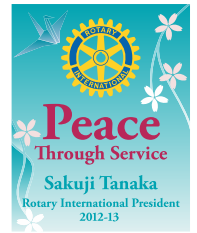




the Arch



February 12th, 2013
Volume 36, Issue 26

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VILLAGE MICRO BREWERY

Jim Button, Co-Founder

Jim Button has an extensive background in event planning, public relations and promotions. He has been feted by the Canadian Association of Fundraising Professionals for his philanthropy, Avenue Magazine has cited him for his success while under 40, and Alberta Venture Magazine has honoured him for his Community service. At Evans Hunt Group, a digital marketing firm, Jim gets to focus on helping customers participate in the brands they engage with online.

Prior to Evans Hunt, Jim was Vice President, Corporate and Community Affairs at Big Rock Brewery and also worked at agencies such as Venture Communications, McLaren:Lintas, Cossette Communications and JWR Advertising.



Jim joined us today however to speak about Calgary's newest micro brewery, Village Brewery. Jim outlined some industry facts about the beer business, such as that there are 8 breweries in Calgary. While sales of beer overall are down 2%, sales of "Craft" beer are up 16%. The benefits of micro breweries are many and include handcrafted product, community oriented culture, specialized ingredients such as Alberta barley and our own hard water, more choice, more fun, and local by definition. Such businesses appeal more to women, who, according to Jim, buy more beer than men (buy, not drink).

Village Brewery is owned by 6 partners and their brew master has over 45 years experience. It began when a group of friends, sharing a beer of course, decided to begin a community brewery ... one that would support Calgary's artists and craftspeople. They began with a philosophy of "It takes a Village" and built from there. While they had access to sufficient funds to complete their venture, they decided that in tune with their community approach, it would be a good idea to bring in more community leaders. They recruited a group of 50 Calgarians of accomplishment and called them "Beer Barons".



Within this group of "Barons", they reserved 5 spots for artists who contribute their creative energy to the "Village". Through such means as acting, music, photography, painting, or writing, they give guidance to the group and help keep them focussed on

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Rotary Club of Calgary Chinook

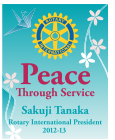
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Meeting Minutes



February 5th, 2013

Scribe: Paul Gaudet

President Dave started our meeting promptly at 12:15. He began by asking all in attendance to stand and observe a moment of silence in honour of Father Greg, our Charter President, who passed away on January 30th. He then welcomed everyone to Rotary and introduced "Oh Canada" and "Rotary Grace" with Betty doing her usual excellent job on the piano.

Gerald Langereis introduced our visitors and guests. Our meeting attendance today totalled 55; with 4 visiting Rotarians and 51 of our own members.

Dave called on Harry for our Sunshine Report, and he advised that there was a prayer service scheduled for Father Greg on Friday evening at 7:30pm, and that his Funeral Mass was the next morning at 10:00am, both services being held at St. Mary's Cathedral, 219-18th Ave. S.W. Pat Hutchinson advised that Bernie Carrier, a well known Rotarian from Lethbridge, was having some health challenges, and Tom Ranson advised that Lyle Davidson was doing pretty good and in good spirits.

Dave thanked Evelyn Stewart for being such a big help to Father Greg and also for keeping us so well informed.

Dale Perret took front stage to announce our February birthday and anniversary celebrations. A hearty Happy Birthday to Albert Amaniampong, Gord Billings, Ron Hardie, and Pat Hutchinson; and a Happy Anniversary to Gwynneth Gourley (and Jim) and Ron Smith (and Helen).



Greeters

| | |
|---------------|--------------------------------|
| February 12th | John McBean and Bruce McDonald |
| February 19th | Don McKenzie and Ed McLean |
| February 26th | Ron May and Ann Marsh |

If you are unable to GREET on your assigned day, please contact Barry Korpatsnisky so he can get a replacement ... 403-278-8982

Dale also noted that a good number of our members will celebrate a Rotary anniversary this month; Neil Beatty (8 yrs), Bruce Bohnet (27 yrs), Fran Hochhausen (4 yrs), Al Holt (27 yrs), Bruce McDonald (9 yrs), Ed McLean (26 yrs), Bill Stemp (1 yr with Chinook), George Van Schaick (7 yrs), David Wartman (4 yrs), and Bill Worthington (19 yrs.).

While this week's minutemen were coming up to the podium, President Dave took the opportunity to announce that we have a few Fellowship opportunities coming up in the next few months: an evening of 5 pin bowling at Toppler Bowl on Monday, February 25th (organized by Ted Wada), a pot luck dinner event at Red Deer Lake United Church on Saturday, March 16th (organized by Anne Dale, Heide Kramer and Linda Colclough), and a short Saturday bus trip to Rosebud, lunch and play, on Saturday, April 27th (note the change from April 13th as we will be parking for the Horticultural Show at Spruce Meadows on the 13th).

Minutemen:

- Rob Whitfield (great to see you Rob) brought greetings from the High River Rotary Club and encouraged us all to participate in their Valentine's Day Fund Raiser, check their website for details.
- George Kimura announced that the Rotary Curling League begins their playoff round this week (good luck to all), and further that the District Bonspiel this year is being held in Stettler on February 22, 23, and 24th.
- Ted Wada announced the bowling evening scheduled for February 25th at Toppler Bowl with an optional visit to Cravings (just down the hill from Toppler) for a bite to eat after all that exercise. (Note-we had 20 people sign up at our meeting for this event and hopefully more next week – great work Ted!)
- Peter Bickham did his usual excellent job representing the Rotary Foundation, reminding us that it is open for donations all year round. He presented Gwynneth Gourley with her "Paul Harris plus 2" pin, and Ian Burgess with his "Paul Harris plus 6" (ruby) pin. Congratulations and thanks to Gwynneth and Ian for their support.



We had a raffle today as our guest speaker (from Village Brewery) brought three samples of his products which he graciously allowed us to raffle. We raised \$84; John McBean and Bill Worthington were two of the winners and the third slipped under the writer's radar.

cont'd on page 3 ...



Upcoming Events



World Understanding Month

| | |
|----------------------|--|
| February 12th | Classification Talks |
| February 19th | Myrna Dubé, CEO, Parks Foundation Calgary — Calgary Greenway Project |
| February 22nd - 24th | District Curling Bonspiel in Stettler |
| February 25th | Fellowship Event: Bowling |
| February 26th | Bill Dunn, Foothills Historian |

Literacy Month

| | |
|------------|--|
| March 5th | Ed Lukowich, former Brier and World Curling Champ |
| March 12th | Jocelyn Davis, 17 year old Philanthropist |
| March 16th | Fellowship Event: Potluck Dinner at Red Deer Lake Church |
| March 19th | Fairview School Lunch |
| March 26th | Shibanee Verma, Strategist in Health Care Space |

Magazine Month

| | |
|-------------------|---|
| April 2nd | Kim McConnell, CEO, AdFarm Canada |
| April 9th | Harry Sanders, Calgary Historian Laureate |
| April 13th | Parking for the Horticultural Show at Spruce Meadows |
| April 27th | Fellowship Event: Rosebud Theatre – lunch and play |
| April 29th - 30th | Casino @ 'Calgary Casino' — contact Joe Hooper for info |
| April 30th | Jungle Jim Hunter, motivational speaker and former Olympian |

Promote RI Convention Month

| | |
|----------------|---|
| May 3rd to 5th | District 5360 Conference 2013 "Peace, Passion & Partnerships" in Lethbridge |
| May 7th | John Hugnagel, Head Coach and GM, Calgary Stampeders |



Meeting Minutes

.... cont'd from page 2

Peter Bickham returned to the front of the room as our Sgt at Arms. He pretended to be our friend by telling us a funny story about obituaries before showing his true calling as a magistrate. He fined Dale for several transgressions during the birthday announcements, and then fined his entire table for disgraceful conduct. Gerald was fined for improper use of the microphone during guest introductions and then Peter proceeded to fine all his crib playing adversaries, Norm, Al and Bob for various sins, mainly winning. Lastly, he then picked on Tammy for flaunting her lovely tan.

Fellowship Potluck Dinner

Saturday March, 16th 5:00pm - 9:30pm
Red Deer Lake United Church Hall
Spruce Meadows Trail, 1 km west of 37 Street SW

Please come and join your fellow Rotarians for a fun evening, and enjoy the tastes of the best of all of our special dishes. This is a social event, so bring your better half, or don't hesitate to come alone and enjoy some fellowship.

A sign-up sheet will be sent around the next couple of weeks for you to indicate your participation, and for saving a spot to bring your favourite dish or dessert that you love to make and take to events like this! We may have to juggle some dishes around if everyone signs up for desserts!

Contact: Anne Dale anne@mysewingroom.ca
 Heide Kramer admin@mysewingroom.ca

Good News/ Bad News:

Al Pettigrew donated to the pot in honour of his mother, who lives on the West Coast and is celebrating her 98th birthday (Al reports that she can still beat him at crib). Tammy also donated in recognition of her recent trip to the Phoenix Open where she saw Phil Mickelson play record breaking golf. Ian Burgess recognized his daughter's career in Opera and encouraged us all to attend and support this art form. Lastly, Dave Saunders chipped in to acknowledge how grateful he was to be back home after his business trip to China, and also how pleased he was to be heading off on vacation to the Dominican Republic.

Our 50-50 winner was Bob Montgomery. He told everyone not to give up hope as this was his second win in 17 years (ouch).

Bart Dailley was called on to introduce our guest speaker, Jim Button, who is a founder of Village Brewery, Calgary's newest Micro Brewery.

George Kimura thanked our speaker by presenting our "Add Your Light" certificate.

Dave announced that our program next week would be classification talks (so come out and get to know our new members better) and that Stephen Pick, our current Vice President, would be chairing our meeting.

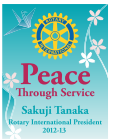
Photos courtesy of John Beatty



THIS AND THAT

Village Micro Brewery

... cont'd from page 1



Community improvement. In addition to providing guidance and creativity, the 50 "Beer Barons" are among Village Brewery's best customers.

The Brewery was up and running by November, 2011 and produced its first keg of beer on December 21st, 2011. They produce product in three sizes, a 4 pack, a 12 pack and a 3 litre "growler", as well as kegs of course. They produce 4 types of beer: Village Monk – "a jolly black brew with a stout body borne of copious chocolate and caramel malts"; Village Blond – "an ale with a crisp, dry palate that balances a slight fruity sweetness with a subtle bitterness, handcrafted, unpasteurized (limited shelf life), free of preservatives and additives"; Village Blacksmith – "a hand forged ale, a premium two row Alberta barley, roasted to a black malt, stalwart and bold"; and finally Village Wit – "a finely crafted, unfiltered wheat ale in the Belgian tradition, the colour of straw with a delicate white haze, with crisp flavours accented with orange zest and coriander".

Their first year has been very exciting, and by any measure, quite successful. They sold 30% more kegs than forecast and 500% more "growlers". In fact, they sold out all their production capacity and while they had set up a bottling line,

they could not use it and risk not meeting the requirements of their retail customers (i.e. kegs). As a result they quadrupled their capacity by September and could then begin selling product by the bottle. A comparison from January, 2011 (first full month in business) to January, 2012 is interesting: sold 289 "growlers" in 2011 versus 1,246 in 2012; sold 380 kegs in 2011 versus 750 kegs in 2012. Their products are presently in 65 liquor stores and in 90 bars within the City.

They initiated a project to help local artists by offering to accept a "growler" filled with pennies in return for one filled with beer. They raised over \$5,000 for artistic support within Calgary.

They highlight that Village Brewery is like village beer ... the only place you will find it is in Calgary. They are located at 5000 - 12A Street SE, and offer brewery tours and event space (sounds like an interesting tour??).

For further information, their website is www.villagebrewery.com



Fellowship Events

More information on these events to follow. Keep the dates free for fun and fellowship!

- | | |
|---------------|---|
| February 25th | Bowling – Ted Wada is contact. |
| March 16th | Potluck Dinner at the Red Deer Lake Church. Facility is booked. Anne Dale is contact. |
| April 27th | Trip to Rosebud Theatre. We have been approved for the bus. Paul Gaudet is contact. |

Cribbage Club

Horton Road Legion
9202 Horton Road SW
(close to the bar)

Arrive anytime after 5:30 to enjoy food, drink(s) and most of all, fellowship.



Start play: Tables of four to be ready to start play at 6:30 sharp.

Membership: New members are welcome. Lifetime Membership is \$3.00

Thursdays February 14th February 28th March 14th
March 28th – final game for the Lew Reid Memorial Trophy and possible Cash Tournament, if there's enough interest.

Questions, contact Norm Moro at nlmoro@shaw.ca

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