



THE GYROLOG

THE GYRO CLUB OF EDMONTON

Club Charter No.18, July 29, 1921

**President-Ray Dallaire, Past President-Peter Carter,
1st Vice-President- Bruce Swanson, 2nd Vice-President-David Winfield
Secretary-Barry Walker, Treasurer-Gary Campbell,
Directors- Tracy DesLaurier, John Mann, Leon Lubin, Len Evenson
Database Administrator-John Ross, Gyrolog Editor-Fred Schulte**

FEBRUARY 2018

Those celebrating their birthdays are **Dan Hasinoff** on the 5th, **Dick Nichols** on the 8th, **Ken Willan** on the 9th, **Ron Trant** on the 22nd and **Jack Ellis** on the 25th. Those celebrating their wedding anniversaries are **Bruce and Bronwyn Swanson, 40 years** on the 8th; **Sam Gruden and Bea McKenzie**, 27 years on the 14th and **Larry and Rosa Wong** 52 years on the 26th.

President Ray Dallaire welcomed 42 Gyros, Gyrettes and three guests to the **Annual Valentines Party** held at the Faculty Club on February 6th. Every lovely lady was given a red rose when she arrived.

The theme of this Valentines dinner was “the lighter side of weddings”. Many Gyros brought wedding photos and we tried to guess who was who. We were in the Winspear room and surrounded by a beautiful view of the city.

President Ray attended to regular business: Cheerio, grace, hockey pool, and then handed the microphone to **Bruce Swanson, the MC**. Bruce explained that we were looking irreverently at weddings and tonight we would be recounting funny stories of our own experiences as well as looking at unusual traditions and customs. The mechanism for getting attention was the old “clinking of glasses” and Bruce explained that it was then permissible to kiss the person on the right, on the left, or both.

Many people participated at the podium: Bruce, Bronwyn Swanson, Mike Matei, Leon Lubin, Larry Dobson, and John Ross kept us laughing, while we ate a lovely meal of prime rib or salmon.

At the end of the evening, Bruce thanked everyone for their participation, Larry for handling the finances, and the Staff and Management of the Faculty Club.



Bronwyn and Bruce Swanson



Larry and Carol Dobson

President Ray Dallaire welcomed 30 Gyros, two Gyrettes, five guests and our speaker to the February 20th luncheon meeting held at the Royal Mayfair Golf Club.

Marty Larson introduced our guest speaker, **Jerry Bigam, President of KINNIKINNICK Foods.**

The following is taken from the Kinnikinnick website:

Back in the late 1980's, **Ted Wolff Von Selzam** was looking for a new career. He had spent some time in Germany working for a natural health co-op and had some experience in this emerging market. He began making bakery products for the Farmer's Market in Edmonton and one day someone asked him if he could make **"gluten free" items**. Ted then proceeded to make some of the worst

gluten free products ever made (which is saying something). Ted had little baking experience, but we've often said that when developing GF recipes, not knowing

how "it's supposed to work" can be a benefit. Ted persevered and began to make products for a growing number of clients at the Market. Soon after, he opened a 500 square foot store and brought in GF products such as cookies, and pasta's which he sold along with his baked goods. Ted continued to expand this business and to develop new breads, buns, and cookies as part of the plan. By 1996, Kinnikinnick Foods was supplying the Edmonton market along with a small regional market in B.C and Saskatchewan.

By then, Ted had developed some of the best tasting GF foods available and one of his regular customers was **Jerry Bigam, whose wife, Lynne, was Celiac**. The Bigams bought into the company in 1997 with the idea that they could make some of these products available to a much wider audience. By then Kinnikinnick had a retail store and a small production space of about 3,000 square feet.

One of the first decisions to be made was on the name. Should we look for a more sophisticated name since we were looking at expanding the market? And then in a flash it came to us – "People might not be able to pronounce it or spell it but they will remember it". Also, the "Kinnikinnick Story" is kind of neat for a specialty health food company. Today with dozens of new entrants to the market with ... Gluten-Free-this and Gluten-Free-that ... there is still only one Kinnikinnick and people still can't spell it, but they somehow remember it and find us.

Shortly after joining Kinnikinnick in 1997, **Jay Bigam (son)** suggested that there might be something to this new "internet" business that would allow us to make the company much better known. As they say the "rest is history". Kinnikinnick developed the first GF internet site and became one of the very first companies in the world to supply perishable food products using the internet. The company understood that you needed to have a reliable distribution system to support the internet business and over the next two years developed the shipping necessary systems. We survived the "dot.com" crash which saw many internet companies fail when they did not have the "bricks and mortar" necessary to support market demand. The internet wasn't a business for us, it was a tool.

However, **the internet was an invaluable tool** for a growing company. Comments appeared on the internet saying how good the Kinnikinnick products were. All of a sudden, there were hundreds of people across North America who became our best sales people. They went into stores and told the managers how good the

products were. Or they popped up on the web with their comments about new products or just how pleased they were to get decent GF food.

At that time good quality, readily available GF food was the exception. Our internet site and overnight delivery throughout North America meant that anyone could enjoy Kinnikinnick food. The only problem we had was the orders from the rest of the world that we could not supply.

The increasing popularity of Kinnikinnick products required a move to a **new 10,000 square foot facility in 1998**. New products continued to be added and our internet business grew dramatically. We expanded again in 2001 to 15,000 square feet and added new types of products like bagels, pizza crusts and donuts. **By 2002** we were out of space again so moved to a new location with **30,000 square feet** and “plenty of room” for future expansion. Lynne (wife) left her legal practice and joined the company and Jay was diagnosed with Celiac disease. By this time, our many internet customers were spreading the word and we supplied many of the Canadian retail store chains and were providing more and more products to US health food stores.

One day we got a call from a large US food distributor who said that “your products are the most requested that we don’t carry – how do we get you into our system”. Again, thanks to our internet customers who made retail stores aware of our products. I don’t know how many calls we got from store managers who said that they had an empty bag that a customer had dropped off asking him to carry Kinnikinnick products. Clearly consumers had considerable influence.

About this time, Ted Wolff decided that having grown the company from 6 employees in 1997 to around 70, he wanted to look at other career and family options. As a result, **our family acquired all of Kinnikinnick in early 2005**.

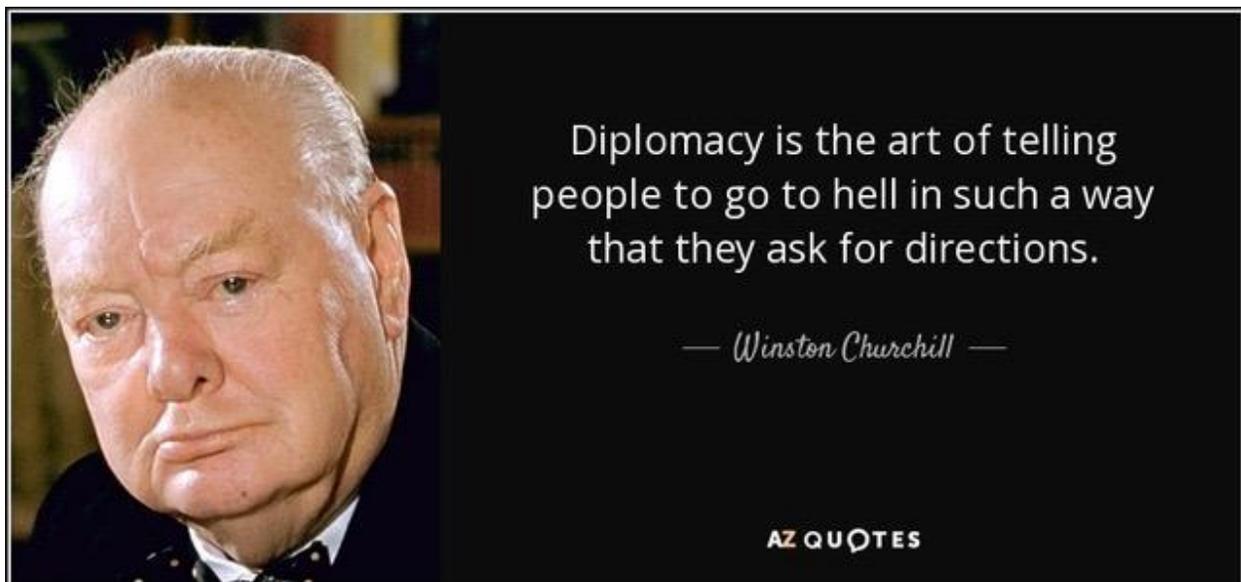
By 2005 our large new facility was operating 2 shifts and running out of space. As it happened one of the largest cookie manufacturers in North America was located in Edmonton and when they closed down we were able to acquire our second facility which contains 120,000 square feet with some of the most advanced equipment available. It took us 6 months to decontaminate the building and equipment. Today instead of producing 60 cookies per minute as in our old facility we produce 3000 cookies a minute. We also can produce items like the **KinniTOOS sandwich** cookies that require a very sophisticated production line. Both of our operating plants are dedicated gluten free facilities as they have been from the start.

Today our internet business is a small but important part of our business with the large majority of our products sold in retail stores throughout North America (including Puerto Rico, Hawaii, and Alaska). Kinnikinnick products are available much more readily than ever before and if it turns out you cannot find them locally or you cannot find a particular product you want then the internet is always available. In the future you will see the Kinnikinnick brand in other parts of the world.

Kinnikinnick has accelerated its product development to provide a much wider range of products. For example, you can now find KinniKritters (animal cookies), KinniTOOS (chocolate and vanilla sandwich cookies) and S'Moreables (graham style cookies) at many retail stores. You can also find toaster waffles, donuts, cinnamon buns and a wide range of breads, buns, bagels, muffins, and pizza crusts. All these products are made in either of our two-dedicated gluten free

Warren Garbutt thanked our speaker for a very interesting presentation.

Jack Ellis was the winner of the Free Lunch draw.



Dick Nichols reports on the results of the Hockey Pool

Game 13 February 5		<u>Winners</u>	<u>First</u>	<u>Second</u>	<u>Final</u>
Oilers vs Lightning					
First	2	1	Jack Ellis	Bob Kerrison	Peter Carter
Second	4	1	Austin Power	Tony Mazzuca	Valerie Walker
Final	6	2	Ron Trant	John Boyd	Unsold

Game 14 February 12		<u>Winners</u>	<u>First</u>	<u>Second</u>	<u>Final</u>
Oilers vs Panthers					
First	1	1	Kathryn Hoeksema	Rudy Lucas	David Ross
Second	3	3	Bea McKenzie	Glen Baird	Bea McKenzie
Final	5	7	David Winfield	Markian Bahniuk	Care Mazzuca

Game 15 February 20		<u>Winners</u>	<u>First</u>	<u>Second</u>	<u>Final</u>
Oilers vs Bruins					
First-	1	0	Morgan Lochhead	Jack Ellis	Chuck Gerhart
Second-	2	0	Mike Matei	Holly Hastings	Cliff Revell
Final	2	3	Darcy Burnett	Unsold	Bill Austin

Game 16 February 24		<u>Winners</u>	<u>First</u>	<u>Second</u>	<u>Final</u>
Oilers vs Kings					
First	1	0	Jack Ellis	Alan Rusler	Gary Campbell
Second	3	2	Valerie Walker	Jack Slobodan	Jill Hastings
Final	4	3	Bea McKenzie	Bronwyn Swanson	Bohdan Bahniuk

'Fast Fred'

UPCOMING EVENTS

Tuesday Luncheon Meeting, Royal Mayfair Golf Club, March 6th

Speaker: Raymond Swonek, CA, CIHM, Chief Executive Officer, GEF Seniors Housing

Topic: Positively Influencing Seniors' Quality of Life

Contacts: Dan Hasinoff and Ron Trant

GYRETTE Luncheon Meeting, Royal Mayfair Golf Club, March 13th

Time: Registration 11:30 Lunch 12:00 noon

Speaker: **Dr. Sheree Kwong See**, Seniors Advocate of Alberta

Contacts: Elaine Douglas and Myrna Slobodan

Tuesday Luncheon Meeting, Royal Mayfair Golf Club, March 20th

Proposed 2018-19 Budget

Speaker: **Bob Layton**, broadcaster, editorialist 630 CHED and GLOBAL TV.

Contacts: Gary Campbell, Jack Slobodan, and Alan Rusler

GYRETTE Luncheon Meeting, Royal Mayfair Golf Club, April 10th

Time: Registration 11:30, Lunch 12:00 noon

Speaker: **Rev, Jim Lochhead**

Topic: Recent Cycling Tours in Costa Rica, Quebec and Portugal

Contact: Valerie Walker

GYRO BRIDGE WINDUP, Highlands Golf Course, Wednesday, April 18th

Cocktails: 5:30, Dinner 6:30

Contact: Ken Willan

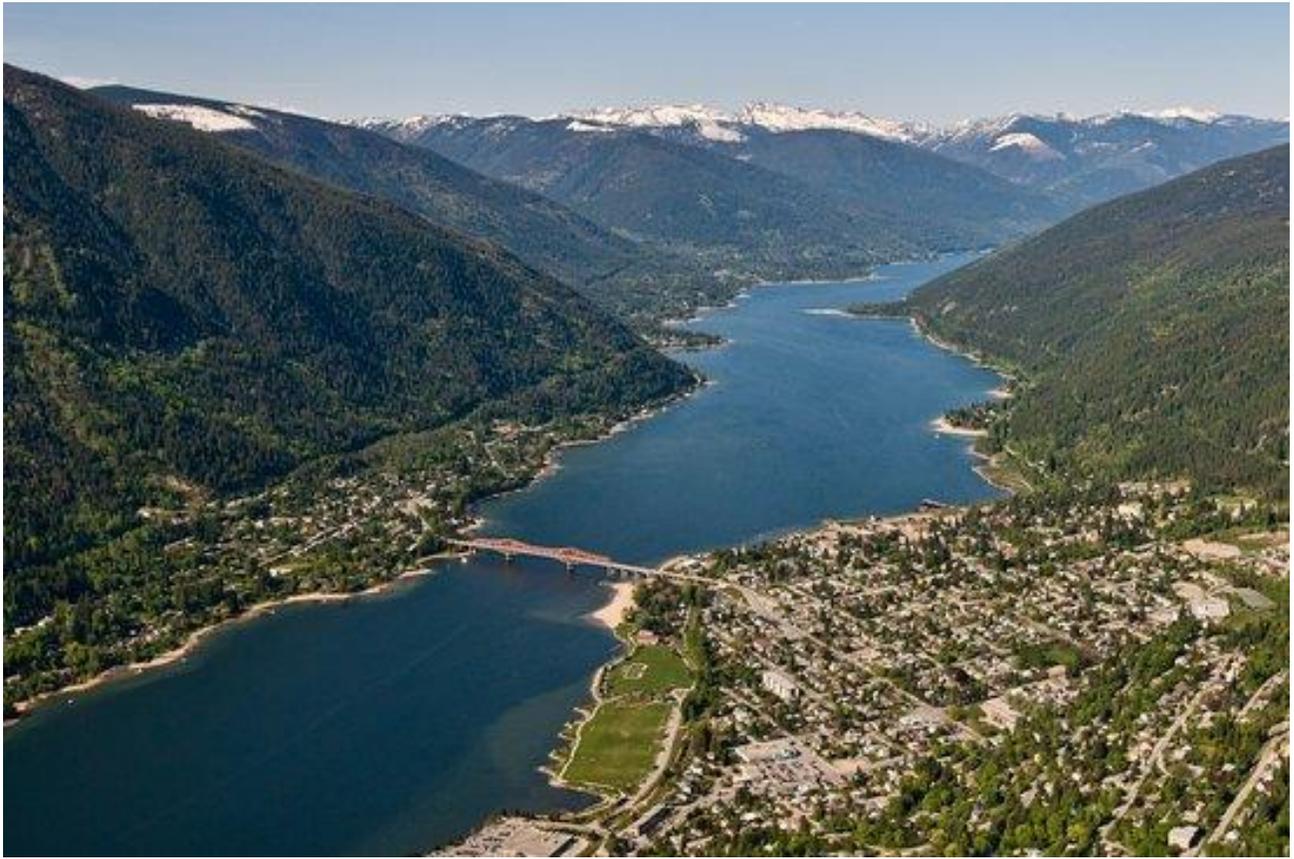
DISTRICT VIII CONVENTION, Nelson, B.C. June 7-10, 2018

Convention Hotel: Prestige Lakeside Resort, Gyro rates: \$140/night plus tax-City side and \$160/night-Lake side.

Registration Fee: \$450/couple, single \$225

Convention Link: <http://nelson.gyro.ws/CONVENTION.html>

Nelson Contact: Dave Brown davelinbrown@shaw.ca



Nelson, British Columbia

**GYRO INTERNATIONAL CONVENTION, Abbey Resort, Lake Geneva,
Wisconsin. June 25-29, 2018**