



Meetings: Tuesday 12 Noon, Bella Vita Restaurant

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## March is Literacy Month

**TODAY:** Ineke Boekhorst – International project in Nicaragua  
**NEXT WEEK:** Business Meeting

### Happy Birthday

Mar. 11: Patrick O'Brien

### Happy Anniversary

### Invocation

**Mar. 11** Eric Mollema  
**Mar. 18** Patrick O'Brien

### CALENDAR OF CLUB EVENTS:

Date	Time	Event	Venue

### MESSAGE FROM THE DISTRICT GOVERNOR

When we visited the Mission Morning club, we had the delightful experience of having a story read to us. Elspeth Bowers, District Literacy Co-Chair, is a member of this club and has a tradition of reading to the club on a regular basis. Using her elocutionary talents, she made the story come alive for us as she leafed through the pages, displaying the colourful artwork on each page.

The experience took me back to my childhood, and the happiness I felt as I entered into the adventures found between the covers of my favourite books. It also called to light the special bond I felt with my own children as we read each night before their bedtime.

Currently I savor the opportunity to sit with my grandsons (and soon my granddaughter), to share with them the wonders of the written word. The highlight of the children's show "The Polka Dot Door" was the story time where the host reached for a book and read it to both the children in the studio and those watching at home on TV. Every child loved the experience.

You will hopefully recall that I raised the issue of Literacy during my club visits when I spoke of "Josh the Baby Otter" and the impact of this book with regard to saving lives. I also asked you to consider the option of going into classrooms and reading the book to early school age children.

Engaging in Rotary, so as to "Change Lives" is all about "hands on service." Buying and distributing dictionaries has been a great program for many of our clubs. I think we can take it to the next

level by going ourselves to the schools and reading to young kids who would appreciate the gesture. Or, even better, ask them to read to us...especially those who are struggling with their reading skills.

Reading to or being read to by a young elementary student(s) would be a tremendous gift that we can offer. The children would value the time we spend with them and remember the visits for a long time to come, if not forever. We would come away from this experience thankful that we belong to a great organization which gives us a chance to give back to the community around us.... and ironically end up gaining more than we have given.

Denis Boyd

### LAST WEEK'S MEETING

#### Guests

We were pleased to welcome again as a guest **Clint Callison**, and also **Karen Duffield**.

Also, a warm welcome to one of our Club's Past Presidents (and now a member of the Mission Rotary Club) - **Lynda Lawrence**.

#### Happy and Sad

Past President **Lindsay Hendy** - happy to be here - in a warmer place than "35 degrees below" Fort McLeod from whence he came.

President **Adrienne Dale** - happy about the good Duck Race news (see below).

**Eric Mollema** - filling in for our Sergeant at Arms **Jim Coulter** - three happy bucks!

- happy that **Jim Coulter** has the job, and not he
- happy that **Peter** is the Editor of the Four Way Flasher, and not he
- happy that **Laurie** is the Flashy reporter, and not he

#### Good News Announcements

**Bob Shantz** caused great applause by advising that **Maple Ridge Chrysler/Fiat** has come through with a "Fiat 500 - Pop hatch back" vehicle for the Duck Race. By partnering with **KidSport™** (which provides financial support to children who would otherwise, because of financial barriers, be prevented from playing organized sport) the auto dealership agreed to provide the vehicle again and indicated that it may continue to do so for future Duck Races. This will mean that our Club will have to sell more tickets than we did last year (about 10% of them) - but we can do it because in the first year of the Duck Race our Club sold about 40% of the tickets !!

**Deborah Hyslop** will be attending RLI - Rotary Leadership Institute - on March 22. Any member wanting to go to this great learning event, please contact Deb.

#### Rotary Moment

**Deborah Hyslop** gave an inspiring talk about her "Rotary Moment" - why she joined Rotary - because of our commitment to Service Above Self - which is more important than personal gain.

#### Program

Did you know the difference between:

- the BC Cancer Agency,
- the BC Cancer Foundation and
- the Canadian Cancer Society?



Our guest speaker was **Andrea Coogan**, of the BC Cancer Foundation who educated us about the differences.

#### *The BC Cancer Agency*

The BC Cancer Agency is an agency of the Provincial Health Services Authority, which provides a province-wide, population-based cancer control program for everyone in British Columbia and Yukon. Its services include providing screening, diagnosis and care, setting treatment standards, and conducting research into causes of, and cures for, cancer. It delivers the full spectrum of cancer care including prevention, early detection, diagnosis and treatment, research, education, supportive and palliative care. The Agency accepts patients who have been diagnosed with cancer and are referred by a physician.

Its offices are in each of the BC Cancer Agency's six regional centres: Abbotsford, Fraser Valley (Surrey), Prince George, Southern Interior (Kelowna), Vancouver and Vancouver Island (Victoria).

The BC Cancer Agency's mandate is driven by a three-fold mission:

- To reduce the incidence of cancer.
- To reduce the mortality rate of people with cancer.
- To improve the quality of life of people living with cancer.

Research is an essential part of the BC Cancer Agency's mission which is to not only find the causes of cancer, but to also find better treatments for prolonged life and better quality of life.

#### *The BC Cancer Foundation*

The BC Cancer Foundation is the fundraising partner of the BC Cancer Agency (in the same way that the Meadow Ridge Hospital Foundation is the fundraising partner of the Maple Ridge Hospital). By donating to the BC Cancer Foundation, donors make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. One in three British Columbians will be diagnosed with cancer in their lifetime.

#### *Canadian Cancer Society*

The Canadian Cancer Society is not associated with the BC Cancer Agency or the BC Cancer Foundation. According to its web-site, it is a national, community-based organization of volunteers whose stated mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. It funds research but also uses its funds "informing and supporting Canadians living with cancer, advocating for public policies to improve the health of Canadians, and rallying Canadians to get involved in the fight against cancers". "The Canadian Cancer Society consists of national offices in Toronto and Ottawa, has 10 provincial and territorial divisions, and approximately 1,200 full-time staff. Each provincial and territorial division of the Canadian Cancer Society has a Board of Directors, chaired by a volunteer divisional president".

"What is donated in BC stays in BC"

Andrea Coogan stressed that if we want our dollars to be used in BC for cancer research, then our dollars should go to the BC Cancer Foundation (and not the Canadian Cancer Society). For example, she said that Scientists at the BC Cancer Agency have reclassified breast cancer into 10 completely new categories based on the genetic fingerprint of a tumour in the largest genetic breast cancer study ever performed. This could change the way breast cancer is diagnosed and form the basis of next-generation treatments. This research offered much-needed insight into breast cancer biology, allowing doctors to predict whether a tumour will respond to a particular treatment; for example, whether the tumour is likely to spread to other parts of the body or if it is likely to return following treatment.

Andrea also pointed out that when compared to other countries of similar wealth and universal healthcare systems, Canada's cancer outcomes are some of the best in the world. Five-year survival rates for breast, ovarian, lung and colorectal cancer are steadily improving. B.C. has the best one and five-year breast and ovarian cancer survival rates.

#### 50/50

**Lucky Bob Shantz**, to no one's surprise (except maybe himself) flushed out the Queen of Hearts. Congratulations Bob.



**Submitted by Laurie Anderson**