

Rotary Club of Calgary West
(Service through Fellowship)

The Weekly WESTERNER

Box 4572, Station C, Calgary, Alberta T2T 5N3, Elbow River Casino, Fridays 12:15 pm

President: Garfield Ganong **President-Elect:** Lynne Thornton

Past President: Mike French **Secretary:** George Edwards

Treasurer: Derek McClary

Directors: Brent Barootes, Garth Evans, Bill Lawless, Mike Reikie
Marie Rickard, Brenda Sali

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President Garfield called the meeting to order at 12:15 sharp. He remarked that he and his wife, **Cheryl**, along with **Pauline and Garth Evans**, represented Calgary West at the 75th anniversary of the Waterton Peace Park Celebration. They were accompanied by 200 other Rotarians from Canada and the United States.

Joining President Garfield at the head table were **Marg Henschel** (introducing), **Lynne Thornton** (thanking) and our guest speaker, **Ariel Bateman**. Also at the head table were **Chuck Morrison** and **Brent Barootes**, providing some balance on the ugly side! A great deal of it as a matter of fact!

Don Alexander introduced our guests, and *O Canada* was sung accompanied by **Don Axford** on the piano. The grace was presented by **Denise Penner Collins**.

PRESIDENT'S WALK-AROUND

As part of his walk-around, President Garfield informed us that **Lawrence King, Helen King's** husband, was undergoing surgery today.

Next were announcements by the following:

Ron Jones: The Rotary Challenger Park Tournament held this past week was a success.

Denise Penner Collins: Last chance for tickets to the First Annual Fall Lobster Night at Sam Switzer's.

Margot McDermott: Preliminary announcement of her Theatre Fundraiser.

Bill Lawless: Jackets and other clothing adorned by the Rotary Wheel are still available.

Don Bateman: Our annual Highway Clean-up happens next Saturday, September 22, at 9:30 AM. If you've never been out to this it's a fun event involving about an hour's work accompanied by some good fellowship and celebratory face feeding. The result of the work also makes a positive difference.

Chuck Morrison: The Sally Ann kettle season is upon us and Chuck is looking for volunteers. We are on at Chinook on November 24 and December 1. We are at Westgate on December 8. We apparently have a better venue at Westgate at the Starbucks instead of Wal-Mart as we did last year.

Bill Tapuska: The Rotary bridge season is up and running. If you like to play social bridge, this is a good group to join. You don't need to be a good player! All you have to do is enjoy bridge, food, fellowship and fun. Contact Bill if you are interested.

SERGEANT-AT-ARMS

Brent Barootes occupied this office today and was both creative and piratical in the way he lightened just about everybody's pockets, including that of President Garfield. Brent should wear a black mask when he does this job, in addition to the horse's brass!

50/50 DRAW

Last week's draw was won by Marg Henschel, who didn't get to pick a card as the deck was misplaced. Another deck was created along with a similarly elusive Joker. Marge won the draw recently in May and didn't pick the Joker at that time. She didn't this time either!

This week's draw was won Margot McDermott. She didn't pick the Joker either!

SPEAKER

Marg Henschel introduced out guest speaker, Ariel Bateman, of Calgary Reads, an organization dedicated to improving the reading skills of young readers. Ariel holds an MA in community development and was a school principal.

Ariel started her talk by recounting an experience she had in St. John's, Newfoundland. She was out for a walk and noticed a poster saying "Literacy – the Key to the Future!" sponsored by the St. John's Rotary Club. This reminded her of Rotary's very real commitment to literacy across Canada and thanked us for having her as today's speaker.

She asked how many of those present remembered being included in conversations and being read to as a child. The reason she asked this was because the foundations of literacy starts well before school age in early childhood experience.

Ariel indicated that there are serious literacy deficiencies in the Canadian population today which are attributable to young children having insufficient oral interactions with their families, such as dinner time conversations and being read to, due mainly to the economic and time pressures on their parents.

There is a window of time in early childhood during which, if literacy is not developed, it becomes more difficult to do so later. Economic and other pressures are having a negative effect on this vulnerable period with the effect that poor literacy is increasing.

Poor literacy has a significant economic and social cost which is much greater than the cost of ensuring the development of literacy at the right time. Here is where Calgary Reads has its purpose.

Calgary Reads has been operational for five years. It has 3.8 full time equivalent employees managing 400 volunteer tutors and 600 children. It serves only grade one and two children, who are in that window of opportunity to develop literacy. Calgary Reads uses trained adult volunteer tutors to work with youngsters in a 16-week, 32-session framework in 65 public and catholic schools in Calgary. This fall it plans to expand its scope of operations to include Airdrie and Beiseker.

Calgary Read's costs are \$413 per child. Statistics indicate that for every dollar invested in prevention some \$17 is saved in downstream social costs. Last year, Calgary Reads worked with 600 children at a

cost of \$247,800. This suggests that the ultimate downstream saving of 17 times that amount would be in the neighbourhood of 4.2 million dollars.

New projects include a Calgary Reads@home program and expansion of its capability to meet the special literacy needs of immigrant children whose mother tongue is not English.

Ariel answered all of the many questions put to her and concluded by asking us to consider becoming volunteers and giving donations. Calgary Reads does not get any government or United Way funding. In conclusion, Ariel suggested that we read every day that we eat!

Lynne Thornton, who has known Ariel for years, thanked her and presented her with her Boltman.

President Garfield concluded the meeting with a quote from Dr. Seuss:

“The more that you read,
 “The more things you will know.
 “The more that you learn,
 “The more places you’ll go.”

He also suggested that we never judge a book by its movie!

Front Desk Duty Roster

Date	Cashier	Assistant	Greeter	50/50 Seller
September 21st	Bill Lawless	Garth Evans	David Williams	Matt Hanrahan
September 28th	Helen King	Bill Lawless		
October 5th	Helen King	Jim Willson	Pauline Evans	
October 12th	Helen King	David Elson	David Williams	
October 19th	Club Assembly	No Regular	Lunch	Meeting
October 26th	Helen King	Des DeFreitas	Ron Staughton	

And finally . . .

Verneil wishes to thank the club for her wonderful birthday cake and her Paul Harris Fellowship.

She was surprised, delighted, thrilled and felt very honoured.

