



VILLAGE
BREWERY

JIM BUTTON



**Gena Rotstein, Jim Button
and President Murray**



INSIDE THIS BULLETIN

1. JIM BUTTON: VILLAGE BREWERY
2. JIM BUTTON: VILLAGE BREWERY
3. RCCS: CLUB NEWS
4. RCCS: CLUB NEWS
5. CALENDAR, HEALTH & TRANSPORTATION
6. CAM WARRENDER IS REMEMBERED
7. CLUB ANNOUNCEMENTS
8. ROTARY MATTAMY GREENWAY CELEBRATION
9. TERRY FOX RUN
10. CURLING NEWS
11. PARTNERS IN PRINT
12. ROSTER, ROTARY REMEMBERS AND CONTACT INFORMATION

**Bulletin Chair: Bev Ostermann
Editor: Glenn Potter
Photographer: Steve Mason**

Gena Rotstein, introduced Jim Button our guest speaker.

"For over 25 years Jim has been a leader in experiential marketing with an emphasis on events, public relations and promotions. At Evans Hunt Group, a digital marketing firm, Jim gets to focus that experiential background on a one-to-one relationship – helping customers participate in the brands they engage with online.

As a founder of Village Brewery, Calgary's newest micro brewery, Jim is working hard to gather people around community. Using beer as a social lubricant he is leveraging his many experiences in marketing and building communities to create a more connected Calgary.

Prior to Evans Hunt, Jim was Vice President, Corporate and Community Affairs at Big Rock Brewery, he co-founded The Event Group and also worked at agencies such as Venture Communications, MacLaren: Lintas, Cossette Communications and JWR Advertising.

His passion for community investment has been a common thread through his career and has earned him a philanthropy award from the Canadian Association of Fundraising Professionals, two "40 Under 40" awards with Avenue Magazine, and an e-Award for Community Service from Alberta Venture Magazine."

Jim Button's Presentation:

Jim provided us with details about his personal history - how he moved away from Toronto and slept in his car for six months as he travelled Canada seeking answers to questions about "How and what Canada thinks!" He ultimately looked at settling in Halifax or Calgary. He chose Calgary because he found the city to be very "engaged." Once in Calgary, he was active in financial planning and ultimately formed the Button Family of companies, Evanshant, a digital company and his newest venture Village Brewery. He is married with a 16 year old son and 14 year old daughter.

Village Brewery is one of the newest breweries in the last fifteen years in Calgary. Jim journeyed to Dublin where he researched the impact that the Guinness Company has had in Ireland and the world. As a result of this research, he concluded that a crafted beer company would need to have three purposes:

- Making beer by hand: hence the handcrafted concept
- All the ingredients had to be "natural".
- Then what to do with the final product.





VILLAGE
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As a consequence Village Brewery was to have a focus of “gathering people together from around the community”. The company was financed by six partners who provided sixty percent of the funding and the remaining forty percent by members of the community could best be described as “Beer Barons”.

In addition the brewery developed a relationship with the Arts – and has connected with five Calgary artists. Jim expressed a belief that “a community must have a fundamental connection with the arts in order to be a complete community.”

He feels that investing in the community is “good for business”. “The question is not whether companies will engage in corporate social responsibility, but how they will create real and meaning impact”. Following through with the philosophy means that Village Brewery invests ten percent of its bottom line back into the community. In the three and a half years since their beginnings they have crafted beer, celebrated the arts and raised the bar for small businesses.

The brewery began by creating “character beers”. Names such as “Blonde Mother”, “Blacksmith” and “Wit” originated from members of the brewery submitting the characteristics of their favourite family members. Core Beers along with seasonal names represent the product lines of the brewery. Connecting with people and merchants is an important part of building a client base. Jim illustrated this by telling us how they worked with a farmer and crafted a beer made from his cucumbers. Later they brewed a Chai beer which involved input from members of the Spice Merchants in Inglewood.

Other promotional concepts have included the following:

In their Village Square summer beer offering local artists designed the packaging.

The brewery purchased a refrigerated truck. Rebuilt and now complete with taps this “cold truck” has been to over 150 events in the last three and a half years.

The brewery consulted with artists and created T-Shirts which were worn during the flood relief program and they provided “buckets of beer” during the flood cleanup. They gave all their product and all their profits away with this program during this time.

The Village Brewery has been active in supporting prostate cancer by providing funding with a beer created from prairie oysters. A personal friend needed a “stem cell match”. He had been unable to find a matching donor. Using the slogan – “It takes a village to save a life” an appeal was made through their beer labels to find a match for the individual. They were successful.

Other promotional programs of note were “Circle the Wagons”, “Village Radio” and another called “Village Gardener” which included beers made from ingredients grown in the backyard. Here rhubarb and honey were brewed and as a result over \$10,000 was donated to the Community Gardens program. In 2014 Village Brewery won a Small Business Award.

Jim is committed to the idea that: “A private enterprise that acts like a social enterprise can make economic sense.”

Chas Filipski, thanked Jim for a most informative and high-powered presentation that was thoroughly enjoyed by the club. President Murray indicated to Jim that a donation of \$100 will be made to our “Stay In School” fund as a thanks to him for his presentation.





RCCS: CLUB NEWS

Rotary House was the usual gathering place for Calgary South with the weekly display of members' birthdays on the video screen. Celebrating this week are: **Norm Legare, Luanne Whitmarsh, Linda Tattersall, Ron Prokosch, Doug Howard and Art Borzel**. Again, our thanks to **Terry Allen** for all his work in putting these names together. ***Terry would love to have some help with this project.*** At the appointed hour, President Murray Flegel opened the meeting with his usual set of trivia facts:

On this Date in History:

- 1967: Sweden begins driving on the right side of the road
- 1977: last broadcast of the Mary Tyler Moore Show
- 1995: eBay was founded

Lisa Fernandes, our accompanist led us in our renditions of "O Canada" and "Rotary Grace", then we joined in a "moment of silence" in tribute to a long time member, Cam Warrender, and President Murray's sister, Shelley Williams. **President Murray** introduced the head table: Gena Rotstein, our speaker Jim Button, Jack Thompson, Frank King and finally Bruce McDonald, who arrived late at the table but did manage to work his way through TWO salads!!

Our bulletin editor this week is **Glenn Potter**; our photographer is **Steve Mason**.



Introduction of Guests: Sandy Dougall began his introduction of our visitors and guests with a fairy tale: a "humorous story" that had a decidedly Scottish influence (something about a Scotsman who actually paid for something)!!! Our guests were: Anana Niah Nagaopor, all



the way from India, (banners were exchanged), Marnie Hess, Leon Popik, Roger Haas, Lawrence Brault, John La Bun, Ted Stack, Ian Burns, speaker Jim Button, and our exchange student Anina Arvo.



Rotary Challenger Park: Jack Thompson thanked all those from the Club who participated in the highly successful Rotary Challenger Park Golf Tournament.

President Murray introduced a video presentation about, "What past Rotary Presidents do in their spare time". The video featured **Past President Al Johnson** at the Calgary Stampede. He was the "**featured star**" in an introductory course on What's involved in a chuck wagon race during the Rangeland Derby. Al, riding behind the chuck wagon driver, could be seen providing "wise counsel" to the chuck driver about the finer points of racing a wagon. This all took place in between Al losing his footing and having to throw his hat away. We felt that the driver seemed considerably enlightened by Al's engaging remarks!! The club provided Al with much encouragement in his new career choice! There was also an engaging visit with **Past President Keith Davis** golfing (as if there is nothing better to do).



RCCS: CLUB NEWS

President Murray's Announcements:

President Murray requested a short meeting of the Board after the meeting and reminded us of the Sept. 16th opening of the northeast leg of the Greenway Project. His band, Bailey and the Boys, will be in attendance. He also announced that there would be a CRCF committee meeting at the end of our main meeting.



Red Stripe Removal: Don Mintz and Jim Hutchens were called to the front. Don removed the "Red Stripe" from Jim's badge indicating he was now a full member in good standing of Calgary South Rotary. Congratulations Jim.

Our 50/50 Draw: The guest speaker, Jim Button, drew the winning ticket and Jack Haman presented **Amy Giang**, one of our newest members, with the winning envelope of \$182.



Sergeant At Arms: Joe Connelly swelled the club coffers by fin-



ing Rick Scott for his bright shirt! He then picked the pockets of several other club members of note with questions about growing grain, knowledge of the players on the Toronto Blue Jays baseball team, and the sayings of Margaret Thatcher. Much humour was provided, thanks to Joe.

President Murray closed the meeting with the idea to "Be A Gift to the World"

SOCIALIZING AT ROTARY:





2015 RCCS: CALENDAR, HEALTH AND TRANSPORTATION

SEPTEMBER 2015

- Sept 10 Brock Warner: War Child
Sept 11 to 13 Waterton Peace Park Assembly
Sept 17 District Governor's Visit: Martin Harvey
Sept 17 Partners Member Breakfast/ Coffee Party: 9:30 am: Calgary Golf & Country Club
Sept 24 Fran Porter: When The Ship Has No Stabilizers

OCTOBER 2015

- Oct 1 Trish Lund: Alberta Guide Dogs
Oct 8 Senator Scott Tannas
Oct 12 & 13 Cowboys Casino: Contact Bill Sumner to volunteer
Oct 15 To be announced
Oct 22 Erin Hutchinson: Aspen Family Homes
Oct 23 Partners Oktoberfest: 6:00 pm: Pinebrook Golf & Country Club
Oct 29 Patty Kilgallon: Children's Cottage

NOVEMBER 2015

- Nov 5 To be announced
Nov 11 Rotary Remembers at the Carriage House
Nov 12 NO MEETING DUE TO ROTARY REMEMBERS NOV 11
Nov 19 To be announced
Nov 26 Cleven Awards Luncheon

DECEMBER 2015

- Dec 3 To be announced
Dec 10 Canyon Meadows Golf & Country Club: Christmas Luncheon
Dec 17 Christmas Social
Dec 24 NO MEETING DUE TO CHRISTMAS
Dec 31 NO MEETING DUE TO NEW YEAR'S EVE

JANUARY 2016

- Jan 7 Mid Year State of the Union Address
Jan 14 To be announced
Jan 21 Robbie Burns Day



HEALTH AND WELLNESS: Contact Ed Whitaker at: (403) 249-2864 or email him at: edwhit@spring-bank.ca if you know of anyone that is not well or is there anyone you know that could use a visit.



TRANSPORTATION: Contact Gui Salazar at: (403) 875 5146 (Cell) or (403) 281 9719 (Home) if you know of anyone that may need a ride to meetings



CAM WARRENDER IS REMEMBERED

Alexander WARRENDER



WARRENDER, Alexander Campbell

April 23, 1924 – Victoria, British Columbia

August 31, 2015 – Calgary, Alberta

Alexander Campbell (Cam) Warrender passed away peacefully at the Foothills Hospital on Monday, August 31, 2015 in his 91st year. Cam was born in Sidney, British Columbia and raised in the Victoria area. In his youth, he excelled athletically in soccer, track and sailing, going on to play soccer and run track at the University of Victoria. Throughout his university studies, Cam trained with the Royal Canadian Navy and upon completing his Engineering degree at the University of British Columbia was stationed out of Halifax. After the war Cam started his engineering career with Canadian General Electric and remained with them for another 31 years, holding many senior roles. While training in Peterborough, Cam met his adoring wife Sally and their journey included stops in Toronto, Ottawa and Winnipeg before they settled in Calgary in 1968. Cam and Sally were avid curlers, ardent bridge players and enthusiastic golfers and cross country skiers. Many summers were enjoyed with family and friends at their Sylvan Lake cottage. In their retirement years, they were keen travellers and enjoyed many winter escapes to Arizona. Cam will be remembered for his uncompromising devotion to his family and community. He possessed a tremendous work ethic and exemplified the qualities of commitment and persistence, which he instilled in those around him. Cam was an active member of the Engineering community, the Glencoe Club and the Family Leisure Centre Seniors Club (Trico), holding many executive roles. He contributed many hours to the Calgary community as an active member of Rotary Club- Calgary South and was recognized as a Paul Harris Fellow. Cam also acted as Vice Chairman of Short Track Speed Skating at the 1988 Winter Olympics. This past year Cam was a resident at Carewest Colonel Belcher in the Dover Unit. Thank you to the many staff and friends that Cam met along the way. Sincerest thanks to the Foothills Special Services Care Unit who provided exceptional care and comfort during his last days. Cam was a devoted father to Brian (Pat) of Kelowna, Christine Bobenic of Calgary, Rob (Carol) of Red Deer and Liz (Mike Kasian) of Calgary; cherished grandfather to Tricia (Sean) Barry, Alec (Marina) Warrender, Rachel (Todd) Hicks, Jillian Warrender, Austin and Jordan Kasian; and proud great-grandfather to Alma, Noah, Elias, and Jethro Barry, Leon and Juliana Warrender and Beckett Hicks. He was predeceased by his loving wife, Sally in 2012. If desired, memorial donations may be made to the Calgary Health Trust – Friends of Colonel Belcher, in lieu of flowers. A Celebration of Cam's Life will be held at McINNIS & HOLLOWAY (Fish Creek, 14441 Bannister Road S.E.) on Friday, September 4, 2015 at 2:00 p.m. Forward condolences through www.mccinnisandholloway.com. If friends so desire, memorial tributes may be made directly to Calgary Health Trust – (Friends of Colonel Belcher), Suite 800, 11012 MacLeod Trail S.E., Calgary, AB T2J 6A5, Telephone: (403)943-0615, www.thetrust.ca. In living memory of Cam Warrender, a tree will be planted at Fish Creek Provincial Park.



Funeral Home

McInnis & Holloway Funeral Homes - Fish Creek Chapel

14441 Bannister Road S.E. Calgary, AB T2X 3J3

(403) 256-9575

Published in The Calgary Herald from Sept. 2 to Sept. 3, 2015



*Our Deepest
Sympathy*



RCCS: ANNOUNCEMENTS

FEED THE HUNGRY



Friday October 9 we will prepare and serve the evening meal at Ronald McDonald house. Harry Pelton needs about 6 volunteers

Sunday Dec 6 we will prepare and serve the evening meal for Feed the Hungry

Please contact Harry at: (403) 244 9140 (Home), (403) 585-2625 Cell or you can email Harry at: harrypelton@gmail.com



The following proposed member has been approved by the Board of Directors for a **transfer** from Rotary Club of Calgary Millennium to our Rotary Club. If any Member objects to him joining our Club or to the assigned classification, an objection must be filed in writing and delivered to the Club Secretary by: **September 24th 2015**

Name: Leon Popik Classification: Retired / Warehouse Manager

Proposed by: Terry McDonough

Seconded by: Charlie Gouldsbrough / Murray Flegel

BRIDGE CLUB

The Calgary South Bridge Club is starting again soon. Our first date is Friday, Sept 11th at 11:30am for lunch and 12:30 for Bridge at the Centennial Legion on Horton Road. We play every second Friday. We are looking for new players and Bridge expertise is not a prerequisite! We play 8 times before Christmas and 8 times after Christmas. Volunteering to play does not obligate you to attend - make a decision each week based on your schedule. We also could use a couple of spares to contact if we don't have complete tables. Don Taylor will contact those who played last year and any interested players can contact Don at: taylorde@shaw.ca Tony Ng at: tng@cirrealty.ca or Jim Smith at: jr.smith@shaw.ca for more information.



ROTARY MATTAMY GREENWAY CELEBRATION



PARKS FOUNDATION CALGARY & MATTAMY HOMES
CORDIALLY INVITE YOU TO COME
CELEBRATE THESE VERY HAPPY TRAILS

**Phase Three Of The Rotary/Mattamy Greenway
Is Now Underway**

Please join us and all our amazing Phase Three partners.
Food, music, and fun for the kids are part of the free festivities
in Mattamy Homes' Cityscape community. A City Councillor and
other special guests will be there. We hope you can join us.

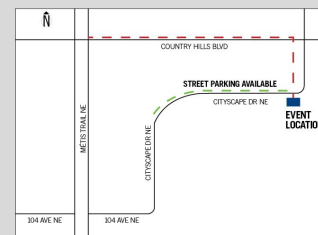


PLEASE JOIN OUR
CELEBRATION ON
WEDNESDAY, SEPTEMBER 16TH
from **11am - 2pm**

11015 Cityscape Drive NE
North Entrance Feature Park
at Cityscape Gate NE and
Cityscape Drive NE

**Street parking available
on Cityscape Drive NE**

RSVP BY SEPTEMBER 9TH TO
RSVP@mattamyhomes.com





TERRY FOX RUN

the
**TERRY
FOX**
run
FOR CANCER RESEARCH

Sunday September 20

A DREAM
AS BIG AS
OUR COUNTRY

WALK, WHEEL, RIDE, RUN

time : 8³⁰ AM REGISTRATION

location : Telus SPARK CENTRE
(Near Calgary Zoo)



Inspired by a Dream
Grounded in Tradition
Volunteer-Driven
No Entry Fee
No Minimum Pledge



terryfox.org
1.888.836.9786



The Bulletin of The Rotary Club of Calgary South
VOLUME 61, ISSUE 8 **SEPTEMBER 3 2015**



CURLING NEWS

From: Allan D. Johnson

Good Morning Curlers Here is a special letter from Tammy Great to be a part of this Allan

From: Tammy Truman [mailto:tammy_truman@cooperators.ca]

Sent: September-03-15 12:36 PM

Subject: GREAT NEWS

Hello Rotary Curling League of Calgary

Joe Hooper was kind enough to send me a list of the current skips(if you are wondering why I have your email). Please share with team members as well this exciting news:

I received a call from Calgary Women's Emergency Shelter last week to inform me that I, on behalf of our curling league was one of this years recipient for the Tulip Award.

What is the Tulip Award?

It's the highest honor that the organization can bestow. Through the gifts of time, money, energy and caring the award recipients have demonstrated their commitment to helping families build safer, healthier and happier lives .

The tulip is a hardy flower that blooms through the snow each spring, and this strength and perseverance is why they are used as a symbol for the Calgary Women's Emergency Shelter. The tulip serves to denote the many Calgarian's who push through the darkness of family violence, trusting that with a little support, they too will bloom again in lives free from abuse. Their will be a special award ceremony on November 4 where the award will be presented. As well they would like to have us all at a "leaders" luncheon. Normally its for only 10 people but they will be happy to arrange a time so that all of us could go to the shelter and see first hand the work that they do and what our dollars are helping to provide. I told her that the league does not start up till October so it would be after this date. They wanted to know a recap of how this all came about so I have attached below the email I sent. Rotary is an international organization and Calgary currently has 12 clubs.

Our mission:

WE PROVIDE SERVICE TO OTHERS, PROMOTE INTEGRITY, AND ADVANCE WORLD UNDERSTANDING, GOOD-WILL, AND PEACE THROUGH OUR FELLOWSHIP OF BUSINESS, PROFESSIONAL, AND COMMUNITY LEADERS. MOTTO: SERVICE ABOVE SELF. CURLING IS A POPULAR SPORT IN CALGARY AMONGST ROTARIANS SO WE FORMED A CURLING LEAGUE WHICH HAS PLAYERS FROM MANY DIFFERENT CLUBS IN THE CITY AND WE GATHER ONCE A WEEK TO PLAY. AFTER CURLING WE ENJOY SOME FELLOWSHIP AND FOR MANY YEARS, DIFFERENT MEMBERS WOULD BRING A SMALL ITEM TO RAFFLE. WE WOULD SELL TICKETS AND THE LUCKY TICKETHOLDER WOULD WALK AWAY WITH THAT WEEKS PRIZE. IN 1998 WE DECIDED THAT IT MADE MORE SENSE TO STOP THE WEEKLY FUN DRAWS AND DO A LARGER ONE AT THE CHRISTMAS DINNER. WE ALL AGREED THAT WE COULD THEN ALL DONATE VARIOUS ITEMS, SELL TICKETS ON THE PRIZES AND SELECT A CHARITY TO RECEIVE THE CASH PROCEEDS. CALGARY WOMENS EMERGENCY SHELTER WAS THE FIRST NAME TO COME UP. CHRISTMAS IS A STRESSFUL TIME FOR A LOT OF PEOPLE AND WE FELT THAT IT WOULD BE GREAT TO GIVE TO AN ORGANIZATION THAT TRULY MAKES A DIFFERENCE YEAR ROUND AND WOULD ESPECIALLY BE IN NEED AT CHRISTMAS TIME.

1998 WE RAISED \$500 AND THOUGHT THAT WAS A SUCCESS...AND SO WE HAVE KEPT THE TRADITION GOING FOR THE PAST 17 YEARS AND THE AMOUNT WE RAISE FROM THE 48 CURLING ROTARIANS JUST KEEPS GROWING AND HAS NOW SURPASSED THE \$50,000 MARK.

WE ARE PROUD TO SUPPORT YOUR MISSION AND YOUR WORK TO END FAMILY VIOLENCE.

So once again a big thank you to all the skips and team members who so graciously support this initiative. Let me know if you have any thoughts, questions etc.

Cheers

Tammy Truman

Agent/Owner

Truman Insurance Agency Inc.



PARTNERS IN PRINT

PLEASE RSVP BY SEPT 10TH TO: bill.cuthbert@shaw.ca just click on this email link



September 17, 2015 at 9:30 am
Calgary Golf & Country Club
(Elbow Drive & 50 Avenue SW)

RSVP by Sep 10 to Pat Cuthbert
(403.252.0156 or
bill.cuthbert@shaw.ca)

Tickets: \$20.00 (continental breakfast)
Guests Welcome

Membership Fees: \$35.00

Send payment to Donna Kennedy
37 Mahogany Manor SE T3M 0Y3

Do you require a ride ... contact Pat Farn
(403.271.5567 or patfarn@telus.net)

Book Sale: You may donate up to ten books for the sale.
Books will be sold for \$3 (hardcover) and \$2 (paperback).
Bring change please.

**Calgary South Rotary Partners
Annual Membership Coffee Party**



HIKERS: On Sept. 9, we will hike to Commonwealth Lake, off the west side of the Smith-Dorrien Rd. The total distance is 9km, with a height gain of 200m. We also hope to visit Engadine Lodge for our well-earned treats, after. For more information, please call Constance Jackson, at 403-931-4018 .



PARTNER'S PEN - BOOK CLUB

September is synonymous with The Partner's Coffee Party and our annual Book Club Sale. Start gathering your books and bring them to the Calgary Golf and Country Club on September 17. If you enjoyed the book, chances are that someone else will enjoy it as well. Please leave those tattered old books or general interest books at home and bring current books that will be of interest. Marianne Jost has kindly offered to take the unsold books. Hardcover is \$3, softcover is \$2. The proceeds from the book sale allows us to further support It's a Crime not to Read through the Calgary Library Foundation.

Monday, September 21st is our meeting at the Calgary Golf and Country Club. We will start the meeting at 9:30 sharp so please arrive in time to get settled. Coffee, tea, fruit and pastries will be served. The cost is \$16 and it is appreciated if you bring exact change. You must confirm your attendance by noon on the Thursday before the meeting as the Country Club needs to know the numbers. Further details will be forwarded by email. Happy Reading!

Wanda McNeil, 2015 - 2016 Book Club Chair

403-217-8407 wandamcneil@shaw.ca (remember you can click on the blue link to reach Wanda)



CONTACT INFO

ROSTER UPDATES

Hello everyone. Bev Ostermann is requesting that you remember to provide any changes to your contact information for the upcoming Roster.

Please either log in to club runner and edit your profile or if you do not know how to do this please contact Kathyann Reginato at: kathyann@rotarycs.org in order to have these changes made as soon as possible.

ROTARY

REMEMBERS

WEDNESDAY

NOVEMBER 11TH 2015



**Remembrance Day Services
will take place at 10:45 am at
The Carriage House Inn at:
9030 Macleod Trail South
Calgary, AB T2H 0M4**

Contact Us

Administrator: Kathyann Reginato
Rotary Club of Calgary South
L103C, 9705 Horton Road SW
Calgary AB T2V 2X5
(403) 244-9788
kathyann@rotarycs.org

Visit us at: www.rotarycs.org

2015-2016 Club Officers

President: Murray Flegel
President-Elect: Ken Farn
Past President: Allan Johnson
Secretary: Ted Rowsell
Treasurer: Larry Kennedy
Partners President: Maureen Watson

2015-2016 Directors

Club Membership & Foundations

Luanne Whitmarsh

Email: luannew@kerbycentre.com

Club Service: Operations

Glenn Potter

Email: agpotter@telusplanet.net

Club Service: Ways & Means

Bryan Walton

Email: bwalton@cattlefeeders.ca

Community Service

Gail McDougall

Email: gailmcdougall@comcast.net

Community Service (Ways & Means)

Charlie Gouldsbrough

Email: charlie@albertasleepcentre.com

International Foundation & Vocational Service

Neill Magee

Email: nmagee@arrow.ca

Youth Service

Craig Stokke