



# The Progression

VOLUME 4 NUMBER 3

MAY 2005

## COVER STORY



# We Rise Again!

*Quidi Vidi comes on strong!*

## PROUD TO BE A MEMBER OF THE CANADIAN PROGRESS CLUB

Joining Progress was one of the most positive decisions I have made in my life. I not only feel a sense of pride to be associated with such a wonderful organization and the special people involved, but also feel

that I have inherited a large extended family who continue to welcome me with open arms.

Last year at convention, attending as the sole member of the Quidi Vidi Club, I was determined to keep the club alive. At that time I received such an outpouring of support and encouragement. I want to thank all of you for that.

I am please to say, that as of today, we have nine members in our club, and growing. We

have chosen the Alzheimer's Society of Newfoundland and Labrador as our charity for this upcoming year.

*(Ed. note: as of May 14, the number was 12 members and more expected this week. Way to go, Crystal!)*

Recently we conducted a successful clothing drive where we donated clothing to four local charities and collected Prom Dresses for the Single

*(continued on page 7)*

### Editor, The Progression Director of Communications Sharon Ward

Holy Cow, man! You guys are just full of news. 22 pages in this issue! And I thought I would average about 12. This is not a complaint. Your response shows the vibrancy within Progress in Canada. And some of my regular reporters don't have much or anything in this issue. Keep the good news coming.

I was all set to go with a cover story, but the Quidi Vidi story needed to be on the cover for this issue. Crystal did it! I don't know how many times I heard that Quidi Vidi was not to be counted out and now we have the proof! I had the pleasure of meeting new member Sylvia Harnett at the Eastern Region Convention this weekend and if she and Crystal are representative of the energy coming from this club, then watch out.

The regional convention was, as you might expect, a good time to see Progress from different perspectives. Pictou County's Debbie VanSickle talked to me about the fact that the Pictou County Club works in a rural environment with several towns over a broad landscape. Their approach to fundraising and community service is very different from the approach of a Halifax based or Calgary based club. Some clubs serve a suburban area, the needs and resources of which would be different again.

It's good to know the parameters under which your club

will thrive, and the market which you are serving. Many clubs would not be able to pull off a stellar event like Halifax's Sports Celebrity Dinner, nor should they expect to.

Still, there are things common to all events that can be applied as needed, so getting together and sharing ideas really does a lot of good. Which is a devious segue to National Director Rosalie Courage's article on sponsorship and convention. Rosalie has given us some very good advice in this column and the highlight is the invitation to bring your sponsorship challenges and solutions to the National Convention in Saskatoon in September. Take a good look at this opportunity. Do your homework and come prepared.

Finally, I invite those who are interested in serving Progress nationally to take a good look at the positions available in September (including this one!) and submit your name for consideration. Serving on your national board is a fabulous opportunity to grow and learn more about the club as a whole. If you're interested in this position, email me with questions. I'm only too happy to answer them. The deadlines for my last 2 issues are: July 8 for July/August and September 2 for September/October.

*Ciao for now,  
Sharon Ward*

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## The Progression



March / April 2005

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Words and pictures for the  
next edition are due  
**July 8, 2005.**

Large format jpgs are preferred  
for pictures.

Email submissions to:  
wards@eastlink.ca.



# Girls' Night Out

It is April 10th and everyone in the Calgary City Centre camp is finally at rest after hosting the sold out 8th annual wild and crazy Girls Night Out Event. With Calgary Harley Davidson as our title sponsor and a theme of Biker Chic, 500 women started the evening off with a Fashion show by Harley Davidson then proceeded to check out the shopping at our Silent Auction and get their Tarot Cards read and watch a floor fantastic show. All this mixed in with balloons, fun waiters and great food. This was an event not even Neil Diamond could resist performing at.



## Central Region News

The Central Region A.G.M. will be held at 1:00p.m., June 11th, 2005. It will be held at the Pickering Recreation Centre and is hosted by the Durham Region Women. Thank You to the ladies for your support in arranging this meeting. Your club presidents have the information regarding the address, as well as current issues such as Zone re-alignments that will be voted on at this meeting. The Central Region Executive is currently working on the A.G.M. Agenda, and it will be out to the club presidents within the next week.

As we approach the summer months, we reflect on our accomplishments this past year. The Central Region will be hosting its Regional Awards Presentation at the Central Region Bar-B-Que following the A.G.M.. I encourage all clubs in the Central Region to enter the awards nominations as sent to each President on April 26th and May 02, 2005. Lets share your community involvement with everyone! Those whom have attended this event the past few years know the fun that waits that evening! So come on out for a great day of fun and re-ignite some friendships! See you June 11th!

*Your for Progress,  
John Holman  
National Vice President,  
Central Region*



## 6th Annual Spring Tea and Fashion Show in Saskatoon

On April 4th, 2005, **Saskatoon Meewasin** held their 6th annual Spring Tea and Fashion Show with proceeds going to Special Olympics Saskatoon Zone 6. This sold out event is always eagerly awaited by many citizens of Saskatoon. The club was assisted by members of the Law Enforcement Guardians [elegantly attired in tuxes].

The focus of the event is having Special Olympic athletes [male and female] take part in the modeling [along

with club members and friends of Progress] of fashions from our local merchants. A highlight this year was the entertainment by Colby Nargang, a Special Olympics athlete from Regina. Colby has Williams Syndrome and is a very accomplished singer (close your eyes and go back to the days of Elvis and Roy Orbison).

Once again our merchants and sponsors were exceedingly generous and contributed to making this event the success

that it continues to be. Our guests continue this generosity by digging deep into their pockets in the spirit of the event to purchase raffle tickets and wonderful balloon prizes donated by these merchants and sponsors.

Honoured guests at the function were National President, **Juanita Soutar**, National Director of Member Services, **Marci Brisbourne**, and ladies from the Canadian Progress Club Regina Wascana who

## Upfont and Centre

continue to support our event with their sponsorship and attendance.

Each year numerous letters and calls are received by club members congratulating us for presenting such a heart warming event. A thank you card was received this year from the caregiver for two of the female athlete models and really sums up one of the many reasons the club continues with this event:

“It is little honours like this that really make the athletes proud and builds their self esteem. As a caregiver, it is a pleasure to see them excel and be so happy!”

*Submitted by Brenda McBain  
Event Co-Chair*



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**If you have any questions, please call Judy @  
 (306) 522-3700 (w) or (306) 585-0716 (h)**

# Experience of a Lifetime/ Marathon of a Lifetime

With a need to grow the club, and a drive to meet the 8 guidelines as set out by our national directors, the Edmonton South club has been working on two major projects.

“Experience of a Lifetime” is a concept at this point, but initial plans look very promising. The pilot project will see a storefront operation in the inner city which will be directed to underprivileged children. There are three primary objectives: 1) to expose the children to new learning experiences, 2) to help the children build self esteem through accomplishment, & 3) to encourage the children to give back to their own community. Currently there is a list of more than sixty possible classes, including decorative gardening, bicycle repair, and leather work. The classes will be taught by community volunteers who have skills in specific areas. Each volunteer will be required to attend at least two Progress Club meetings prior to getting involved with the children, allowing the clubs in the Alberta North zone to get to know them, and of course recruit them to the clubs. The primary key to making the plan work is an aggressive one year promotion campaign which will be handled by a professional

promotions company and will encompass news papers, radio & television.

“Marathon of a Lifetime” — with the need to continue funding their current charities, the Edmonton South club has looked for new ways to rise funding to cover the cost of the Experience of a Lifetime project. Two choices have



been made, the first being monthly commitments by club members for the twelve month pilot project, and the other is a marathon fund raising run. Club president **Arthur Warman** who nearly lost his leg three years ago in an industrial accident, has been training since January to run the marathon in Honolulu on December 11, 2005. This location was chosen for several reasons. Firstly because Arthur had been training to run this race prior to his accident as a way of dealing with stress, but also because it is one of the more difficult runs due to temperature, and humidity. One feature of the race is the run over Diamond Head at kilometer 15 and then again at kilometer 38. Arthur has not been particularly athletic during

his life, but at age 53 will be attempting to run the full 42 kilometers. His training currently includes: two runs of 6 km, 1 run of 8 km and 1 run of 16 km each week, along with cycling, walking, and backpacking.

For Progressions who would like to support this run or get more information about the “Experience of a Lifetime”, contact Arthur at [awarman@telusplanet.net](mailto:awarman@telusplanet.net). Your support would be greatly appreciated.

### Club Anniversaries

Congratulations to the following clubs who will be celebrating their anniversaries in May, June, July and August:

#### Greater Moncton Area

June 8—4 years

#### Brampton

May 1—4 years

#### Toronto Trillium

June 6—7 years

#### Regina Wascana

May 14—22 years

#### Saskatoon Downtown

August 29—24 years

#### Collingwood Area Women

June 14—25 years

#### Stampede City

May 26—32 years

#### St. Albert

May 24—32 years

#### Sherwood Park

June 17—33 years

#### Edmonton South

May 25—37 years

#### Richmond Hill

May 11—37 years

#### Edmonton Downtown

May 16—41 years

#### Calgary Downtown

May 20—42 years



### We Rise Again!

*(continued from cover)*

Parents Association. We hope to have a fundraiser, late spring or early summer for our new charity. Some of us are now preparing to attend our first Regional Conference in Halifax in May and my dream is to stand at convention in September and say, “**Crystal Eagan**, Quidi Vidi Club, fifteen members, all attending”. I welcome **Judy Maloney, Betty Shea, Cyndi Lundrigan, Bernadette Cole, Susanne Ryan, Madonna Kelly, Bea Seaward** and **Sylvia Harnett** to the Quidi Vidi Club and look forward to the day when you all can meet and they attend their first convention.

Once again, from the bottom of my heart, thank you for all the e-mails, kind words of support and solid advice. I’m proud to be a Progressian.

*Crystal Eagan*

*President Quidi Vidi Women’s Progress Club*

### Halifax Progress Club Donates Toy Trains to Local Children’s Hospital

Sometime during March of this year, the Halifax Progress Club became aware that the toy trains at the IWK Children’s Hospital Eye Clinic had been stolen. Prior to this theft, these trains were a source of joy and fun for all the kids who, through no fault of their own, had to attend the eye clinic. Once our club became aware that the trains had gone missing, we quickly jumped into action. On our own initiative, the club picked out and purchased some new “Thomas the Tank Engine” toy trains for the clinic. We then delivered the trains to the clinic, where the staff and kids were absolutely thrilled by our kind donation. The eye clinic staff have assured us that the trains have a tremendously positive impact on the children who are waiting for their Eye Clinic appointments. In addition, a plaque has been hung in a prominent place in the clinic recognizing the kind generosity of the Halifax Progress Club. A special thanks from our club must be extended to **Kermit Phillips** who brought this matter to our attention.

*Yours for Progress,  
Steven Murphy, President  
Halifax Progress Club*

## CPC Greater Vancouver

# The President was Present...



National President Juanita Soutar, Past National President Jean Scott and National Vice President Western Region Terry Clarke and the Rest of the Mayne Crew

Our National President, **Juanita Soutar**, joined us for the April 13th Greater Vancouver general meeting where she re-iterated the objectives of Canadian Progress Club and then, for the 2005/06 year, inducted our President **Dave Munday** for another term in office, along with Directors **Brian Daniel, Rob Edwards, John Nunn, Penny O'Rourke, Alex Salama, Ken Thorhaug** and **Tim West**.

### *Rescue Please...*

The same evening, a special presentation was delivered by guest speakers Wade Shaw and Tim Jones—both from North Shore Rescue. An organization of about 40 volunteers which relies on community support to carry out its mandate to rescue people who get caught in unfavourable weather conditions, and who get injured or lost in the mountainous terrain on Vancouver's north shore mountains. Canadian Progress

has, over the last three years, provided financial assistance to NSR, contributing to replacements of old and worn out



President Juanita & Dave Munday



**CPC Greater Vancouver President, Dave Munday, presented North Shore Rescue with a \$5,000 cheque**

equipment, supplies, and the training program for volunteers.

### ***Murder She Wrote...***

Friday April 15th was one of those winter-like days that even people from 'back east' would call nasty -high winds with icy-cold rain that cut's into you sideways. Still, there was a good reason to brave the elements and take the ferry to Mayne Island; found in the group of Gulf Islands The thirteenth annual Murder Mystery Weekend attracted 17 intrepid Murder Mystery suspects to the Springwater Lodge. Springwater was its usual gracious host, keeping the kitchen open late that evening, and then it was down to the business of good conversation, pool, darts, and a cocktail or two...or three.

In sharp contrast, sunshine greeted everyone on Saturday morning. After a great breakfast with the million-dollar view, people made their way at a leisurely pace to the other side of the island where lunch and Margaritas were waiting. Then it was back to Springwater to gear up for

dinner and a murder, namely the "Class of '54, The Return of Rock'n Roley". The deluxe pre-dinner cocktail party and plentiful appetizers left the crew wondering how they could face dinner—but they did, and apparently the duck was the biggest hit. Then, the Murder Mystery with 4 scenes to get through. According to the host, Bonnie, it was a challenge to keep all the wannabees and stand-up comedians focused for two hours. As for whodunit, who knows? —That's the real mystery of the Murder Mystery! So then it was back to the pool table, darts and dancing until the wee hours.

Sunny Sunday morning brought eggs Benny to the patio along with that million-dollar view. 'Do we really have to leave? Well, there's always next year to look forward to!' Then it was back to the ferry toward home.

**John Nunn and Dave Munday**



**Terry Clarke**, our tech angel from Calgary Bow River suggested this column. It's a great idea. Thanks, Terry.

We'll take it on for a bit, anyway, and see if we can identify some issues people are having, as they relate to Progress Club and see also if we can solve some of them. If you send in your questions, we'll answer them or throw it out to the members to see what solutions other people have found.

To get started, we have an issue of our own, which Terry has asked the *Progression* to publish:

### **MCS Blues**

The following email addresses registered in MCS have sent an error back indicating that they are invalid.

If anyone recognizes these addresses, please have your club administrator fix the problem:

johnathan@nbnet.nb.ca  
jroy@hrdc-drhc.gc.ca  
mark.wmb@sjaw.ca  
scottjsavoie@hotmail.com  
sstainston@hotmail.com  
tskc678@hotmail.com  
vagioritis@msn.com  
joanne\_robertson@amec.com  
jbolduc@cityhotels.ca  
lburney@shaw.ca  
del.dupuis@novacommunications.com  
donna.berthelet@sdc-dsc.gc.ca  
eseidler@interbaun.com  
danmckinnon@shaw.ca  
eestrin@shaw.ca



**Back Row (l to r): Greg Cole, Robert Maingot, Dean R. Powell, Patrick Forbes, Bruce Smith, Jonathan Waye, Steve Murphy, Barry Gallant and Alex Rowe  
Front Row (l to r): Robert Pretty, Kelly Hrudey, Darcy Tucker, Damon Allen, Spudd Webb and Kermit Phillips**

# Guess Who Came to Dinner?

The Sport Celebrities showed up with a bang as the Canadian Progress Club—Halifax’s first major fund raiser of the year all came together on the evening of February 3rd, 2005. With the 33rd Annual Sports Celebrity Dinner, most of Halifax was inside the WTCC to witness another total sell out of the event. The room and the folks inside were simply electric and you could feel the energy in the room. At that moment, each Club member was extremely proud of the Event Committee for the results of their labours, proud to be associated with this event and proud to be a Progressian.

To fully appreciate the work that went into this Event, **Dean R. Powell**, the Event Chair, was asked to take his thoughts

and put them to paper. Luckily, all that was required to do was cut and paste them ...

On Tuesday, July 20, 2004, I very humbly arrived at the first of many Committee meetings in preparation for our 33rd Annual Sports Celebrity Dinner. Exactly 200 days later, we held our last Committee meeting on the morning of Thursday, February 3, 2005... the day of the big event. This story will try and summarize how we got there.

I had Co-Chaired (2nd Chair) our club’s marquis event last year and, as is customary, took over as the 1st Chair for this year’s Dinner. Our goal involved meeting 2 primary objectives; 1) maximizing the net contributions to our charities and 2) providing an

evening of tremendous entertainment unparalleled in our region.

Our roster was peppered with a diverse group of strong personalities including seasoned veterans, past, present, and future Club Presidents and even a rookie member.

With such a strong contingent of great people on the Committee, I was confident that we would be able to build on the legacy created by our past and associate members (if we didn’t kill each other first).

As expected, there were some tense moments during meetings when ideas clashed about any number of issues. At times you would have thought we were getting paid for this!

You quickly realize that the time commitment required by Committee Members goes way beyond our weekly 1-2 hour meetings. In the early days I found myself constantly telling myself, “We are just volunteers. This is not our full time job.” The level of dedication demonstrated by each member of the committee is amazing. Our employers and families are to be gratefully acknowledged for their understanding and support.

The most significant milestones experienced during our preparation for the event are confirmation of the celebrity guests. After all, seeing the celebrities is the reason that our patrons purchase tickets. Thanks to **Alex Rowe** (and a little help from the NHL lock-out) we delivered arguably one of the best Head Tables ever for this event. That was the good



**L to r): Dean R. Powell (Co-Chair), Kelly Hrudehy, Barry Gallant (Co-Chair) and Steve Murphy (Club President)**

news. The bad news was that since Alex did such a great job, we had no excuse not to sell-out the event. Time to sell tickets! Ticket sales are where the entire club (all 50 members) has to step-up and ensure that all 1100 seats are sold as early as possible. I'm pleased to report that we not only sold-out the event, but accomplished this feat earlier than any previous Sports Celebrity Dinner. ***This year the net income from ticket sales is a record-setting \$159,000.00, well done CPC - Halifax!***

The highlight of the event is the luncheon when the Celebrities and our Sponsors get the opportunity to meet the recipients of their generosity - the residents of the Kingsmeadow Home. With help from our presenting sponsor (CTV affiliate ATV), the entire region saw the emotional moments shared by the residents and the Celebrities during the evening news program 'Live at 5'. Our club could not have benefited from a better advertisement than this broadcast—one of the most watched shows in Atlantic Canada.

After the luncheon, our celebrities head back to the suite to sign a variety of sports memorabilia that are used as prizes for our raffle ticket draw and as merchandise available for bids in our silent auction. **Pat Forbes** deserves a tremendous amount of credit for co-ordinating the raffle prizes, organizing the raffle ticket sellers (our Club members) and putting together a tremendous silent auction. When all was said and done, our net raffle ticket income was almost \$13,000.00 and the silent auction income was over \$12,000.00, both records for the dinner.

One of the perks of being the Chairman is having the opportunity for a very unique perspective of the evening, a seat at the Head Table. I felt an overwhelming sense of pride as I took my seat, viewed the sold-out audience and felt the energy that burst from all corners of our professionally produced event. Lights, camera, action! Holy cow.... I can't believe we actually pulled this off!

Success can be measured in a variety of ways, but the most important assessment comes from

our patrons. From all accounts, they left our event with smiles on their faces and the pride in knowing that they have helped the Canadian Progress Club - Halifax continue our mission of 'Creating new paths for those with special needs'. Thanks to them, we will have met our two primary objectives... and then some! Not bad for a group of volunteers. I am very proud to have participated with the other members of our organizing committee in such a memorable and worthwhile event. I have no doubt that next year's Co-Chairman (Barry Gallant and Rob Pretty) will continue to build on the success of this year's dinner.

To the members of our 2005 Dinner Committee I extend a sincere "Thank-you" for your efforts, dedication and support. Thanks to you, our charities will continue to receive the funding they so desperately need and deserve.

*Dean R. Powell  
and Dave Steele*



**Susan and Darcy take a moment during the luncheon to smile for the camera. Photo by Rob Pretty.**

## New Members Night held on February 15

—CPC Halifax

This was a great night for everyone that attended. Out of the nine potential new members, four have attended a weekly meeting and one of them has submitted his application to join the Club. All the comments from potential members were very positive, as they received great insight to our club.

Thank you to **Tony Mancini, Doug Baker, Bruce Mansour, Rod Kerr, Alex Rowe** and **Steve Murphy** for your contribution to the night, as well as all of our current members for attending and inviting guests.

Thanks and remember that, “Many hands make light work!”

Keep spreading the word of Progress!

*David O'Connor*  
Membership Chair

### Update: Halifax welcomes 3 new members

**Dan Lomas**  
**Jon Legatto**  
**Mel Melana**

## Pictou County Progress Club 3rd Annual Chair Affair



Another successful Chair Affair Event was held on April 29th in New Glasgow. This is the 3rd year the Pictou County Progress Club has held the fundraiser, but this year we changed the program and held a live auction of the painted Adirondack chairs. Our MC and auctioneer for the evening was comedian Bill Carr. He did a fantastic job of keeping the bidding lively and entertained the audience while pushing the bids to a record high!

This year we raised in excess of \$10,000 dollars in support of our local Big Brothers Big Sisters In School Mentoring Program, Pictou County Special Olympics and The Shepherd's Lunchroom. We were thrilled once again to have our National President **Juanita Soutar** in attendance as well as Past National President **CJ MacMullin**, members

from our charter club Halifax Cornwallis and the Halifax Progress Club. The entertainment was second to none, the artists who painted the chairs did a phenomenal job and the fellowship.....Priceless!

*Debbie VanSickle*



## Upfront and Centre



Top: the bidding heats up; below left: the preview; below right: CJ and Juanita stake their claims  
Page 12 bottom: "Bubbles" chair pushed the bidding to a higher level



# Taking Community Service up a Notch—Halifax Cornwallis

With the advent of the 8 minimum standards, Halifax Cornwallis have become more aware of opportunities to assist the community in ways other than our substantial events, and at the same time, create an awareness in the public for Progress in general and our club in particular. Participating in other events in the area, wearing our club logos proudly, gives our members a chance to talk to people about Progress one-on-one.

Saturday, April 2, 2005—**Canadian Progress Club, Halifax Cornwallis supports Big Brothers Big Sisters of Greater Halifax in Bowl for Kids Sake.** The team, consisting of four members raised \$573.

Big Brothers Big Sisters of Greater Halifax has been creating friendships since 1968. Programs began with matches between a Big Brother and a Little Brother and now include different programs to assist both boys and girls.

A Big Sister match with a Little Sister (or in some cases a Little Brother) is all about a one-to-one friendship. After a match is made a true friendship is developed over time that benefits the both the child and the Big. There is also a program called Couples for Kids where your partner or spouse can be matched to a Little Brother or Little Sister.

In-School Mentoring is not a program about homework.

This does take place at the child's school and a Big Brother or Sister spends an hour per week doing something fun or just talking with a child who could use a friend. Joyful Hands is the latest new program where a friendship is created between a Deaf child and a Deaf adult.

The Canadian Progress Club, Halifax Cornwallis is proud they supported Big Brothers Big Sisters of Greater Halifax and encouraged the gift of friendship to children in

**Special Olympics Nova Scotia Winter Games Annual Dance CPC Halifax-Cornwallis improves lives of Nova Scotians with intellectual disabilities.** CPC Halifax-

Cornwallis, along with Special Olympics Nova Scotia improved the lives of athletes by taking on the leadership role of their annual dance. Over 300 athletes and volunteers attended the CFB Shearwater Sea King Club on Feb 12, 2005.

Progressions, family, friends and volunteers came to organize, decorate, work the coat check, serve refreshments and ensure the disc jockey was in fine tune! Many spot dance prizes were presented and our members were frequently found on the dance floor with Special Olympic athletes! Fifteen plus volunteers and over 120 hours collectively contributed to the success of this event enriching life experiences for Nova Scotians with intellectual disabilities. We are making a difference!

*Lana Larder*

## Sidney Crosby signed jersey and stick on eBay!

As part of the Live TV Auction for Special Olympics Nova Scotia, Halifax-Cornwallis will be auctioning off a signed Rimouski Oceanic jersey and signed stick from Sidney Crosby, touted as the next Mario Lemieux by The Great One himself. This is probably Sidney's last year in the juniors, so these items will be sought after when he

gets to the major league and struts his stuff. The eBay selling partner "Imagine this sold" is handling the items for us. They will be available from May 22 until May 29 (the night of our auction).

Go to the website below for more details. And spread the word to your hockey paraphernalia collectors to check it out.

[www.imagethissold.com/Sidney](http://www.imagethissold.com/Sidney)



**Regina Wascana Grace Hospice partners meet in the new facility: (left to right) Sandra Hubenig, Executive Director, Regina Palliative Care Inc.; Velda Clark, Director of Palliative Care Services, Regina Qu'Appelle Health Region; Dan Kohl, Executive Director of Health Service Organizations, Regina Qu'Appelle Health Region; Janice Siekawitch, President, CPC Regina Wascana; Cpt. Graham Brown, Executive Director, Regina Wascana Grace Hospice — photo courtesy of the Regina Leader Post.**

### Regina Service Club Honoured for Fundraising Efforts and Commitment to Community

CPC Regina Wascana has been recognized by its community partners, as one of the first service clubs to support palliative care in Regina. To commemorate that support, the province's only palliative care hospice has been named after the club

"It was a tremendous honour to have our work with palliative care in Regina recognized by naming the hospice after our club," says Club President **Janice Siekawitch**.

Regina Wascana Grace Hospice is a testament to what can happen when community partners join efforts, according to Siekawitch. "What none of us were able to do alone, we accomplished by working together."

The new ten-bed palliative care hospice was dedicated on May 4 during National Hospice Palliative Care Week. It is

operated by the Salvation Army, with enhanced end-of-life medical and nursing care. It also features unique and compassionate services for terminally-ill patients and their families.

CPC Regina Wascana pledged \$150,000 towards construction costs for the hospice. The club's commitment meant that construction could get under way last fall. "If our club hadn't become a partner in the project, the hospice would not have been built," says Siekawitch. "The project needed our funding to get it off the ground. It's not often you get an opportunity to make that degree of a difference. It reminds you of how important the work we do really is."

Other partners in the project are Regina Palliative Care Inc. (RPCI), the Salvation Army,

and the Regina Qu'Appelle Health Region.

CPC Regina Wascana has supported palliative care since RPCI was formed over 20 years ago. "Our club was chartered about the same time that RPCI first began working in our community," Siekawitch says. "We've worked together almost from the beginning. In a real sense, our two organizations have grown up together."

So far, CPC Regina Wascana has raised \$100,000 of its commitment through its principal fundraiser, the SaskEnergy Festival of Trees. The four-day festival is held in Regina each November.

Siekawitch says that one of the reasons the annual Festival is so successful as a fundraiser is because money raised has always been directed back to the community. "It's important to our sponsors and patrons, and to our club members, that the funds we raise are put to work in Regina."

The club's focus on women's and children's health has also contributed to its fundraising success.

"Over the past two decades, CPC Regina Wascana has

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### **Regina Service Club Honoured for Fundraising Efforts and Commitment to Community**

*(continued from page 15)*

raised and invested nearly \$800,000 in our community,” Siekawitch says. “And in many cases, the investment is still at work in Regina, because we tend to select charitable causes that use the donations to provide service for many years into the future.”

With that approach to selecting charities, becoming a partner in the Regina Wascana Grace Hospice project was almost a natural next step for the club.

“We already had a long and very successful friendship with RPCI. The hospice filled a specific need in the continuum of palliative care in Regina. Now that the hospice is open, it will help hundred of families every year for many decades to come. It is an ideal cause for our club to get behind,” according to Siekawitch.

And CPC Regina Wascana’s commitment to the hospice goes beyond raising money. “Ingrid Ruud, one of our members, did the interior design for the hospice. Club member Mieke Gibson created many of the decorations and accessories for the rooms. Another one of our members, Ivy Scobie, is Director of Care at the hospice. And all of our members will dedicate volunteer hours at both the hospice and William Booth Special Care Home.”

### **Saskatoon Downtown**

Our club has experienced a busy program of events since the National Convention in Edmonton this past September. We had a group of 9 members attend this convention and everybody had a great time.

Once we returned to Saskatoon we were all busy organizing our inaugural Dogie Do Rodeo which we held in October in conjunction with the Canadian Cowboy’s Association Rodeo at Credit Union Center in Saskatoon. This event was modeled after Calgary’s successful rodeos in the past.

With our first attempt at organizing this event, we were successful in attracting 25 teams for the four mock rodeo events, which included calf roping, horse and egg race, pony express horse race, and calf riding. This was all capped off with the most fun event of all, our “Wrangler Wriggle”. We had over 100 contestants remove their pants on the rodeo floor and then race to the middle of the ring to find a new pair of Wrangler blue jeans that fit them, and then race back out of the ring. There were some true “Kodak Moments” to be seen here!

All of this was capped off with a great barbecue supper, tickets to watch the real cowboys compete in the actual rodeo that evening and then a “Cowboy Cabaret” dance which followed.

We didn’t have a lot of time

to rest after this event, when we started planning our annual Spring Comedy Night. We sold over 500 tickets to this event, which highlighted three outstanding comedians and an Italian supper.

We have even less time between our Comedy Night and our next event, which is our annual Boys Lunch Out, luncheon and fashion show which is being held in mid May. We are hoping to sell another 500 tickets for this event which to date has been our largest annual fundraiser.

All these events take a lot of work and commitment from our club members. As you all know, these programs do not get put together by themselves and each of our 32 members contribute a huge part to the success of all our events. We seem to have as much fun organizing and planning these programs as we do during the actual events themselves.

That is, in fact, what our Progress Club is all about. We have an outstanding group of business and professional people who are extremely busy with their own professional and personal lives. However, this group commits a great amount of time and energy to the success of our own club. Our meeting attendance is outstanding, usually around 80% at any time. Most importantly, we have a group of people who are able to spend time together and have some fun, knowing that what we do impacts the livelihood of the charities we support throughout the year and specifically the children who

receive the benefits of these charitable organizations.

Our key charities have been “Care and Share” which supports children and school programs within our Inner City of Saskatoon, along with Big Brothers and Special Olympics, who we are all very familiar with.

The success of our group has been evident with our increasing membership. This past year alone, we have been able to recruit six new members, all who have been able to bring some fresh ideas and energy to our already vibrant, exciting and dynamic club which we call “Progress”.

### Eastern Region Holds First Regional Convention

Halifax hosted the first (in forty years!) Regional Convention on May 13 and 14. There was a good turnout of between 50-60 people and representation from all but two clubs, Sherbrooke and Greater Moncton Women.

Friday started off with a downtown pub crawl, and we showed Halifax who put the “crawl” in pub crawl.

Saturday morning and afternoon consisted of workshops facilitated by **Tony Mancini**. A great success, lots of participation and shared ideas.

National President **Juanita Soutar** presented the region with its own banner. Watch for pictures in the next *Progression*.

### CANADIAN PROGRESS CLUB NATIONAL CONVENTION

September 14 - 18, 2005  
Saskatoon, Saskatchewan  
Host Hotel Radisson

Reservations - 1-800-333-3333

Rooms are being held until August 14, 2005

It is hard to believe that two years ago a convention in Saskatoon was just a wish and now every time we turn around it just keeps getting closer and closer which means it will soon be just a memory.

The convention committee is working hard to present a convention that will be a memory for a long time to come.

Registration deadlines are also fast approaching so please take note:

—Pre-registered guests will be billed the remainder of the convention fee at the end of June in the amount of \$275.00 (for those of you who paid by cheque or cash please submit the balance of your registration by mail. This is also the deadline for your next best rate of \$375.00 after that date your registration cost will be \$400.00. Registration forms can be completed by printing the form and sending by fax to Brenda at 306-242-1852 or by mailing to Brenda McBain 103 Skeena Cresc., Saskatoon, Sk. S7K 4G6 Plans are in the works for an interesting spousal program.

- Last date to order shirts is June 30th and payment is due with order.
- Golf will be held Wednesday afternoon and payment is due with registration.

September is a great month to visit Saskatchewan, the weather is usually very favorable compared to our hot summers and cold winters. Please visit our web site for information about Saskatoon and Saskatchewan Tourism. As well please take note that West Jet as one of our

sponsors is offering discount fares which must be booked by calling the number as listed on the web site. Please let us know your flight number, date and time of arrival to assist us in doing our very best to ensure that you are welcomed in the best of Progress style.

The Great Plains Region looks forward to sharing Saskatchewan's 100th Year celebration on Thursday September 15th with all of you.

*Janet Merrick & Bill Stampe*  
Co-Chairs 2005 National Convention



# A Passion for Progress

When the selection committee approached me to run for National President (elect), I had to stop and think: what does Progress need from their President? And can I deliver?

Clearly our highest priority is to strengthen our representation across Canada and grow our membership. But membership growth is only an outcome — what are the actions we need to take to drive membership?

Over the last few months I have discussed this with Progressians from across the country and have concluded that our fundamental challenge is to kindle a strong “Passion for Progress” in all our members. Nothing ever gets done well without individual passion, whether it’s nurturing a new event, recruiting a new member, organizing a membership drive, or speaking at a club meeting. When carried out with passion, our commitment is visible and infectious.

When I look across the country, I am constantly amazed by the passion and commitment of Progressians.

Our commitment to the mentally and physically handicapped is a constant from coast to coast and is something for which we can all be proud. Progressians including **Ron Lloyd** and **John Nunn** in the Pacific Zone, **Janey Davies** in Great Plains, **Margaret French** in Central and **Rosalie Courage** in the Eastern Region are leading by example in their tireless support for Special Olympics. We have the opportunity to



continue this good work and many opportunities to take our commitments to a new level.

The reality of the Canadian Progress Club is that we are never constant, but rather more like a rising and falling tide. When a club is ebbing, it takes the passion and commitment of both seasoned and new members to rejuvenate their club. I am extremely proud of the members who have made a personal commitment to “make it happen” within their clubs. I can bear witness to the efforts of **Dave Munday**, **Ken Thorhaug** and **Tim West** to rejuvenate Greater Vancouver, to the personal efforts of **Art Warman**, and the new energy of **Daren Nelson** and **Drew Hooke** in re-kindling growth in the Alberta North zone, and to the leadership of **Joan Gooder** and **Wayne Bamford** on the Western Region’s Membership Growth Action Committee.

We can all recognize the outstanding efforts and commitment of **Crystal Eagan** (Quidi Vidi), **Patti Nolan** and **Karen Brown** (Calgary Wild Rose), and **Bob Lockhart** and **Gary**

**Nakamura** (Calgary North) to bring their clubs back from a low ebb, and to the new energy in the Central Region under the leadership of **John Holman** and **Renate Thompson**. These are only a few of the individuals who are showing us the way to put passion to work for Progress. I look forward to each and every member demonstrating their passion by striving for the Pride In Progress award this year.

In closing, with the support of my family, my club and my business partners, I am volunteering to serve as your National President (elect) and will be seeking your vote at the National Convention in Saskatoon. I am excited about the strength of our current National Board and am committed to:

- strengthening the business operations of Progress
- enhancing and adding to our National sponsorships
- putting in place tools and support mechanisms for growing membership
- enhancing and growing support for the Charitable Foundation
- enhancing communications with membership

As required, I will be stepping down as National V.P. Western Region in order to run, and am extremely pleased and thankful to **Tom Kohl** for stepping up to the plate to serve out the remainder of my term.

With your support, I look forward to the challenges of leading this great organization. I have the PASSION for Progress! Let me put that passion to work for you and our organization!

*Yours in Progress*  
*Terry Clarke*

## Your Board Working for You

### **National President 2004-2005 Juanita Soutar**



Hello, fellow Progressians!

It's amazing, but another Progress fiscal year is coming to an end. Where has the time gone? I'm sure that by now, your club has elected its new Board and you're in the process of transitioning and preparing for the new year. Please ensure your Club's MCS Administrator updates the information to reflect the new and outgoing members of your Board so that Carmel, the National, Regional and CPCF Boards, and other users have access to the most up-to-date contact information for your Club.

As well, some of you are on the campaign trail, running for positions on your Regional Executive. I wish all nominees the best of luck in your upcoming elections, and congratulate the successful candidates.

Please also keep in mind that a number of positions on the National Board will also be elected at the AGM at this year's National Convention. They include: National President Elect, Director of Finance (Secretary Treasurer), Director of Communications, and Director of Public Relations. Please consider running for one of the positions available, since becoming involved helps you and our organization grow and

flourish. Nomination forms are available in Section 7 of the online Blue Book for you to print, complete and send to the National Office. Further information regarding the upcoming elections will be provided to you near the end of June.

Speaking of the Blue Book, the update project is about 95% complete, and it will be ready for a formal launch at the Convention in September. Upon completion, links will be imbedded in each of the files which will permit you to click on a word or phrase to take you to the related information discussed. But, you can check it out now—you will find a wealth of information on a wide range of topics, including the responsibilities of a Club President, how to run an effective meeting, membership retention and recruitment ideas and tools, convention protocols, and a complete roster of forms, templates and presentations. You'll find this information within the seven new Sections of the Blue Book, which are:

- Section 1 - National
- Section 2 - Regions
- Section 3 - Clubs
- Section 4 - Roles and Responsibilities
- Section 5 - Conventions
- Section 6 - Awards and Ceremonies
- Section 7 - Forms, Templates and Presentations

Please let me know if you have any suggestions for additional information to be added to the Blue Book or if you believe any amendments to the information currently being

provided should be made.

As announced to the Club Presidents at the end of March, I am happy to report that effective April 1st, we secured a 2-year lease on new premises for the National Office. Our new location provides us with approximately 600 square feet of space, at a rate of \$450.00 per month (hydro and parking included), which is well within the \$1,000 per month that was approved in our budget at the AGM last year. Although this process has taken longer than anticipated, it was important that we secure a suitable arrangement that is beneficial to us and our future. As I had recently reported, we had been in discussions with Special Olympics Canada and Ontario Special Olympics in an attempt to find suitable space within their offices in Toronto. Unfortunately, although a lot of effort went into trying to find a workable solution, it was determined that the proposed space and offer would not adequately meet our needs or provide the sought-after benefits for either organization. We thank Jim Jordan of SOC and Glenn MacDonell of OSO for their time and efforts on this project.

As discussed in the last issue of *The Progression*, a number of enhancements to the information provided within the MCS are now available for your reference. This includes online tracking of payments and receivables owing to National and the CPCF, and online tracking of National

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### President Juanita Soutar

(continued from page 19)

awards submissions. In addition, **Marci Brisbourne**, our National Director of Member Services, has made some refinements and improvements to the National Awards program, including making sure that each of the elements of the 8 Standards of Success are now reflected in the applicable awards. Please refer to the Awards information within the Member Services section of our website at [www.progressclub.ca](http://www.progressclub.ca) to review the information and download the new award submission templates.

Also, all Club Presidents have been advised via e-mail that the National Board is now requesting bids to host the National Conventions in 2007 and 2008. Please ensure you provide a written notification of your intention to bid to Carmel in the National Office by May 15th for review by the National Board at its meeting in June. Details regarding the type of information that should be included in your Club's submission can be found in Section 5.1.a of the online Blue Book.

Your National Board will be meeting in Saskatoon in mid-June, so please advise your National Vice President, any of the Directors, or me, if you have any questions or topics that you feel should be addressed by the Board at the meeting.

I have been on the road more lately than at home, and have been fortunate enough to visit a number of fun, profitable and productive fundraising, social and meeting events across the

country. These included the Saskatoon Meewasin Spring Tea and Fashion Show; Greater Vancouver Directors' and General Meetings as well as their Mayne Island Murder Mystery; CPCF Board Meeting; Greater Moncton Women's Meeting; Pictou County Chair Affair; Halifax Big Spring Auction; St. John's Club General Meeting; Quidi Vidi Meeting; and the St. John's Club Big Fat Greek Auction. I'm also scheduled to attend the first-ever Eastern Region Convention and AGM, the Great Plains Region AGM, the Central Region AGM, the Regina Assiniboine Champagne Classic Golf Tournament, the aforementioned National Board Meeting, clubs' events at the Calgary Stampede, and possibly other points in between, over the next couple of months. I thank each of the Club Presidents and their clubs for their invitations and kindness, and especially **Janet Merrick, Penny O'Rourke, Arlene and CJ MacMullin, Heather Drummond, and Crystal Eagan** for their hospitality and chauffeur services during my visits.

Until next time, take care and have fun!

*Juanita*

The information for National Awards has been posted to MCS and that the deadline for National Submissions is July 4th, 2005. If there are any questions, they should contact **Marci Brisbourne** by email at [dbrisbourne@accesscomm.com](mailto:dbrisbourne@accesscomm.com) or by phone (306) 949-3261.

### National Director of Education, Rosalie Courage



### The Art of Acquiring and Retaining Sponsors . . .

We all know how important sponsorship is to the overall net contribution for our fundraising events, however, acquiring a sponsor for a new event or a new sponsor for an existing event can be a significant challenge.

Once you have acquired the sponsor, how do you ensure that they will keep coming back to spend marketing dollars with your club on this event when there are so many charitable events in our communities?

Whether the sponsor is a friend of Progress or a corporate entity that has no known link to the club or the charities that will benefit, it is important to have a well documented case with outcomes that can be measured in some way to prove to these valuable sponsors that they benefiting as promised in partnering with your Progress event.

**How do you value the assets of the sponsorship that you are offering?**

There are two types of assets: Tangible and Intangible. *Tangible sponsorship assets* are benefits (deliverables) that have

## Your Board Working for You

an accepted marketplace value as defined by advertising or public relations firms. Those tangible assets offering *corporate visibility*—advertising, signage, logo impressions on marketing and communications materials, all have a value. For example the cost per thousand (CPM—the cost to be seen by 1,000 individuals)

*Intangible assets* are benefits or deliverables that have an unqualified value, as there is no system of valuation, however they often have considerable value. These assets could be prestige, geographic reach, hosting, leadership and innovation etc.

*Sponsorship Marketing* is when a corporation purchases a marketing opportunity (in the same way they would be purchase traditional advertising) because they feel there is a unique business building and branding benefit that an event can offer. The success or failure of these sponsorships is measured according to business building results. This also makes the point that in order for a club to market to a corporate sponsor, they have to know the demographic profile of the people attending the event. Example: it is unlikely there would be much business generated if 'Depends Adult Diapers' was the sponsor for an 'Alternative Rock Concert'. Who should we be marketing our sponsorship opportunities to and why?

Sponsorship is sold on the *marketing value* of what the Club/event can deliver to the corporate partner and is not

based on what dollars the cause needs for a specific program. The first step is to conduct an inventory of assets (tangible and intangible). Examples as follows:

### **Tangible:**

- Paid Advertising
- Promotions
- Posters
- Flyers
- Signage –Interior
- Exterior
- Website –Logo Exposure
- Hotlink
- Tickets
- Discounts
- Opportunities to meet and greet
- Mailing List
- Sampling
- Use of Venue
- Logo on Merchandise

### **Intangible:**

- Prestige
  - Popular Local Event*
  - Recognizability/Awareness
    - City of XXXXX*
  - Category Exclusivity
    - Exclusive in materials*
  - Level of Audience Interest
    - Interest among members*
  - Ability to Activate
    - Opportunity for sponsor to activate new business through association with the event*
- Limited Degree of Sponsorship
  - Number of Partners*
- Networking Opportunities
  - Only with other sponsors*
- Ability to Deliver on Package
  - Progress has good reputation*
- Media Coverage Potential
  - Minimal for sponsors*

These efforts can make you hone your sponsorship proposals and marketing of the same.

## HERE is an opportunity:

Before you come to the National convention in Saskatoon, do an inventory of your event sponsorship assets and bring all of your materials to a working session. Together we will learn how to rate the tangible benefits and ensure that your sponsorship proposals are substantiated by facts. Learn from others who enjoy sponsorship success . . . if you are successful with sponsorships, make sure that you are remaining competitive.

*Ed. note: Don't miss this opportunity to bring your challenges (and solutions) to convention. The interaction with other Progressians will help participants explore, rethink and solve sponsorship issues. And we all have them!*

## Your Board Working for You

### Canadian Progress Charitable Foundation Janey Davies, Chair



Fellow Progressions,

The Canadian Progress Charitable Foundation Governors met in April to review last year's success and prepare and plan for the coming year. It was a very successful and productive meeting, albeit, a long one.

Following are some of the action items that the committees are working on, and will be completed and resolved at our AGM in September:

- Review the CPCF manual draft and provide feedback by May 30th for resolution at the September Governor's meeting.
- Review CPCF by-laws draft and provide feedback by May 30th for resolution at the September Governor's meeting.
- Investigate the costs and benefits of joining the Toronto Chamber of Commerce
- Investigate reducing bank fees and maximizing interest
- Draft policy and letter for the membership regarding the tax receipt policy
- Update and expand the CPCF educational seminar for distribution and website
- Committee to update the website information for completion by June 30, 2005
- Provide a "Sprint to the Finish" summary by May 30, 2005 for board approval.
- Submit ING application.
- Finance Committee to provide

recommendations for improvements or changes to the investment policies and guidelines for discussion at the September board meeting.

- Review Terms of Reference and board position document and provide Chair with feedback and completion for presentation at the September Governor's meeting.
- Draft CPCF new member information letter and package for board approval.
- Investigate amending Letters Patent to reply to National board request
- Re-evaluation of proposed "expression of intent" with specific direction as outlined by the Governors to be completed by September 2005.
- Establishment of chairs/co-chairs for upcoming convention.

These were just some of the issues that were dealt with at this meeting. As you can see, we had a very busy but productive meeting.

We also spent considerable time discussing the "Expression of Intent" issue and the perceived conflict of interest.

The "Expression of Intent" is presently in the hands of an independent attorney and he will forward his recommendations to the board and I am confident that a final version will be resolved at our next meeting.

The board has also received, from independent attorneys, confirmation that they "believe this is a very common scenario amongst related organizations, and especially related volunteer and charitable organizations" and "It is a matter of convenience for both, and provides

valuable input to both respecting their separate deliberations". The board passed a resolution at the last meeting in this regard. In our efforts for better communication and collaboration between CPCF and CPC, both boards are presently in the process of initiating a motion to have crossover representation on the boards.

I would like to take this opportunity to thank the Governors for their hard work during the weekend. I am very pleased with all we accomplished. I would also like to thank our National President, Juanita for taking time out of her busy schedule to attend these meetings.

Many of you have already heard about "Sprint to the Finish" and I would like to thank the clubs that have already started to raise funds for this initiative and I particularly congratulate Regina Assiniboine for their National initiative of Progress "charms". It's just this type of commitment and foresight that will get us to our goal. The kickoff for this campaign is slated for September 2005 at the National Convention. So, get on your mark, get set and see you at our kickoff!!

I look forward to the next few months of preparation for the National Convention in Saskatoon in September 2005. And as always, I look forward to seeing my fellow Progressions from all across Canada.

*Yours for Progress,  
Janey Davies  
Chair*