

Rotary Club of Calgary West
(A Year of Rotary Fun and Fellowship)

The Weekly WESTERNER

Box 4572, Station C, Calgary, Alberta T2T 5N3
Holiday Inn, McLeod Trail, Fridays 12:15 pm

President: Karl Herzog **President-Elect:** Sa'adat Keshavjee

Past President: Lynne Thornton **Secretary:** Ron Morrison

Treasurer: Des DeFreitas

Directors: Stan Beveridge, Ron Brookes, Bryden Horwood, Margot McDermott
Bernie Ward, David Williams



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The meeting started promptly, a few minutes early, with a cheery national anthem engaging the members in the weekly game of "Hunt the Flag"! Will it ever stay in the same place?

A fine grace was given by **Marg Henschel** culminating in a fine ditty with references to turkey, gravy and thighs.

President Karl invited the head table, followed by the scribe's table, to lunch. **Robyn Braley**, who professes to uphold the decorum of the club, broke rank and created the mayhem that we have tried so hard to avoid. Perhaps we could return to civility next week.

President Karl then introduced the head table which was dressed in a relatively casual manner, but within the bounds of our business or business casual dress code. (It was good to see no shorts and sandals today and, hopefully, that is in deference to the dress code and not the weather.)

Our guest speaker today was **Bruce Cameron**, who was to be introduced by **PP Chris Davis** and thanked by **PP Stan Cichon**. (Was this a reference to Bruce's Poll/pole comment later in the meeting?) Also accompanying Karl were **Ron Brookes**, who was just returning from seven weeks away, and **Garth Evans**, who was just heading out, with Pauline, for seven weeks away time.

Holland Berry introduced our three guests today: **David Hamilton**, a welcome regular, **Myrene Glass**, wife of **Frank Burns** - great to see you at the meeting Myrene - and our great friend from Calgary South, **Frank King**.

Karl then spoke of the Celebration of Life that was held last Tuesday in memory of our good Rotarian friend, **Jo Johanson**. Karl couldn't have said it better when he spoke of the depth and strength of the family of Rotary and the closeness that is often formed between members. Karl made special mention of the special friendship provided to Jo by **Lynne Thornton** and Stan Cichon.

Steve Rickard encouraged everyone to attend an evening presentation on October 28th at Fort Calgary to hear about a special Microcredit project for maimed women living in Liberia. Contact Steve or Marie for tickets.

Mike French then spoke about the upcoming District membership evening at Rotary House on October 16th. This is a special evening for new or prospective members. Be sure to bring along anyone you feel might be interested in learning more about “Why become a Rotarian”.

This is followed on Saturday with a full day of testimonials from people that have benefited from Rotary, as well as some information on Rotary initiatives. This event has received accolades the last two years it has been run. This is a not to be missed event for club leaders, new members, prospective members and any member needing a reminder, or a recharge, as to why they are Rotarians.

Be sure to go to the website to sign up for these great events.

Helen King reminded everyone to see her or Marg Henschel to get tickets for our Fall formal celebration at the Calgary Golf and Country Club on November 13th. This annual event promises to be another great success with tickets selling fast.

Also note that “Feed the Hungry” has been scheduled for November 22nd. This year we will be working with another group, so sign up early if you don’t want to miss one of our favourite workdays of the year.

Mike Carlin then conducted a Dutch Auction for tickets to the CPO in October. Obviously, generous Garfield doesn’t appreciate good music! Mike raised \$150, which will go to the Rotary Foundation in memory of both Jo Johansen and **Ray Huffman**.

And the meeting just kept going on with **Don (Boo) Bateman** winning \$53 on the weekly draw. (Don, watch out for the noose over the microphone next week!)

Then, our good ol’ sergeant-at-arms, **Ron (Fleecer) Jones**, extracted money, lots of money. The most popular fine by far was \$5 to Don Bateman for winning the 50-50 again, followed closely by those men not growing a full beard.

There was also time, which happens when you start the meeting early, for happy bucks. Ron started the ball rolling with a story of his class reunion where 15 of his class of 49ers turned up, yep that’s what 60 years of engineering does for you! However, he was outdone by another gentleman who graduated in 1931, wow!

Don Axford paid up a sad buck for stepping aside from his doctorate and then a happy buck for being granted a Master of Theology degree, which will be conferred on his 72nd birthday on October. And I now note that birthdays have been dropped from the roster, was it the 28th?

Marie Rickard gave three happy bucks for three recognitions that hubby Steve received for his Rotary work with Microcredit and also in the real estate industry.

And **Tim Anderson** talked of returning to New York after many, many years and finding old friends in the old neighbourhood.

And finally we got to the program. In truth it was all much fun and fellowship that we were surprised that the program was starting right on time. Well done, Karl!

Guest Speaker

Bruce Cameron was ably introduced by Stan Cichon with quips on the smell of fall – there must be politics in the air!

Bruce, for the last 25 years, has essentially identified trends and delivered insights to help clients adapt to market changes and shifts in public opinions. He has been a keynote speaker at conferences around the world.

He spoke to us about two topics: how he got into the business and polling.

Just to set the serious tone of the topic, he referenced that Mulroney stated that if all pollsters were laid end to end that that would be a good thing, and that Diefenbaker commented that dogs know what to do with polls (poles).

The basic premise of conducting a poll is to obtain a representative sample through balanced questions without bias: a near impossibility.

He also suggested, with a good story to support his assertion, that, if you really want to know what is happening on the ground, ask a taxi driver. This generally will provide a poll within about 5% accuracy!

He then discussed margins of error within polls and stated that a survey of 500 people out of a population of 1,000,000 will also provide a poll within about 5% accuracy. He suggested it was similar to taking a sample of blood, although in this case you do need to sample various locations, but he made his point.

He commented that, if a poll is effective, it should cause some discomfort to those that are targeted. If it doesn't, then it should be re-written.

He also suggested in an aside, that the difference between politics in America and Canada is that in America the people hate the government whereas in Canada the government hates the people!

He primarily spends his time on strategic consulting and is finishing a book entitled, I believe, "Inside the Spin, Tales from the Front Lines".

There was a lively Q&A period following his talk, asking questions on how he gets paid, sample size, Wild Rose Alliance effect (Tories dropping like a stone and Liberals in 3rd place), Stelmach's musical talents for recovery, impact of refusal to answer phone surveys and more. For the answers; wait for his next talk.

The thanks of the club were given by Chris Davis, who thanked Bruce for his pithy talk delivered with humour that obviously resonated with our club members, which it obviously did.

Karl closed the meeting indicating the future speakers, who are listed on our website, and the following quote from Ralph Waldo Emerson:

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

Coming Events

October 16	Lisa (Longball) Vlooswyk – Canadian Women's Golf Longball Champion
October 23	MLA Ron Liepert, Minister of Health for Alberta
October 30	"The Great Houdini" – A Hallowe'en Surprise
November 6	Remembrance Day Celebration. Also, Mark Verrall, a medic in Bosnia and Afghanistan
November 13	Ezra Levant – Human Rights Commissions
November 13	Christmas ball in the evening
November 20	District 5360 Governor, Steve Allen

