



# Lakehead Rotary Chronicle



March 1, 2018



Tourism Manager Paul Pepe shares his passion for our community and Northwestern Ontario and our amazing tourism potential

A mild morning for our meeting on this 1<sup>st</sup> day of March with 18 Lakehead Rotarians and our special guest Paul Pepe, Manager of Tourism Thunder Bay.

**ON THE DOOR IN 2017/18:**

Brian Brescia was on the door today covering for Gail who is out of town. Thank you Rotarians for your service to our Club. The sign-up sheet for 2017/18 is available now so pick a month and sign on to help.

JULY	Clint Kuschak	JANUARY	Clifford Mushquash
AUGUST	Karl Ratz	FEBRUARY	Gail Brescia
SEPTEMBER	Graham Stewart	<b>MARCH</b>	<b>Mo Papich</b>
OCTOBER	Karl Ratz	APRIL	open
NOVEMBER	Karl Ratz	MAY	open
DECEMBER	Mo Papich	JUNE	open

**SPONSORSHIP:**

If you can help your Club and wish to promote your business or community interests through a month sponsorship, please contact Sergeant Bill or Clint. Here is the sponsorship line-up so far:

JULY	open	JANUARY	open
AUGUST	TBSO/Ken	FEBRUARY	Beaux Daddy's
SEPTEMBER	4 Amigos	<b>MARCH</b>	<b>RFDA/Volker</b>
OCTOBER	Nexus/Audrey	APRIL	MS Society/Sandy
NOVEMBER	NOSM/Gail	MAY	Salvation Army/Gail
DECEMBER	open	JUNE	5 Star Rotarians



**OUR SPONSOR THIS MONTH**

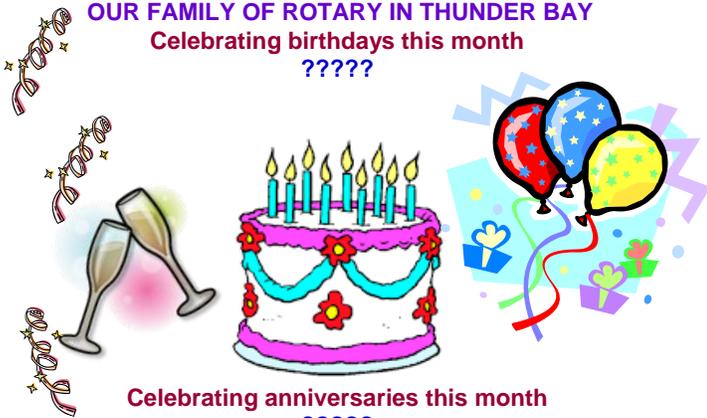
**Rotarian Volker Kromm**



Our sponsor this month is the Regional Food Distribution Association – thank you Rotarian Volker Kromm.

**OUR FAMILY OF ROTARY IN THUNDER BAY**

Celebrating birthdays this month  
?????



Celebrating anniversaries this month  
?????

**CLUB CALENDAR**

- MARCH IS ROTARY WATER & SANITATION MONTH**
- MAR 8 MAUREEN NADIN/MESSAGING**
- MAR 15 EXTRATERRESTRIAL INTELLIGENCE [METI]**
- MAR 17 BUSINESS MEETING**
- MAR 22 ST. PATRICK'S DAY**
- MAR 29 GARY DAVIES**
- MAR 30 NATURE CONSERVANCY of CANADA**
- CAROL VOTH – MS SOCIETY**
- GOOD FRIDAY**
- APRIL IS MATERNAL & CHILD HEALTH MONTH**
- APR 2 EASTER MONDAY**
- APR 5 DOUG LUND/SALMON ASSOCIATION**
- APR 12 MEETING CANCELLED !!!**
- APR 12 SHRIMP FEST**
- APR 19 BUSINESS MEETING**
- APR 19 ROTARY CANADA CLUB MEETING**
- APR 26 MEETING CANCELLED !!!**
- APR 26-29 DISTRICT CONFERENCE – THUNDER BAY**

**MAY IS ROTARY YOUTH SERVICE MONTH**

- MAY 3 VOLKER KROMM**
- MAY 10 OPEN**
- MAY 17 BUSINESS MEETING**
- MAY 24 OPEN**
- MAY 31 OPEN**

**JUNE IS ROTARY FELLOWSHIPS MONTH**

- JUN 7 OPEN**
- JUN 14 OPEN**
- JUN 21 MEETING CANCELLED !!!**
- JUN 21 PRESIDENT'S BBQ & ASSEMBLY**
- JUN 23-27 ROTARY INT'L CONVENTION – TORONTO**
- JUN 28 BUSINESS MEETING – FINAL MEETING OF 17/18**

**DISTRICT CONFERENCE – 2018 THUNDER BAY**

Our District Conference will be held in Thunder Bay this year with the Valhalla Inn serving as the host hotel for most of the events. Conference Registration is now open on our District website – register today. Here is a direct link to get you started:

<http://rotary5580.org/page/2018-district-conference-thunder-bay-ontario>



**BUILDING BRIDGES  
GOODWILL & FRIENDSHIP**

**PRESENTATION:**

Our special guest today was Paul Pepe, Manager of Tourism Thunder Bay.



Paul is a tourism industry executive with an entrepreneurial spirit. His career journey included operating his own business at sixteen to running gravel trucks, construction equipment, and snow plows. He has undertaken economic development and First Nations consulting. He has spent much of the past sixteen years in public service in both the municipal and provincial arenas with a focus on Northwest Ontario's tourism industry. For the past eight years, he's had the best job on the planet - Managing Tourism Thunder Bay. He works with a diverse and passionate industry and cherishes the ability to be creative and nimble. He loves to develop new visitor experiences, push boundaries and the pursuit of new markets in a region with so much potential for even more growth.

He's a big believer in partnerships and working across geo-political boundaries by thinking like a visitor. A career high has been the co-creation of Ride Lake Superior, a bi-national motorcycle tourism program that was recognized as Ontario's Best Tourism Partnership Award in 2013 with partners around the lake.

Paul and his wife live in the historic downtown Port Arthur neighbourhood of Thunder Bay with two dogs and some cats. He recently embraced the motorcycling culture and is an avid touring, sport and adventure rider and has embraced motorcycle tourism in a big way. He loves to travel, garden, cook, kayak, hike, ski and fix orphaned mechanical things.

Paul gave a passionate and information-packed presentation on the potential for tourism in our community and region. We are on the threshold of access to a vast area with 150,000 lakes and many communities and activities to experience year round.

Tourism Thunder Bay is responsible for tourism marketing, product development and the provision of Visitor Services (tourist bureaus; visitors' toll-free information line; the Visiting section of this website). The Tourism team works to develop and deliver strategies that position Thunder Bay as one of Canada's Premier Outdoor Cities weaving Thunder Bay's intimate connection to its natural environment with culinary and cultural attractions and events. The Leisure, Corporate and Sports Tourism traveler is targeted. Advertising and promotional campaigns are delivered primarily in Ontario, Manitoba, and throughout close-haul U.S Midwest.

Paul incorporated many impressive stats in his presentation and the range of partnerships in place and in development to improve our tourism potential. He noted that a priority now is to develop the market for visitors from Germany and Great Britain. This is part of their plan for 2018 and a key element will be the new Tourism website, launching in about 3 weeks. Attracting visitors to our area requires things for those visitors to see and experience. This is about product development. It's also about being nimble and able to take advantage of new opportunities quickly. Paul demonstrated how nimble and responsive Tourism Thunder Bay has been and how much more could be done.

Paul's presentation was very well received and appreciated by our members, many of whom had great questions and comments for Paul. We could have easily continued the discussion for another hour or more, a testament to the subject and our speaker today. Thank you Paul.

**WAYNE'S NEW PHF:**

As noted in the last Club Chronicle, President Way received a PHF from DG Debra Warner at the Rotary Anniversary event at the ICC. Thanks to Gail Brescia for taking some fine photos of the event to record the moment and to share with us.



**50/50 FOR THE FOUNDATION:**

Paul Carr was our winner today and his winnings will be sent to the Rotary Foundation in June along with all other donations and 50/50 winnings from January to June.

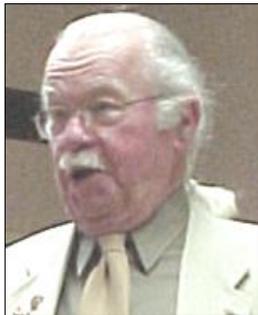
## FINES:

Richard was our fine guy this morning opening with a tourism theme – specifically inviting stories from members who have hosted visiting family or relatives when in Thunder Bay. Bill opened with a story of someone visiting long ago who wanted to see the world-famous grain elevators. Gail Brescia recalled her early days in town when she worked for the City's Tourism department at the also famous Pagoda and at the kiosk at Patterson Park. Paul Pepe noted that our Pagoda is the longest-running tourism kiosk in the country. Audrey related the experience of taking some of the senior level Nexus executives around the area to see the sights and noted that many indicated they would like to return as visitors for some personal time in the city. Donna noted that some of her relatives visiting recently had so much fun doing many different things that she is going to have to look at doing some of those things herself. The pull-out calendar of events in the tourism booklet provided by Paul will be a good place to start. Roy's son hosted some friends from Toronto out at the Lucas summer home at Loon Lake and they were most impressed with the wood-fired sauna and the star-filled skies at night since the lights of the city do not interfere with this stargazers' delight. Chris related the experience of sponsoring a foreign exchange student when they were still in Sioux Lookout. Rev. Jim related the experience of performing a wedding ceremony out at the Ouimet Canyon. Audrey shared her happy dollar in celebration of her 28<sup>th</sup> anniversary on Saturday. Roy closed this session with a happy dollar in recognition of St. David's Day. St. David is the patron saint of Wales, and St. David's Day falls on March 1<sup>st</sup>, the date of Saint David's death in 589 AD. The feast has been regularly celebrated since the canonization of David in the 12th century (by Pope Callistus II). Traditional festivities include wearing daffodils and leeks, recognized symbols of Wales and Saint David respectively, eating traditional Welsh food including cawl [*lamb or beef with potatoes, carrots and other seasonal vegetables, recognized as a national dish of Wales*] and Welsh rarebit, and women wearing traditional Welsh dress. An increasing number of cities and towns across Wales including Cardiff, Swansea and Aberystwyth also put on parades throughout the day.



## BILL'S STUFF...

Welcome regular contributor to your weekly Club Chronicle – Bill Butuk with his "Bill's Stuff" Column.



# LADY BIANCA



Lady Bianca (born Bianca Thornton August 8, 1953 in Kansas City Missouri) is an American electric blues singer, keyboardist, songwriter, actress and composer who has been active from 1970 to the present. She is considered to be among the top female blues performers of her generation. Her musical style is best described as a mixture of blues, boogie, soul, Latin and gospel.

Growing up in Kansas City, she sang gospel in church. Also at a very young age she learned to play the blues by listening and performing with her father. Her first professional work was with Quinn Harris and the Masterminds .at age 17. She was dubbed "Lady" Bianca by Harris. This became her enduring performing name. Bianca moved to the San Francisco Bay Area as a young teen-ager to attend the San Francisco Conservatory of Music, where because of her talents, she was awarded a 4 year scholarship. At the Conservatory she studied music theory, composition and received her operatic vocal training. In 1972, she played the role of Billie Holiday in the San Francisco stage production of "Evolution Of The Blues". In the mid-1970s she worked at various clubs in the San Francisco area where she met guitarist Henry Oden whom she married. She then joined Sly and The Family Stone as a back-up vocalist and keyboardist. Starting in October of 1976 she toured for a month with Frank Zappa in North America. After November 11 of that year, she left Zappa because of a conflict with him and went on to tour as a solo performer. When not touring she worked locally in recording studios as a back-up singer for artists such as Lee Oskar, Merle Haggard and Taj Mahal.

Between 1981 and 1986 she toured with and recorded with Van Morrison on back-up vocals on 5 of his albums. She also worked with John Lee Hooker, and Willie Dixon. Her back-up work continued into the 1990s. In 2001 she recorded her critically acclaimed solo effort "Rollin". In 2002 she received the Key to the City of Oakland California. In 2004, she formed along with new husband Stanley Lippert her own recording company Magic-O Records.

At the Bay Area Black Music Festival in April 2004, she was named best blues performer. In 2008 she was voted to the West Coast Blues Society Hall Of Fame. In 2009 she appeared with Van Morrison at Royal Albert Hall in London England. Three of her albums have been nominated for Grammy awards. Watch and listen to Lady Bianca at:  
<https://www.youtube.com/watch?v=789BrC-gWQ>  
<https://www.youtube.com/watch?v=2h-sHZnDv3k>  
<https://www.youtube.com/watch?v=vmJdSqXuu4U>

**NEXT MEETING MARCH 1/18**  
**MAUREEN NADIN/MESSAGING**  
**EXTRATERRESTRIAL INTELLIGENCE [METI]**