and want to improve our communities and contribute to peace and international understanding.

## Ian Burgess, Rotary Chinook Memories

When I came to Calgary, a physician friend asked me if I would like to join Rotary (January 69). When I had things in place in 1977, I spoke to him and he suggested the new Chinook club would suit me as it was likely going to meet across the street from my office at the Tradewinds Hotel.

It was a great group and one of the best things that happened was Greg McLellan agreed to be founding president. Getting to know Greg made the whole effort worth the next 30+ years. We had some great adventures over the years but a few items stick out in my mind.

I was elected to be President in '89-'90 to follow Jim Galpin. He had us commit to a \$75,000 project furnishing a part floor at the Foothills hospital site (it is still there). Then Jim was transferred to Edmonton so I as President-Elect came into office in January of '90 while running a full blown pediatric practice.

With the help of the rest of the members we managed to pull it all off. The commitment to furnish the floor at the "Foot" was accomplished in less than 3 years (in Joe Hooper's year), not the five years we were given.

Also in 1990 we committed to buy a "Chuckwagon" canvas to publicize the coming RI convention in 1996. We made a few bucks and learned a lot about the Stampede. And had a good time doing it!

As a practicing pediatrician, Rotary's commitment to eliminate POLIO worldwide was an especially important venture for me. I even had the opportunity to take a minor part in the District's Polio Plus committee.

Other things that were outstanding was our commitment to park cars at Spruce Meadows and all the fellowship that entailed. And the importance that we developed in the eyes of the Spruce Meadows family.

## Jim Thompson, Rotary Chinook Memories

I was asked to join Rotary in 1976, during the formation of the new club, by Bob Dawson of the South club. I served as a club Secretary, Director, President Elect, President(81/82) and in numerous District and RI functions during the past 40 years.

We travel a lot, part of the fun in travelling for me was attending Rotary club meetings all over the world, even ending up as guest speaker (on 0 notice) at the club in Fiji! I enjoyed the weekly break of a Rotary luncheon, visiting with others from all walks of life.

The inter-club relationship we had for many years with the Invermere BC club, was great fellowship involving golf and downhill skiing over long weekends. In those days, we were all male members, no complications with accommodation at our Invermere home, for attending club members.

I was honoured to be selected to serve on the Bid Committee for the successful award of the 1996 RI Convention held in Calgary and the Executive Host Committee of the same Convention. I was further honoured with a Life Club Membership in 2007, and the first ever club Distinguished Rotarian of the Year Award in 2011/12. Projects provided real fellowship too, like our Book Sales, the Rotarians' Chuckwagon entry in the Stampede, annual corn sale, high school debates, and family picnics are great memories. One last great source of personal pride, the development of the club's Nature Park in south Calgary, the largest single club footprint in the City.

I continue to believe that Fellowship is the most important foundation of a successful club.



## Nominate a Deserving Club Member for the Distinguished Rotarian of the Year Award

In Rotary year 2011-12, our Club initiated a new annual award to honour one club member who has personifies "Service Above Self" both inside and outside of Rotary, at a level above that exhibited by most Rotarians. This award recognizes a member's overall contribution to service during his or her entire time in our Rotary Club, and not just the contribution of the current year. JA member must have accumulated at least ten years of service with Chinook Rotary to be eligible for this award. Jim Thompson, Ron May, Ian Burgess and Bob Montgomery have each been bestowed with this honour. An Awards Committee evaluates all the nominations that it receives, and recommends its choice to the Board of Directors for approval. The current Awards Committee is comprised of Ron May, Norm Moro, Ron Smith, Jim Thompson and Hank Popoff.

Nominations for this new award should be made in writing and directed to Hank Popoff, the Chair of the Awards Committee, to be received no later than **March 31, 2016**. Any club member in good standing may make a nomination. To avoid embarrassment, it is important to keep the nomination confidential as the Awards Committee may not recommend your nominee. The Awards Committee will separately nominate its own candidate before ranking all the nominations, including its own, utilizing the preset criteria detailed below. **You do not have to complete the selection criteria form when submitting a nomination; the Awards Committee will do this.**

A nameplate engraved with the name of the person selected for this honour will be added to the trophy which is prominently displayed beside the lectern at our weekly meetings. Additionally, the award recipient will be presented with an attractive recognition piece suitable for display in his or her home or office. The award will be presented at one of our meetings or gatherings when a number of Rotary partners are in attendance.

Please direct any questions you may have about submitting a nomination to any one of the Award Committee members.

Activity Credits	
1. Attended one District Conference	1
2. Attended more than one District Conference (additional to Item 1)	1
3. Attended one Peace Park Assembly	1
4. Attended more than one Peace Park Assembly (additional to item 2)	1
5. Attended one Rotary International Convention	1
6. Attended more than one Rotary International Convention (additional to Item 3)	2
7. Hosted a Rotary International Friendship Exchange	1
8. Contributed a minimum of \$1000 to the Annual Programs Fund of The RI Foundation	2
9. Introduced 2 new members who remained in club for 2 consecutive years	3
10. Served on 3 or more Club Committees	2
11. Served as a Director of the Club	2
12. Served on a zone or international committee (beyond District)	2
13. Served on a District Committee for 2 to 4 years	2
14. Served on a District Committee for 5 or more years (additional to Item 11)	3
15. Hosted 2 exchange students, each for 2 months or more	3
16. Hosted more than 2 exchange students, all for 2 months or more (additional to Item 13)	2
17. Served as a Student Exchange Counsellor for one or more years	2
18. Travelled to a developing country to serve on a Rotary humanitarian project	3 to 5
19. Conceived, developed and led a significant club project	0.5 to 5
20. Volunteered for one or more not-for-profits outside of Rotary for at least 5 years while a Rotarian	0.5 to 3
21. Personifies "Service Above Self"	2
Max. possible credits	46
MANDATORY REQUIREMENTS:	
1. 10 years as a current or honorary member in good standing in the Rotary Club of Calgary Chinook.	
2. Total credits from above listing must be greater than 22.	