

THE GYROLOG



THE GYRO CLUB OF EDMONTON
— EDMONTON — ALBERTA

September 3, 1991.

OUR LAST MEETING: was held at the Mayfair Golf Club on September 3 with 31 Gyros in attendance. In addition, David Castell introduced his guest Chris Ingles who also works at the Royal Bank.

Vice-President Bill Graham called the meeting to order and asked the warbling Harry Mills to lead us in Cheerio. Bert Boren then ably asked the blessing.

BIRTHDAYS: There were no Gyros born since the last Gyrolog so there were no birthdays to report. However, the guest speaker (more about him later) Marc Vigneron's birthday is September 3.

HEALTH AND WELFARE: It was reported by Bert "Anybody" Boren that he has been in contact with Dan Lawton who is coming along well.

CONVENTION: For those who wish to attend the convention in Lake Tahoe, Allan Warrack is compiling a list. Please let him know if you plan to attend ASAP.

CAR RALLY - BARBECUE AND CORN ROAST: As was reported in the last Gyrolog, a car rally is being planned for September 21 at 4:00 p.m. It will be followed by a barbecue and corn roast at the Morstad's home at 6603 Capilano Crescent. The cost is \$10.00 per person. Those planning to attend the car rally or barbecue please let Secretary Dick Ogilvie know immediately.

MEANINGLESS TRIVIA: The recently returned Marty Larson reported on his trip to Scandinavia. From the report, you would think that he was a visitor from Scotland rather than returning to his roots (don't blow a gasket Tommy Douglas) since the essence was that prices were high and tourism was low. Picture this - Scandinavia - 1991 - Marty Larson pays \$3 for a coke, \$6 for a beer, \$10 for lunch at Macdonalds and \$20 for lunch elsewhere.

ST. ALBERT: On September 10, there will be a meeting in St. Albert to explore the possibility of establishing a club there. There is a list of 45 names of possible members and Rick Little and Keith Bradley are offering support. Hopefully a new club will be launched. Mike Matei has suggested that the new club break with tradition and rather than opening meetings with Cheerio, they use the number one Soviet country and western song "I invited you into my cabinet and look at the tanks I get".

UNFINISHED BUSINESS: When new member Victor Jagoldas was installed we were missing some essentials such as his plaque, nametag etc. To rectify the situation, Marty Larson presented the important items.

GUEST 'SPEAKER: Past President, poor young and whining - sorry, struggling Roger Russell introduced the guest speaker. Marc Vigneron came from France in 1985 and has studied the wine (not whine Roger!) industry in Europe and South America. He is now a representative of Baccus Agencies who deals with the ALCB and the private boutiques. Baccus is one of 30 agents in Alberta and it has about 15-20% of the market. Last year the agents introduced 307 new products to Alberta.

Marc led us through the mysterious world of the ALCB, private wine boutiques and how our wine buying habits are going to change. The former system in which the ALCB had a monopoly is unusual in a worldwide context. Only Canada and Scandinavian Countries had that system.

The ALCB has chosen to reduce the product lines it carries to more basic ones with the wine boutiques providing customer service to people wanting more specialized service. This new direction has tended to promote more cooperation amongst the boutiques. It will also allow them to develop new lines for the consumer without going through lists established by the ALCB. The projection is that the ALCB will drop between 600 and 700 product lines in the next year.

At the present time there are 23 wine boutiques in Alberta. Three new licences were granted three weeks ago. Those in the wine business hope that this will promote the sales of wine in Alberta. Here are some interesting facts about Alberta and wine:

- o approximately 60-70% of the wine consumed in Alberta is white
- o 75% of the white wine consumed in Alberta is German
- o one of the inhibitors is price, a bottle of wine purchased for \$1 in Europe retails for \$4.75 here or a bottle costing \$3 in Europe retails for \$9 here
- o the reasons for the difference are excise taxes and a 120% markup by the ALCB
- o the per capita consumption of wine is:
 - o France before WWII 142 litres per capita per year
 - o France today 95 litres per capita per year
 - o USA 9 litres per capita per year
 - o Alberta 10 litres per capita per year
 - o Alberta with Gyros excluded - about a glass and a half per capita per year

In an effort to humble those of us who display our knowledge of wine by asserting our preference for a Bordeaux, Marc pointed out that there are 20,000 growers in the region who produce 10,000 varieties of Bordeaux wines. Perhaps Monsieur could be a little more specific.

NOTE FOR ROSTER: Howard Wilson informed us that the postal code published for him in the new roster is in error. The correct final digit is 4 rather than the 5 which is published.

THE DRAW: This week our meeting ended on a doubly corrupt note. Our guest speaker **Marc Vigeron** very kindly donated a serving tray to be awarded to the lucky person whose green lunch card was drawn. What followed was as polished an act as you will ever see. A leading member of the program committee for today, **Ian McIntyre** thanked **Marc** and gave him a token of appreciation. In response, **Marc** drew **Ian's** name and gave him the gift. To make matters worse we then had the luncheon draw and the winner was **John "I came for my lunch money" Stroppa**.

NEXT MEETING: Tuesday September 17, 1991
Mayfair Golf Club
12:00 Noon

EXPLANATION: For those of you who are wondering why there is a second stringer doing the Gyrolog this week it is not because **retread** is goofing off. Au contraire, the University of Alberta hired him to assist with registration this year because they learned of his reputation for effectiveness. It seems they were having a major problem - last year registration went extremely efficiently so they asked **Gord** to get it back on track.

SMILE!
YOU'RE A GYRO!

