



## THE GYROLOG

THE GYRO CLUB OF EDMONTON

Club Charter No.18, July 29, 1921

### President

Bill Taylor  
780 430-0330

## MARCH 2011

### 1<sup>st</sup>Vice-President

Ari Hoeksema  
780 421-7776

Those celebrating their birthdays in March are **Alan Rusler** on the 3rd, **Roy Bennett** on the 17th, **Jack Slobodan** on the 19th, **Len Stevens** on the 27th, **Barry Walker** on the 29th and **Ari (Dutch) Hoeksema** On the 30th.

### Past President

Leon Lubin  
780 454-9712

**Mike and Sharon Matei** are celebrating their 22nd wedding anniversary on the 18th.

### Secretary

Barry Walker  
780 475-0983

**President Bill Taylor** welcomed 23 Gyro's and two guests to the **March 1st** luncheon meeting held at the Royal Mayfair Golf Club.

### Treasurer

Mike Matei  
780 930-1780

**Jack Slobodan** led the group in the singing of **Cheerio** and **Jim Lochhead** presented the **Grace**.

### Directors

Chuck Gerhart  
780 439-9792  
Ken Willan  
780 434-1306  
Warren Garbutt  
780-435-2961  
Dick Moskalyk  
780-435-6922

**Dick Nichols** introduced our two guest speakers, **Steven Nichols** and **Mark Wood**.

**The Alberta 55 Plus Winter Games** kicked off St. Albert's 150th Anniversary February 24th to 27th. Our own **Len Steven's** competed in two downhill skiing events held at Snow Valley. Len won a **bronze medal** in the Zone 6 Men's Predicted Time event by finishing within 64/100 of a second of his predicted time. Len also won a **silver medal** in the Zone 6, 70+ Men's Dual Slalom.

### Gyrolog Editor

Fred Schulte  
780 434-092

**Dick Nichols** introduced **Mark Wood, President and General Manager** of **Studio Post**. Mark was born and raised in Edmonton and is married to Jody and they have twin girls and a son. He has been working in the Film and Television industry for over 25 years. Mark started out as a Production Assistant at ITV Television and went onto Producing, Directing and then to Management in 1994.

He currently sits on the Alberta Motion Pictures Industries Board as Treasurer, is a member of the Advisory Council for the Edmonton Film Commission and was appointed as a member of the Alberta Film Commission Marketing Committee.

Many years ago, Alberta led the way with tax credit incentives to encourage the development of a movie industry in Alberta. Over time, Alberta's advantage was eroded by the reduction and ultimately the elimination of tax credits. Vancouver presently generates over one billion dollars in movie and television show productions annually. Alberta does have the Alberta Multimedia Development Fund which is designed to assist in the development of a strong Alberta production industry and improve Alberta's competitiveness in screen-based production and investment. However, funding is limited and does not create the same interest from investors as the tax credit system has in the past.

The demand for film has changed to video and there is a focus on High Definition (HD). There is also a demand for 3D but the equipment acquisition costs are very expensive. The young generation uses You Tube and then their I Phones.

Studio Post's Edmonton facility offers full video production, post production and Web/Multimedia services to clients looking for all manner of moving media. The company is independently owned and is the only HD Post House on the Canadian Prairies that has all of the broadcast industry's high definition formats. Studio Post's editors, colourists, designers, engineers, and coordinators focus on the goal of making their clients post production effortless so that they can focus on their creative ideas, not technological issues.

**Steven Nichols, Director of Operations at Studio Post** was also born in Edmonton and has been in the film and TV industry for over 25 years. Both Steve and Mark attended NAIT in the Radio and TV Arts program. Steve and his wife Yolanda have two girls and one son who are now young adults. Steve spoke of the ever-changing demands of broadcasters for delivery of commercials. Twenty five years ago, film commercials were delivered by mail or courier with carefully orchestrated pickup and delivery. Now many broadcast stations want electronic delivery. Studio Post keeps an ever-expanding spreadsheet going with station contacts, hubs, satellite stations and deliver requirements. Commercial formats include, HD, SD, AFD, H.2634, Mpg4, MBs and Gbs.

Much of Studio Post's focus is on corporate business, such as safety films, commercials and promotional videos, as well as special effects for TV and movies. One of the products produced for a client was a DVD that provided a consistent message for their sales staff. Studio Post was also involved in the production of the first season of **Corner Gas**.

**Len Stevens** thanked our speakers for an interesting presentation which provided a good insight on an important industry in Alberta.

The winner of the free lunch was **Gerry Glassford**.

**Dick Nichols** reported on the results of the Hockey Pool.

Game 15 February 27	Winners	First Period	Second period	Final
<b>Oilers vs. Bruins</b>				
First	1	2	Perry Majeau	<b>Jack Slobodan</b> Jean Morter
Second	1	3	Grace Burnett	Spencer Scornaienchi <b>Ari Hoeksema</b>
Final	2	3	Gyro	<b>Ernie Siegel</b> <b>Gary Campbell</b>

Game 16 March 9	Winners	First Period	Second Period	Final
<b>Oilers vs. Capitals</b>				
First	0	0	Justin Bergevin	Andrew Burnett <b>John Stroppa</b>
Second	0	2	Jean Warrack	<b>Peter Fairbridge</b> <b>Gordon Rennie</b>
Final	0	5	Gyro	Gyro Brooke Weisberger

Game 17 March 17	Winners	First Period	Second Period	Final
<b>Oilers vs. Coyotes</b>				
First	0	1	<b>Mike Matei</b>	<b>Mike Matei</b> <b>Jack Ellis</b>
Second	0	2	Cassandra Russell	Terri Russell <b>Bill Taylor</b>
Final	1	3	Gyro	Shawna Soch Erin Lucas

Game 18 March 24	Winners	First Period	Second Period	Final
<b>Oilers vs. Blues</b>				
First	0	0	Gene Ziebarth	Mike Lacoursiere Tess Keddie
Second	0	1	<b>Ari Hoeksema</b>	Steffen Scornaienchi <b>Ari Hoeksema</b>
Third	0	4	<b>Larry Dobson</b>	Marion Morstad Care Mazzuca

## FIRST POSTING

**Art Merrick** has applied for membership in our club; **Art** and his wife **Judy** reside at **#38, 2nd Ave.** in Ardrossan and their postal code is **T8E 2A1**. Their telephone number is **780-922-0474** and their email address is [jtay@shaw.ca](mailto:jtay@shaw.ca) **Art** is Regional Sales Manager for Olympia Benefits Inc. and is proposed by **Ari (Dutch) Hoeksema** and **Bryce Van Dusen**.

**President Bill Taylor** welcomed 27 Gyro's and two guests to the **March 15th** luncheon meeting held at the Royal Mayfair Golf and Country Club. **Alan Rusler** led the group in the singing of **Cheerio** and the **Rev. Jim Lochhead** presented the **Grace**.

"**Dutch**" **Hoeksema** introduced his guest and new member applicant, **Art Merrick**.

**Jack Little** introduced **Marjorie Bencz, Executive Director** of **Edmonton's Food Bank**. Jack was asked 12 years ago by Marjorie to help with marketing and he has been volunteering ever since. Jack was Chair of the Food Bank's Board of Director's in 2009-2010.

Edmonton's Food Bank was founded 30 years ago by the Edmonton Gleaners Association on January 16, 1981 and Marjorie has been Executive Director for 20 of those years. It's original mandate was to glean food for soup kitchens. The Edmonton Gleaners Association **envisions** a community where all citizens have access to an adequate and nutritious supply of food. Their **belief** is to be stewards in the collection of surplus and donated food for the effective distribution, free of charge, to people in our community while seeking solutions to the causes of hunger. The **mission**: Want and hunger are affecting the lives of many in our community. In our community, large quantities of edible food are at risk of being wasted. The **target**: The Edmonton Gleaners Association exists to serve people who lack food security in the City of Edmonton.

The Food bank provides 15,000 people per month with hampers, including 300,000 snacks; 40% of the clients are children. More than 35,900 volunteer hours were given in 2009 by 4000 people. Food is distributed to over 190 agencies, churches and food depots. 100 food businesses contribute food on a weekly basis to the food bank. There are also targeted events such as Candy Cane Lane and the Servus Heritage Festival which raise large quantities of food and cash each year. In 2009, visitors to the Heritage Festival donated 52,800 kilograms of food, \$52,601.50 in cash and \$44,414.25 worth of unused food tickets during the August long weekend. Edmonton's Food Bank distributes \$14-15 million in food value annually and also purchases \$450,000-600,000 of food such as eggs and powdered milk.

No government funding is received, but some funds are received through United Way. Some \$1.8 to 2.2 million must be raised each year and the organization is highly dependent on community support. Special fund raising events are organized to raise additional funds. An example is the Murder Mystery Banquet planned for April 14th at the Sutton Place Hotel at \$100 per plate.

A question was asked: How do you prevent people from taking advantage of the food bank system? All systems are potentially open to abuse but our data base keeps track of hampers given by various agencies so that multiple requests are monitored. In addition, each family member must be identified before a food hamper is distributed. Food hampers can be accessed by referral from social agencies as well by self-referral. Food hampers include non-perishables as well as fresh. The Food Bank is now able to provide some food that meet the requirements of diabetic, celiac, halal and kosher diets. Home grown root vegetables are always welcome. A garden plot has been established beside the Muttart Conservatory where vegetables are grown and tended by volunteers.

**Charity Intelligence Canada** named Edmonton's Food Bank (EFB) as one of 30 recommended charities in Canada in 2009 and the only one in Edmonton. EFB delivered \$14.1 million worth of food to partner agencies in F2009. Client use increased significantly in the spring/summer of F2009 and forced EFB to double food purchases to \$493k from a budgeted \$200k level. Administrative costs remain low at 2.4% of charity value with fundraising costs at 12% of donations received. Program cost coverage remains very high-over 200% for three consecutive years, indicating that EFB has stayed well-funded through the financial crisis. Program costs/value of food distributed ranks well at 10%, indicating efficiency of operations, as does the food value for every dollar donated at \$6.00.

The social media is used to create awareness about Edmonton's Food Bank events, fundraisers and to thank donors. 1,915 people followed the Food Bank on Twitter in 2009. **Warren Garbutt** thanked Marjorie Bencz for her very comprehensive and interesting presentation.

The free lunch draw was won by **Bill Taylor**.

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**The Edmonton Magic Club** presents **[Abra-kid-abra 2011](#)** in support of the Al Shamal Shriners on April 2nd at the Al Shamal Shrine Center, 14510-142 Street. The tickets are \$10 and two shows will be held at 2 and 7 pm. Please call Ari Hoeksema at 780-421-7776 for tickets.

It is with regret that we acknowledge the resignation of **Geoff Brewer**. Geoff was sponsored by John Ross in 1999 and served as Club Secretary from 2000-2003. Work commitments over the last eight years have made it difficult for Geoff to attend our luncheon meetings. We wish Geoff and Diane all the best in their future endeavours.

## UPCOMING EVENTS

### **GYRO Elections Night, Derrick Golf and Country Club, Tuesday, April 5th**

**Time: Cocktails 6:00, Dinner 7:00 pm**

**Menu: 7 oz charcoal broiled Striploin Steak, fresh baked buns, four choices of salads, baked beans, baked potato, cheese tray, assorted seasonal fruit, assorted dessert squares, coffee and tea.**

**Cost: \$40**

**A slate of officers has been nominated for 2011-2012, please attend and support your colleagues.**

**Contacts: Leon Lubin and Marty Larson**

### **Gyrette Meeting, Royal Mayfair Golf Club, Tuesday, April 12th**

**Time: 6:00 pm, Dinner 6:30**

**Cost: \$25**

**Speaker: Scott Graham, Director Community Grants, Edmonton Community Foundation (Scott is the son of former padre and long-time member of the Edmonton Gyro Club, The Rev. Bill Graham)**

**Contact: Myrna Slobodan**

### **The 2011 District VIII Convention, Wallace Idaho, June 16-19**

**Registration Fee: \$375 couple or \$187.50 single**

**Co-Chairmen: David DeRoos and Mike Hull**

**Dinner and Entertainment Thursday Night June 16th**

**Ladies Luncheon on Friday**

**Bocce Tournament**

**Banquet Dinner and Dance on Friday**

**Museum Pass to tour any of 4 of Wallace Museums**

**Bar Bingo Card to see who drops the Ball Saturday**

**Lead Creek Derby participation and refreshments on Saturday**

**Barbeque on Saturday Night**

**Float away Breakfast on Sunday**

**More Convention Information:**

**<http://www.wallacegyros.com/resources/Registration%20Form2.pdf>**

**GYRO International Convention, Halifax, Nova Scotia, July 4-10**

Registration Fee: \$500 couple or \$250 single

Printable Registration Form available at [www.gyro.ws](http://www.gyro.ws)

Hotel Rooms: Marriott Harbour Front, Gyro rate \$179 until June 13th

Lobster Dinner, Casino Nova Scotia, Celtic Entertainment, Art Gallery Tours, City Harbour Tours, Ocean Sailing, International Tattoo, Fine Dining, Golf, Golf, Golf, Maritime Shopping, Pubs Galore, Historic Sites.

Questions: contact Jim Sweet, Convention Chairman 902-752-3453 or email

[jim.inez88@gmail.com](mailto:jim.inez88@gmail.com)