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Maturepreneurs Jannette Anderson

Our speaker today was Jannette Anderson from "Maturepreneur World".

In 2020 Jannette was blindsided by the impact of ageism. While not used to being invisible, she was repeatedly and pointedly ignored at a business conference ... and she wasn't alone. So was every other woman over 60, and some of the men. Curious, she started to investigate and became impassioned about changing the status quo for what she calls 'Maturepreneurs'.

As a business development expert with over 40 years of strategic planning, sales and marketing experience, she feels like she is really hitting her stride now at 64! She has been a corporate trainer, taught for universities and colleges, and done her time in the corporate trenches in roles ranging from print-shop press-operator to V.P. Professional Services for a Canadian Fortune 500 company. She's had four iterations of her own business (including an event planning business), and knows the ins-and-outs of growing from start-up to a seven-figure established enterprise.



Her first, last and only true love is working with entrepreneurs on identifying, claiming, and positioning their value so they can make a meaningful difference AND a magnificent living. Having experienced ageism first-hand, and knowing the incredible value the 'Wisdom Workforce' possesses, she is determined to create a global platform for those who are 'Too Inspired to Retire'.

Jannette spoke about three trends:

The **first trend** is the poverty epidemic.

- 65% of North Americans cannot afford to retire
- Many of the other 35% choose not to retire fully
- Having a purpose adds 7 good years to your life

These numbers indicate that many seniors still need to work, yet it is extremely difficult for a senior to get hired. It is as if they are invisible.

The **second trend** is the loneliness epidemic.

Many seniors tend to live alone and are often hesitant to join groups. It is important for them to realize that it is important to have purpose in your life and Jannette advises that such purpose could add years to your life and help you be more fulfilled.

The **third trend** is that many boomers (those in the 35% category that can afford to

retire) are relatively wealthy, but are also ignored by most businesses. This means that it is a good time to establish a business selling goods or services to other seniors.



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Rotary
Club of Calgary Chinook



120
YEARS OF ROTARY



President Rob called our meeting to order at 12:15, welcoming all in attendance.

Indigenous Fact

Head-Smashed-In Buffalo Jump

High on a bluff overlooking the wide-open plains of Southern Alberta is one of the county's most significant archaeological locations, and a UNESCO World Heritage Site. For over 6,000 years, Head-Smashed-In Buffalo Jump was used by the Blackfoot people to hunt the herds of buffalo that once roamed the prairies in vast numbers. Head-Smashed-In features a world-class museum and year-round hiking trails. During the summer, there are often cultural performances from Blackfoot dancers, singers, and drummers.



This Day In History

1865 Abraham Lincoln dies nine hours after he is shot by John Wilkes Booth while attending the play "Our American Cousin" at Ford's Theatre in Washington.

1912 On this day in 1912, the British luxury passenger liner Titanic sank en route to New York City from Southampton, Hampshire, England, after striking an iceberg during its maiden voyage; some 1,500 people died.

1947 Jackie Robinson, who broke baseball's racial barrier, played in his first major league game for the Brooklyn Dodgers at Ebbets Field.

1955 American fast-food pioneer Ray Kroc opened the first McDonald's franchise in Des Plaines Illinois, launching an enterprise that would eventually become the world's largest fast-food chain.

2019 The historic Notre-Dame de Paris caught fire during a restoration campaign, and the blaze destroyed most of the cathedral's roof, the 19th-century spire, and some of the rib vaulting.



Club Business

We had 22 participants at our meeting today which included our guest speaker, Jannette Anderson and Bob Leviston, Kim's partner. Our guests were introduced by Dean and welcomed with our 'Welcome to Rotary' song.

Rob **thanked** Paul G. for being our Scribe today. He also thanked Dean and Garth for being our Greeters today and for making everyone feel welcome. He thanked Stephen and Anne for all they do for our Club, and Paul H. for arranging our meeting set up. In addition we also wish to thank both Hank and Neil for operating our payment system.

Photos courtesy Stephen Pick

Get to Know our Members

Garth Plunkett



Garth told us about his unique career(s) of working 30 years in retail with The Bay and then Eatons, followed by a second 30 year career in Personal Financial Services. He began with the Bay in Winnipeg, and then worked in the North where he learned how to grade and purchase furs. He was recruited to join Eatons in Thunder Bay selling appliances. He became a manager and in 1979, he was

transferred to Winnipeg where he sold sports equipment. He was transferred to Mississauga then on to HO, in charge of sporting goods in 110 stores. He continued to move around, to Toronto, Thunder Bay, Saskatoon and finally to Calgary.

In 1994 Garth decided to take on his second career in Financial Services. The many years he spent in the retail industry, dealing with clients and senior management gave him all the skills he would need to build a successful Financial Services business and that is exactly what he did.

Garth just retired (sold his portfolio) so we look forward to seeing more of him in Rotary now that he will have more free time.

Good News/Bad News

- Joe confirmed that the Annual Book Sale, which takes place at the Calgary Curling Club in May, is upcoming and we have been asked to provide vehicle parking assistance once again. Further details to follow.
- Rob announced that he will be attending the upcoming Provincial 5 Pin Bowling Championship being held in Medicine Hat. He will be coaching a ladies' team from Calgary.
- Bev and Anthony are back on the road, this time on an 11 day cruise to Panama.

Chase the Ace

Rob had our guest speaker select a ticket and it turned out to be Tammy Truman's, who was absent. Rob will contact Tammy and ask her to choose a card to see if she can find the Ace of Spades. Assuming that she misses, then it's time to send in your \$20 for the 2 picks in May.



Sunshine Report

- Rob noted that he has spoken to Jim who has had a second eye operation, however reports that he is on his way to recovery.
- Hank has been in touch with George Van Schaick who is healing but anticipates a lengthy recovery. Give him a call as he enjoys speaking to his Rotary friends.

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- Rob announced that Ted and Grace's 16 year old grandson (Graeme) has passed away unexpectedly. Rob proceeded to read the published obituary and it was clear that Graeme was a special person who accomplished many wonderful things in his too short life. We offer our sincere condolences to their family for their tragic loss. Rob will circulate the obituary.

Guest Speaker

Our speaker today was Jannette Anderson from "Maturepreneur World".

Dates to Remember

- We are planning a visit to Village Brewery for our evening meeting (5:30 to 7pm) on April 24th, as a joint event with Calgary East. Please confirm to Rob if you plan on attending so he can arrange our visit.

Maturepreneurs

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Jannette's main goal is to overcome ageism through entrepreneurship. She outlined three calls to action:

1. Awareness — be aware of the ageism that exists.
2. Connections and Referrals — resources are available to help choosing a new business, to help getting it off the ground and keeping it going forward.
3. Be an example — hire seniors.

Contact info for Jannette: jannette@bodacity.ca
tel-403 615 3838
www.maturepreneur.world

George K thanked Jannette for her presentation and advised her that we would be making a donation to Rotary's Polio Plus in appreciation for her joining us today.



- Our next regular meeting will be on Tuesday, May 6th at noon at the Carriage House. Our speaker will be Jay McNeil, President of the Calgary Stampers, so please remember to wear your Stampeder gear!

Rob thanked everyone for attending today, and asked all to stand and help close our meeting with a reading of Rotary's 4 Way Test.

Remember, "The Magic of Rotary". Have a great Rotary week! Meeting adjourned at 1:30pm.

Just for Fun ... McMahon Stadium Then & Now



**Remember to
wear your
Stampeder gear
... or something red ...
next meeting !!**



How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites?

You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out, and in which, an alarm goes off by going on.

English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

Youth Service Month

May 6th
May 20th

Jay McNeil, President, Calgary Stampeders
Ray McPhee, Human Trafficking

Rotary Fellowships Month

June 3rd

Leny Smith — Pediatric Dentistry



Evening Meeting with Calgary East Club @ Village Brewery



Rotary Connections

Photo of us with Gordon Butt (President of Lethbridge East) and his wife Laraine. This is taken on the beach in Grand Cayman. We made it through the Panama Canal, and arrived in Costa Rica this morning, April 25th.
Bev Tonkinson



Youth Service Month

