



the Arch



November 30th, 2010
Volume 34, Issue 18

MARKET RESEARCH Bruce Cameron

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..... **THANK YOU !!!**

PP. Bart introduced our guest speaker, Bruce Cameron, founder of Return on Insight, and active in market research and advertising for over 30 years.

Throughout this time his analyses have been featured on TV and radio as well as the print media. He is currently preparing a national radio program for CBC called 'Margin of Error' outlining the role of polling and market research on society. He has worked with Gallup, Decima Research, Young & Rubicam and for 10 years as an executive with Angus Reid Group. He established Cameron Strategy in 1999 and ran it until merging with NRG Research Group in 2008, and in 2010, he began Return on Insight which advises corporate and political leaders on brand development, research strategy and media message management (perhaps known by some as "spin"). He is a graduate of Queens University, is a guest lecturer at U of C and plays the drums with two bands.



Early in his career his job included phoning people with questions. There is a need to know what people are thinking if you are in business or politics. The pollsters and market researchers working behind the scenes try to ascertain what people want or expect. His talk provided some insight to the often raised question of "Why do you never call me?" In fact there are so many people to call most never get asked. Some who have served on Focus Groups and such do get called. The other question often raised is "What does 19 out of 20 times mean?" This is simply a proven statistical probability built on years of research, along with exposure to many people in many walks of life. One of his professors told the class that if you want to know what is going on in any country in the world, ask a taxi driver. He mentioned Focus Groups are of high importance particularly to politicians. Most unpopular politicians are not fond of people and however things turn out, it is to them always "the will of the people". There was a lively question and answer period after the presentation

His view on politics in Alberta now, is the possibility of the Wild Rose Party forming a minority government at the next election, particularly if the PC party does not have a new leader.

Pres. Paul presented the usual Add Your Light certificate so a family in the DR has a bio-sand water filter. Our speaker generously wrote a cheque for \$100 for the SAA pot which will of course be matched as usual.

2010-2011 CLUB OFFICERS AND DIRECTORS

Paul Gaudet, President
Dave Wylie, President Elect
Dave Saunders, Vice President
George Kimura, Past President
Dave Wylie, Secretary
Graham Boone, Treasurer

Ann Marsh, International Service
Dale Perret, Vocational Service
Ted Wada, Community Service
Terry Green, Club Service
Paul Hussey, Club Operations
Peter Bickham, Club Financial

Note New Mailing Address:

PO Box #42041

Southland Crossing RPO

Calgary, AB T2J 7A6

Rotary Club of Calgary Chinook

Chartered March 14th, 1977

Mailing Address: P.O. Box # 30523, Chinook Postal Outlet, Calgary, AB T2H 2W2
www.chinookrotary.org • info@chinookrotary.org

November 23rd, 2010

Scribe: Ed McLean

President Paul called the meeting to order promptly at 12:15 p.m. and we proceeded in the usual way.

As the agenda was packed today, the Pres. started announcements at 12:30 p.m. as follows:

- 1) Our club Xmas party is scheduled for the evening of December 14th and with Tammy in charge, it is sure to be an interesting and much fun event. If you have not signed up and plan to go, tell Tammy.
- 2) Fran is circulating a Xmas card in German to be sent to Ashleigh. Please sign it today.
- 3) There is a short term student exchange programme now in effect which occurs during the summer, and is essentially a student visiting a family in another country, and having a student from that family returning that visit. Pres. Paul has all the details.
- 4) The District is looking for a few volunteers to help at the District level including a Secretary. See Paul.
- 5) As mentioned previously, there are vacancies in the Rotary Friendship Exchange visit to England which is July 6th to 17th, 2011.



Greeter Steve McAuley introduced the 4 South Club Rotarians and 6 guests today who were warmly welcomed in the customary way.

Gordon Ellison and Meredith Petrie were 2 of our guests, representing Scouts Canada, the beneficiary of the recent Gala. On behalf of the

committee, Jack Steen and Wayne McCune presented them with the proceeds of roughly \$24,000. In response Mr. Ellison described some of the goals and



have values quite similar to Rotary. Meredith also commented on the need for funding for many youngsters who could not otherwise afford to benefit from the Scouts programmes to develop strong community contributors. A memento of appreciation was presented to our club.



Minutemen (no woman members today!):

- Garth Plunkett thanked all who helped at the Spruce Meadows events, our main fund raiser, where we spent upwards of 5,000 hours this year, with the help of our usual friends.
- Harry N. confirmed we are supporting the Salvation Army again this year at Southcentre Mall and he is now looking only for spares in case someone must drop out.
- Norm Moro reminded us of cribbage this evening at the Horton Legion at about 6:00 p.m.
- Bob M. says the Grey Cup pool is sold out and he also presented a few bucks to hockey pool winners Terry Green and Jack Steen.

Alex Soutar reminded us to sign up for the Kerby Seniors Luncheon on December 8th if we have not already done so.

John B. evidently wants a job with Alberta Health as he seemed to be talking about cookies.

PP. George K. says next week we will have an election of officers/directors if necessary, so if you wish to serve please get someone to nominate you.

Jack Leuw, Chairman of the World Community Service Committee, introduced the members of this committee. He mentioned the Add Your Light certificates presented to our speakers represent a contribution to the charity, as well as additional \$10,000. Lifeline Malawi has received \$10,000 specifically for medicines with a total contribution of about \$50,000. \$1,000 was given to Rocky Mountain House Rotary

Greeters

- | | |
|----------------------|---|
| November 30th | Tom Sorenson and Jack Steen |
| December 7th | Seniors' Christmas Luncheon on 8th |
| December 14th | Garth Sabirsh and Harold Hanna |

If you are unable to GREET on your assigned day, please contact Barry Korpatnisky so he can get a replacement ... 403-278-8982



Upcoming Events



November 30th
November 30th

Club Assembly – AGM and potential elections
Cribbage 6pm at the Horton Road Legion

December 8th
December 9th
December 14th
December 21st
December 28th

Seniors Christmas Lunch – Kerby Centre (in lieu of regular Tuesday meeting)
Cribbage 6pm at the Horton Road Legion
Christmas Party
Officer James Amsing – A Day in the Life of a Police Officer
Fellowship Luncheon

2011

January 4th
January 11th
January 11th
January 18th
January 25th
January 25th

Rick Maidman, Instructor, Opening Gaits
Club Assembly – six month review
Cribbage 6pm at the Horton Road Legion
Bishop Fred Henry, Advocate for the Homeless
Robbie Burns Celebration
Cribbage 6pm at the Horton Road Legion

February 1st
February 8th
February 15th

WCS Agenda
Valentine's Evening Program
Lisa Hochhausen, Exchange Student

April 29th - May 1st
May 21st - 25th

District Conference, Red Deer Sheraton
Rotary International Convention, New Orleans, Louisiana, USA



...cont'd from page 2

club for their project in South America and \$4,000 to Malawi Girls School. These are very substantial numbers from the club's fund raising efforts. WCS is also looking at other possible projects.

John McBean, on behalf of the Rotary Foundation Committee, presented a Paul Harris Fellows pin and paraphernalia to Dave Saunders. He also briefly discussed the Foundation, in particular the Permanent Fund



which currently stands at about \$250 millions with a goal of \$1 billion by 2025. This Legacy Fund is funded in various ways including members estates, insurance policies, direct contributions and the like with only the earnings, which are substantial, distributed annually.



Ed McLean, Scribe and Sargeant-at-Arms

The 50/50 draw was evidently won by the absent Al Imler.

Photos courtesy of John Beatty

The Rotary Club of Calgary Chinook
6th Annual SENIORS' CHRISTMAS LUNCHEON
Wednesday, December 8th, 2010
at KERBY CENTRE
1133 - 7th Avenue SW

If you haven't yet done so, remember to sign up to help out at this enjoyable event that the Seniors appreciate so much.

A sign up schedule is circulating.

See you there !!

Alex Soutar



THIS AND THAT



2011 District Conference

To All Rotarians:

2011 District Conference Registration
Online Payment now open!

You can now register and pay online for the 2011 Rotary District Conference in Red Deer. Simply go to www.discon2011.com and follow the links. The Early Bird registration deadline is January 31, 2011, so register today before the cost goes up. The website also includes information about the hotel and how you can book rooms at a reduced rate.

We look forward to seeing you all in Red Deer!

2011 District Conference Organizing Committee
Susan Williams, District 5360

Rotary Foundation

Online contributions break records 18-24 October

It takes the financial contributions of Rotary Club Members for The Rotary Foundation to fulfill its mission to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. During the week of 18-24 October, approximately US\$3.3 million was raised in online contributions for PolioPlus. To honour World Polio Day on 24 October, The Rotary Foundation offered, for the first time, double Paul Harris Fellow recognition points for online-only contributions of US\$100 or more during that week.

The results represent a significant increase in online donations. To compare, \$660,000 in online donations to PolioPlus were made from January to September 2010.

As of 9 November, Rotarians have raised about \$152 million for Rotary's US\$200 Million Challenge. These contributions will help Rotary raise \$200 million to match \$355 million in challenge grants from the Bill & Melinda Gates Foundation. The resulting \$555 million will directly support immunization campaigns in developing countries, where polio continues to infect and paralyse children, robbing them of their futures and compounding the hardships faced by their families.



Rotary Club of Calgary Chinook Christmas Party

December 14th

Carriage House Inn Ballroom
6pm Cocktails • 7pm Dinner

featuring
The Comedy and Juggling of Paul Isaak

Big Laughs! Big Show! Big
Performance!

Paul Isaak creates a memorable one-man variety show by combining physical comedy with the top-notch juggling skills. Along with a hilarious comedy routine, you may find him unicycling, juggling, or escaping from the world's most ludicrous strait jacket. He also eats fire, plays with knives and juggles upside down!



* * * * *

Cost: Only \$45 per person
Sign up sheet is circulating at meetings
or email

tammy_truman@cooperators.ca to
confirm and with your preference of
Turkey or Salmon for your entree.



Rotary Club of Calgary Chinook

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