

DG Mary Turner has announced a bold campaign called “**Marvelous Moments in May**”. Details follow later in the Bulletin. I hope you will participate and submit some of your “**Marvelous Moments**”.

I think our Club should take this one step further, and we should make it one of those “Stamp Around” or “Passport” events. I am going to provide a list of “**Marvelous Moments**” below. Please gather pictures or images of as many of these moments as possible, Then, on May 31<sup>st</sup>, please forward your “package of **Marvelous Moments in May**” to me. When the Terrace at the Ranchmen’s Club is open and when we can dine with other households, Darren and I will host the winner of the “**Marvelous Moments in May**” contest, and their guest, to dinner. Alternatively, we will barbecue hotdogs on our patio... Whatever, I promise it will be a “**Marvelous Moment**”.

Suggestions:

- Enjoying your favourite dessert
- Something Star Wars – for May the 4<sup>th</sup> be with you...
- Enjoying Cinco de Mayo
- Wearing your favourite hat/outfit – think Kentucky Derby
- Blowing bubbles, or a bubble gum bubble.
- Time with your pet/pets
- Time with your mother or honorary mother, or if you are a mother, time with your children/grandchildren – think Mother’s Day
- A nature scene or bird or wild animal or all of the above
- Enjoying your favourite sport/activity – golf, biking, gardening, building sandcastles
- Enjoying your favourite beverage – see Enjoying Cinco de Mayo. Note, these are separate items, and beverage does not need to be cold or alcoholic, think Coffee in the morning sunshine, or back to alcoholic, Coffee and Bailey’s in the morning sunshine..
- Something you cooked or baked or stole from someone else’s plate...
- Getting your vaccination
- Cruising... whatever that means in your world.
- Smelling the flowers – bonus if they are lilacs
- Something that made you laugh out loud or snort inappropriately.
- Volunteering – again, bonus points apply
- Time with your special friend, BFF, main squeeze – please keep clothes on.
- Playing with a yo-yo, or marbles, water pistol, or similar childhood toy; bonus points if activity is being done with a child
- Art, sculpture, Lego project
- Supporting a local business
- Face painting or wearing a costume
- Any marvelous moment you want to share

I am sharing a **Marvelous Moment in May**. **Kathy Demorest** delivered our Cinco de Mayo package, and she brought me a new frame for my license plate. Darren put it on this weekend. You have to agree, it is simply **Marvelous**. This will make the policemen sit up straight and pay attention when they are mailing me those pictures of my license plate. There should be a loophole in the definition of speeding for license plates framed in red high heels... Let’s face it. Really? We’re not speeding, we’re just cruising...



Good afternoon Rotarians and Guests. Welcome to the May 13<sup>th</sup> meeting of the Rotary Club of Calgary at Stampede Park. I am the Club's President for 2020/2021 – **Penny Leckie**.



Today, our speaker is **Ray Price of the Sunterra Group**. Ray will tell us that Sunterra is much more than its retail market stores, but putting a bit of a spin on things, I know we have all been to the local grocery store. I thought I would share some of my memories and experiences while grocery shopping... Like most recently, when I checked out the restrictions, and they told me a mask and gloves were all I needed to go grocery shopping... But when I arrived at Sunterra, I realized I had misunderstood. Everyone had clothes on. Another time, as I was checking out at Sunterra, the clerk said to me, "Strip down, facing me." I was down to my socks before I realized she was talking about my bank card."



All kidding aside, we are very blessed, to have a Company, like the Sunterra Group, who not only do a great job of keeping the shelves stocked and providing a safe environment for us consumers to purchase our food, but Sunterra Group also produces the food, to ensure we have a constant supply available. I gave the team, at my office Sunterra gift certificates for Christmas. They have told me they could taste the difference in the meat they bought. Sunterra is a tremendous local business story, and speaking of local, please rise for O Canada.

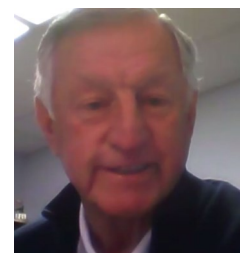


Welcome to all our guests today. I hope you enjoy the meeting.

**Bulletin Editor: Glenn Potter Photographer: Clive Pringle**

**Health and Wellness : President Leckie** had not received a report, so again, fingers crossed that everyone is well

**Rotary International Fundraiser Gala: Coach Murray Flegel:** Murray reported that the Gala was a great success and he thanked Penny for all her help with the project. Over \$200,000 was raised. Our club finished 2<sup>nd</sup> in Zone 28. There are 21 districts in Zone 28. District 5360 was 3<sup>rd</sup> overall for 43 Districts. We had over 60 people in attendance and we came through with flying colours. An outstanding job. The event was an excellent opportunity for our newer members to see the scope of Rotary International. It was reported that there have only been 2 cases of polio reported; one in Pakistan and another in Afghanistan. We are almost there in eradication of this disease. Murray really appreciated the comments by Danielle Smith – she was a highlight.



President Penny: I am pleased we had good attendance from the Members of our Club. I hope everyone enjoyed themselves. From my perspective, there were some great takeaways:

- I think we need to have more connection with representatives from Rotary International. Our Club does a lot of work through World Community Service, but last night, I was reminded of the power we have as a global organization, and the change we can make in the world. These are all good people, doing good things throughout the world. I was excited to be part of that organization.
- There was great material that our marketing and communications team can use, as well as our membership teams. We need to get over being humble.
- I really liked Jennifer Jones. I thought she was warm, real, sparkly and bright, with a good sense of humour. Everything you would want a Canadian Chick to be. I can't wait until she is the leader of Rotary International. I will be there, supporting her and cheering her on. I know she will be a wonderful ambassador for Canada.
- I had to leave the tailgate party early, so I can't comment too much on that, but the part I saw was excellent, and I wished I could have stayed to the end.



- There were many things that stuck with me last night, but one comment, in particular resonated and I know I will use it when I work with my clients. The comment was “***Giving is not making a donation, it is making a difference.***”

I want to thank **Murray Flegel** for doing a fabulous job of not only representing our Club at the District level, but for doing a fabulous job of organizing the tailgate event. Also, thank you to **Jack and Myrna Thompson** for your efforts in promoting the event within our Club.

This was a unique event, but based on my experience last night, I would gladly participate and would encourage others to participate as well, if a similar opportunity presents itself.

We have a special friend from the past visiting us today. **Bob Wiens**, can you please make the introduction?

**Bob Wiens:** It was my pleasure to host our Outgoing Exchange Student from 2012/2013. **Daniela Galindo** went to Hungary as a representative of our club. I met her on her return when **Ron Prokosch** called asking if I would meet with Daniela's grandmother Yolanda, from Bogota who wanted to talk about Rotary projects. Two of my favorite subjects. Since then I've met Daniela a few times at our Stampede kickoff luncheons but I hear she has been extremely busy on the academic and volunteer front since then. I'll ask her to share her experiences with us. The floor is yours Daniela.



**Daniela Galinda:** Daniella showed us pictures of where she stayed in Szeged, Hungary during her exchange ten years ago. She's kept in touch with the five families she interacted with there. She learned to ski, went to Budapest and still cooks many of the foods she ate there. She continues to travel and has completed her Bachelor's degree at U. of Calgary, and is currently working on her Masters. She volunteers and is helping out at Community Hub. She gave a special thanks to **President Elect Craig Stokke** for his committed support during her exchange. She was a presenter at the recent District Conference and offered a sincere thanks to club for providing her with a “life changing experience.” Please see the Meeting Link for the entire slide presentation ...



<https://youtu.be/wtWSj9N4nVA>

**DG Mary Turner** has announced a bold campaign called **Marvelous Moments in May**. Jamie can you please play the video describing the campaign? <https://www.youtube.com/watch?v=jE1qyPznbPU>

More details are provided in today's Bulletin. In addition to DG Mary's campaign, I have put a little twist on it for our Club. In today's Bulletin, I have made some suggestions for some marvelous moments, and have created a contest for the month of May. Sort of like a passport theme, and whoever comes up with the most marvelous moments wins dinner with Darren and me. (Yes, that is a prize.) In the Bulletin I suggest dinner on the Terrace at the Ranchmen's Club, once things open up again, but as I was preparing for today's meeting, I realized, a barbecue with some Sunterra meat and other treats would be even more special. So, let's have some fun with it, and let's share as many **Marvelous Moments in May** as we can. Darren and I will make a Marvelous Moment for the winner.

**Community Kitchen:** **Earl Huson** reported that he had sufficient volunteers for the Community Kitchen in May and he was now working on filling the shifts in July.

**Sergeant at Arms:** **Spencer Tonkinson** hit the jackpot as most of his questions garnered the club a rich cache of fine monies. Kathy and Darlene were up on their Titanic history so they escaped but someone (whom we can't name) certainly missed the fact that one of the most recent US presidents had actually been impeached TWICE!! David however, missed the clincher about a “cereal Killer!” Great job filling in Spencer.





**Speaker Introduction: Bryan Walton:** Ray Price grew up on a mixed farm near Acme, Alberta. After attending college he returned to the farm and worked in every area of the business. The company; now called Sunterra Farms, has pig operations in Alberta, Ontario, South Dakota, and Iowa as well as cropping operations in the Acme area. Sunterra Meats started in 1989 as a small meat plant located in Trochu. Since the first sales to Japan in 1993, to now over 85% of the production is now exported to Asia. Sunterra Markets opened their first store in 1990 and now has 9 retail food stores, and 3 Starbucks locations in Calgary, Red Deer and Edmonton. In 2018 a partnership between Sunterra and the Simonini family of Italy resulted in the construction of a dry cured salami and cooked ham facility in Acme. It now is selling products across Canada and into the U.S. The most recent expansion for Sunterra is a 20 acre glass fully lit greenhouse which will produce tomatoes and strawberries starting in late 2021.

Ray is now President of the Sunterra Group, which includes Sunterra Farms, Sunterra Meats, Sunterra Markets and Soleterra d'Italia. He has worked for, and with, his mother, father, five brothers, and his sister since joining the business in 1979. Ray and his wife Peggy have 5 daughters and continue to live on a farm near Acme.

**Guest Speaker: Ray Price**

Ray Price began his presentation by showing us pictures of the family history in Alberta. The family eventually moved to Acme Alberta and their farming practices led to the formation of Sunterra, a hog business. Sunterra imported their earliest breeds from England and their first shipment was one of the earliest shipments using air transport.



The hog production started in 1970 with facilities in Acme. They currently process over 1,500,000 pigs per year and in 2017 began production in South Dakota where they operate over 100 barns. They also have a large grain operation to help sustain the hog production.

In 1990 they purchased a small meat processing plant in Trochu where they now employ over 200 people. They upgraded this facility to federal standards enabling them to market overseas since 1993. Due to their high quality, their products are highly sought after in Japan and China.

**Sunterra Meats**

- Local and domestic sales (10%):
  - Sunterra Markets
  - Soleterra d'Italia
- International Exports (90%):
  - Japan and China (85%)
  - Los Angeles (3%)
  - Europe (2%)



Sunterra opened their first Market in Bankers Hall in 1990. They now have six stores in Calgary and also are serving Edmonton and Red Deer. Ray briefly eluded to their closures due to Covid 19. They employ over 800 people in this division.

Sunterra has offered on-line shopping for over ten years. Virtually all their products in the stores are either produced in the store or grown locally. Their growth is attributed more to “word of mouth” rather than large advertising campaigns.



Sunterra established a partnership with the Simoni family from Moderna, Italy. This has enabled them to produce specialty Italian pork products. They were especially interested in developing the “dry-aging” technics used by the Italians.

Their newest venture is in producing tomatoes and strawberries. They have built a new greenhouse facility at Acme solely for this purpose. Still in it’s infancy they are hoping to fully develop these products and their supply by Christmas 2021.

Ray concluded his presentation by showing a picture of all the family members, everyone wearing different coloured T-shirts depending on what business area they were involved in.

This is a great story of family entrepreneurship in Alberta.

**Questions:**

**Is the Britannia Store the oldest?** No: They took over the “Foodvale” store in ’93. It too was a family oriented business and they have maintained the relationship to this day.

**Given transportation costs how does this impact their global shipments?** Ray replied that it costs 5 cents a pound to ship food to California and using containers it is cheaper to ship to Asia than to Toronto. Shipping out of the port of Vancouver it is the shortest route from North America to Tokyo hence a big portion of their business is to ship “chilled pork” to Japan.

**Why is it better to produce pork in the US rather than Canada?** Canadian regulations are more stringent. Also the “not in my backyard” sentiment is very prevalent. Regulations in South Dakota take about 3 month to get through while in Canada it can take over a year. Our big banks are not into supporting agricultural companies as much as many smaller banks in the US.

**How does climate change impact your industry?** Climate change is opening up more land due to the changes in temperature. They are focused on looking at developing newer product suited to these developments ie: they do not produce corn which is grown in more sunny regions. They have to look to efficiencies—it is better to send pork to China rather than grain.

**You are a family business , how has that worked?** First and foremost – we are a business – family members had to “buy their way in”. They developed a two page document which served as a “road map” for developing family ties. Members of the family had to agree to “work in the business” according to their strengths. For example, it’s often better for younger members to work for an Uncle/Aunt rather than their father. When their parents passed, family members had to “buy” their shares.

**Toby Oswald-Felker:** Ray, it is my privilege to thank you today on behalf of our Club for sharing your family’s inspirational story. We hear so much about Albertans having an entrepreneurial spirit and Alberta being one of the best places on Earth to be an entrepreneur with the most entrepreneurs in the G-7. Certainly it’s hard working, salt of the earth, visionary families such as yours that they are referring to.

Having grown up in a Mom & Pop family food business and having been part of the retail food Industry in Canada for most of my career, I know it’s not an easy business to be in, to compete in and to grow in. But your families story is an amazing portrait of innovation, determination, ingenuity, teamwork and integrity and truly an Alberta Family business success story worth telling!!

Thank you for telling it to us today and perhaps one day when we can gather again we could do an offsite meeting and tour Soleterra d’Italia!! We’ll bring the Ciabatta and wine!!!

**President Penny:** Ray; Thanks for sharing information about the Sunterra Group today. In appreciation of your participation in our meeting our Rotary Club has donated \$100 to the Calgary Rotary Clubs Foundation. This gift will be invested in an endowment fund to generate annual income which our Rotary Club will use to make an impact in the community.

**Soleterra d’Italia**

- Specialty dry cured and cooked Italian pork products
  - Salamis - dry cured
  - Cooked hams
  - Cured whole muscle meats - prosciutto, pancetta, coppa



Next week, our speaker is Sarah Salus from the Parks Foundation Calgary.

A number of Calgary Rotary Clubs have been working on finding a project that could be a joint initiative.

One of the projects that has hit the radar is a park beside the Calgary Centre for Child and Adolescent Mental Health.

**Jim Hutchens** has been representing our Club on this joint initiative, and he is working with Sarah and other Rotarians to provide an information session next week.

I know it will be interesting to hear about a positive project happening in our City, and hear about how Rotarians have participated to this point, and how they might be involved going forward.



**Going back to DG Mary's Marvelous Moments in May initiative, here are a couple of thoughts for you.**

- ◆ Life isn't perfect, but it has perfect moments.
- ◆ Life is not measured by the number of breaths we take, but by the number of moments that take our breath away.
- ◆ We do not remember days, we remember moments.
- ◆ Don't WAIT, CREATE special moments.
- ◆ Dr. Seuss said, "Sometimes, you will never know the VALUE of a MOMENT, until it becomes a MEMORY".
- ◆ Richard Back said, "The best way to pay for a lovely moment is to enjoy it."



**I hope you have many Marvelous Moments, this May and I hope you share them with your fellow Rotarians**

**Have a great week everyone**





## ***THE LATEST NEWS FROM YOUR STAY IN SCHOOL Golf Tournament Committee***

***Early Bird Registration closes MAY 15TH***

**Time is running out to register for the 2021 SUPREME WINDOWS \$1,000,000 AMATEUR CHARITY GOLF CLASSIC and have your name entered into the Early Bird Draw for:**

***Green Fees and Carts for 4 Golfers any Monday to Thursday at Cottonwood Golf and Country Club***

***Remember participation at the Golf tournament is on a First Come (and paid), First Served basis. We have 111 Golfers already registered!***

### ***MORE NEWS!!***

**We are making some changes to the tournament pace of play and improve the overall experience in this year's Golf Tournament that we think you'll like!!**

**Change 1: There will be 3 Sets of Tees and Accessible Pins on ALL Greens**

**Ladies: Gold  
Men: 15+ Bronze  
Men: 0-14 Blue**

**Change 2: ALL Four Par 3's will have Hole in One Prizes (\$50,000)**

**Ladies: 125 yards  
Men's: 150 yards**

***\*The Million Dollar Hole in One remains at 165 yards \****

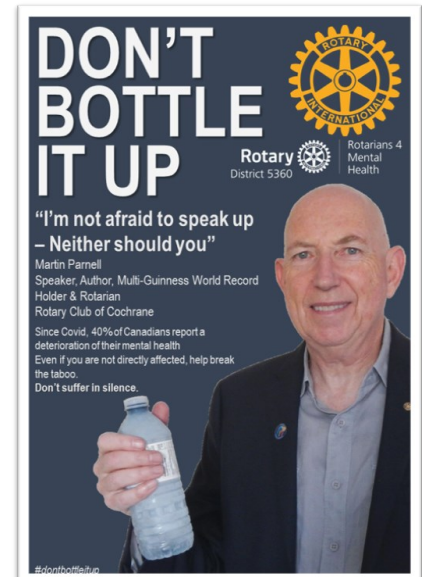
***\* Don't Forget to take a sneak peek at the amazing online Auction Items by visiting our Golf Tournament website: <https://www.stayinschool.ca>***

**DG Mary Turner sent a message to you and all of the other Rotary members in the District. It provided information announcing a bold campaign by Rotarians for Mental Health (District 5360) called Marvelous Moments in May #MarvelousMoments.**

**With the knowledge that COVID19 has impacted people's mental health and for some in very significant ways, and that Alberta has now evoked increased restrictions again, Rotary is responding in creative and innovative actions. Through the leadership at a district level and your leadership at a club level we can do things to impact the mental health and well-being of Rotarians within our clubs – and the community overall.**

## Rotarians4MentalHealth

As Mary noted, one way to take action to maintain and regain our mental health is to recognize, appreciate and celebrate what's right in our world. This has led to the introduction of the Rotarians4Mental Health, Marvelous Moments in May campaign, where we highlight things that we see in our daily lives that make us happy – and share them with others. Studies have clearly indicated that when people focus on some of the positive aspects of their lives it improves their satisfaction with life, feelings of happiness and overall mental health.



My request to you is simple – identify ways to mobilize the Rotarians within your club to share their Marvelous Moments with each other and with the district office during the rest of May. One way that some clubs are doing this is to replace “Happy and Sad bucks” time with “Marvelous Moments” time. Encouraging each member to share some special about their day, week or month. We know that “Word Create Worlds”. For some this may be crucial in shaping their personal world at a time that is critically needed – for others it would be done with the purpose of helping others who are in need – helping them to see the small but important things that have positively impacted their life – so that they can create a more positive world around them.

Here is a thought – when members share, they could send the submissions individually to the District OR the club secretary taking notes would send in all of the marvellous moments highlighted by their club members that day!

<https://www.youtube.com/watch?v=jE1qyPznbPU>

My request is simple, encourage your members to do this for themselves – or do it for others that need more positivity in their world. Please submit moments to:  
[r4mhmarvelousmoments@gmail.com](mailto:r4mhmarvelousmoments@gmail.com)

If you have any questions and/or wish to share with me your creative ways of mobilizing your club, please do not hesitate to contact me at [dsouveny@shaw.ca](mailto:dsouveny@shaw.ca)

For more information on what we are doing for mental health, check out the website at <https://rotary-site.org/rotarians4mentalhealth>

**Dwaine Souveny Rotary Club of Red Deer Sunrise**



## **COMMUNITY KITCHEN VOLUNTEERING**



**Volunteers are required  
for Community Kitchens  
located at:**

**3751 - 21 Street NE**

**This is to support the Good  
Food Box program. Volun-  
teers 18 years and older are eligible to volunteer**

**Volunteers are required for these upcoming dates:**

**Tuesday July 6: 1 PM: 2 volunteers needed**

**Monday July 12: 5 PM: 2 volunteers needed**

**Tuesday July 19: 16 volunteers needed**

**Please contact Earl Huson directly at:**

**[ehuslink@telusplanet.net](mailto:ehuslink@telusplanet.net) or call 403 686 0828**

**If you can fill any of these shifts**

## Rotary Partners' Book Club Meeting

**Date: Monday, May 17<sup>th</sup> at 9:30 am.**



We hope you will join us on ZOOM. Please let **Maureen Hutchens** know by Saturday May 15<sup>th</sup> and Maureen will send out the link.

Our Book Club is saddened with the loss of member **Anna Zacharki**. She will be truly missed.

**Submitted by Jane Topp and Maureen Hutchens**

### DEAR PARTNERS:

The Executive & Fundraising Committees want to inform all members that we will have to **CANCEL** our Event on May 15th due to COVID-10 restrictions. Making Changes will **NOT** be able to accept our donations at this time.

We will announce a new date at a later time.

Thank you for your patience as we work through these most current restrictions.

We are looking forward to meeting again in the near future...

Stay safe and have a good day!

**Karen Grant, Treasurer on behalf of Denise MacLeod, President**

## NEXT WEEK'S MEETING

**May 20th: Sarah Salus:  
Calgary Centre for Child  
Mental Health**



- May 27th: Annual Dream Home Kickoff**  
**June 3rd: World Community Service Presentation**  
**June 10th: Peter Tertzakian: "Energyphile"**  
**June 17th: Stay In School Presentation**  
**June 24th: Changing of the Guard**  
**July 1st: Canada Day—No Meeting**  
**July 8th: Dream Home Kickoff**  
**July 15th: Dream Home Operations**  
**July 22nd: STAY IN SCHOOL GOLF TOURNAMENT**  
**July 29th: District Governor Martin Parnell**

### HEALTH AND WELLNESS CONTACT

For the month of May please contact **Hugh Delaney** at: (403) 255- 0422

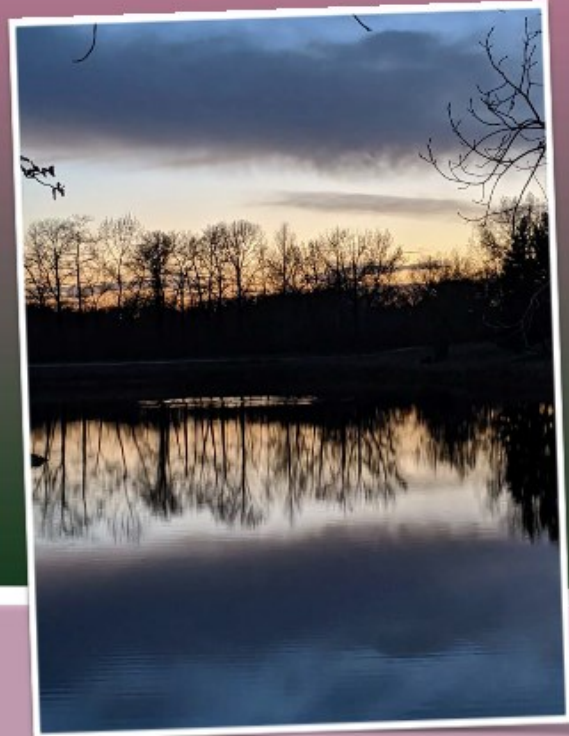
**MAY BABY**

**Stubborn and hard-hearted . Strong-willed and highly motivated. Sharp thoughts. Easily angered. Attracts others and loves attention. Deep feelings. Beautiful physically and mentally. Firm Standpoint. Needs no motivation. Shy towards opposite sex. Easily consoled. Systematic (left brain). Loves to dream. Strong clairvoyance. Understanding. Sickness usually in the ear and neck. Good imagination. Good physical. Weak breathing. Loves literature and the arts. Loves travelling. Dislike being at home. Restless. Not having many children. Hardworking. High spirited.**

Happy May Birthdays  
 Rotarians & Partners !

Jim Cairns	May 1
Stacey Johnson	May 3
Bob Wiens	May 4
Freda Fraser	May 6
Brenda McKinley	May 8
Sharyl Madigan	May 9
Caroline Bacon	May 20
Lynn Topp	May 22
Dan Dunlop	May 25
John Fitzsimmons	May 28
Larry Stein	May 28
George Adam	May 31

*"Carburn Park Waiting for the Leaves"*  
 Photo taken by Corinne at Carburn Park Pond



Happy May Birthdays

4420 52 Street NW  
Calgary AB T3A 0L1  
Email: [kathyann@rotarycs.org](mailto:kathyann@rotarycs.org)  
(403) 244-9788

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<b>President</b>	<b>Penny Leckie</b>
<b>President-Elect</b>	<b>Craig Stokke</b>
<b>Past President</b>	<b>Chas Filipski</b>
<b>Club Secretary</b>	<b>Larry Stein</b>
<b>Treasurer</b>	<b>Don Mintz</b>
<b>Partners President</b>	<b>Denise MacLeod</b>
<b>Club Service Operations</b>	<b>Gena Rotstein</b>
<b>Club Service Membership and Social</b>	<b>Tony Fisher</b>
<b>Club Service Ways &amp; Means</b>	<b>Ted Stack</b>
<b>Community Service Local</b>	<b>Jamie Moorhouse</b>
<b>Community Service: Ways and Means</b>	<b>Mark Ambrose</b>

## Mobile App



Your key to connect to your club on the go!

Password protected, just like your website, the ClubRunner Mobile App consists of 3 main modules:

- Member Directory
- Latest Stories Feed
- Rotary Club Locator



## WEEKLY ZOOM MEETINGS

- A link will be sent out every Monday or Tuesday
- There is a reminder an hour before the meeting and 10 minutes before the meeting
- You can share the link with friends and Partners
- Save the link and join us at Noon On THURSDAYS