



### **Report on the Meeting of November 20, 2017**

#### **Head table**

President - Ron Dick  
Introducer – Tess Pierce  
Guest Speaker – Prof. Tanner Mirrelees, UOIT  
Thanker – Tom Maxwell  
Incoming Member: Cindy Ruckemann  
Sergeant at Arms – Kevin Harding  
Fellow Rotarian – Mike Adams

#### **President's Announcements**

1. AGM- Nov 27
2. Updated Constituional By-laws- please review prior to meeting; changes have been emailed to all members
3. Board nominations: Gary Kindree, Tess Pierce, Janet Chappell, Jay Cannings
4. Audit for Charitable Trust Fund has been completed
5. Thank you to new members Peter and Trish for taking their Saturday to attend the Rotary Leadership Institute
6. Thank you Rhonda for organizing the Club for Santa Claus parade. More Candy Canes for next year!

#### **New Member Induction:**

Cindy Ruckemann- CIBC, sponsor: President Ron

Cindy has been involved with the financial services since 1975. She is a member of the Oshawa Chamber of Commerce. She looks forward to serving the community with Rotary. Welcome Cindy!

#### **Introductions/Guests**

Chad Campbell- guest of Rhonda V  
Shaun Samaroo- guest of Rhonda V  
Shahroz Qureshi- guest of Rhonda V  
Margourite O'Neil-

#### **Mic Time**

Rhonda: Christmas Party: December 6<sup>th</sup>: 6:00p.m. Harpos; (tickets: \$50)  
Arthur Lovell: Youth Exchange: Drivers needed on Dec. 2<sup>nd</sup> at 4 p.m. to meet students at Go Station and take up to Camp Samac. Return to Train station also needed on Sunday afternoon.  
Geoff Lloyd: Congratulations to President Ron to be asked to stand for District Governor

## **Happy Bucks-N/A**

Peter: really enjoyed the Leadership Institute

Tess: really enjoyed the Santa Claus parade

Bill S: a true Be Leaffer!! How about those Toronto Maple Leafs 7 game-winning streak!

Margaret: daughter is having an exceptional year at school

## **Speaker – Tanner Mirrlees, Faculty of Social Science and Humanities, UOIT**

Prof. Tess Pierce introduced our speaker, who is the first in a series of speakers who will speak on the topic of Canada's 150 birthday.

Prof. Mirrlees is an assistant professor and Director of the Communication and Digital Media Studies program. His primary research is in the area of economics and ideology of entertainment media.

Prof Mirrlees topic was **Canada's Cultural Industries at 150**

A 1951 report that was Chaired by Vincent Massey called Arts, Letters and Sciences called for the state to lay the foundation to protect Canadian culture from U.S. influence. Mass media was gaining ground and the gov't wished to protect Canadian values and ideas. This report led to the establishment of Canadian content rules in media.

So, how are we doing in achieving that goal 75 years later?

Prof Tanner provided some data related to the impact of U.S. media in Canadian culture. For example, Cineplex is Canadian owned but 85% of box office revenue is from U.S. productions. 99% of movies shown in Canadian theaters is made outside of Canada.

However, he went on to explain how Hollywood's runaway productions and to a more recent development by Hollywood producers to create content in Canada. Favourable exchange rates, a skilled labour pool and gov't tax incentives support the growth of Hollywood North. However, when have we seen a movie in a Canadian setting? What do we learn about Canadian culture from these productions?

However, our speaker went on to explain that the Canadian cultural industry is alive and well and represents 3% of Canada's GDP and 630,000 jobs. In spite of these numbers, he also explained that the recent Stephen King remake of 'IT' which was in part filmed on James Street in Oshawa was filmed in Ontario in the summer of 2016, cost \$35,000,000 to produce and had a recent box office take of \$650,000,000. All profits from this production went to Warner Brothers. Thus, the battle to protect and promote Canadian culture continues as we continue to restrict the Americanization of Canada!

Tom Maxwell thanked our speaker.

**Noon Hour Draw**

Pot: \$297

Rich Black drew the Ace of Spades! Congratulations Rich, and we look forward to the round you promised!!

---

**Next Meeting**

DATE – November 27, 2017

Annual General Meeting

**All regular meetings held at:**

12:10 at the Jubilee Pavilion Banquet & Conference Centre

---