



PROBUS CLUB OF COLLINGWOOD

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NEWSLETTER

NOVEMBER, 2016

NEXT MEETING THURSDAY DEC. 1, 2016 – BEAR ESTATE HALL - 10 A.M. - 12 NOON

MANAGEMENT COMMITTEE

PRESIDENT: BOB MACNAIR

VICE PRESIDENT RUBEN ROSEN

SOCIAL: GREG GEEN

SECRETARY: AL WALLACE

TREASURER: MIKE MARTYNUK

SPEAKERS; RUBEN ROSEN

MEMBERSHIP AND PAST PRESIDENT: JOHN MEGARRY

NEWSLETTER:

ERIC SKEOCH

ANNOUNCEMENTS

President MacNair began the meeting by noting that thanks to our guest speaker a van load of LCBO product was available for our tasting pleasure; distribution, however, would only proceed if the members took their seats immediately. This was a President-elect Trump type promise, but like the election, it worked and everyone rushed to their seats.

Ian Godwin then led us in the National Anthem in his usual melodious tones. This was followed by a video which recorded the wartime roles of several of our members. It was a very effective and moving recognition of our veterans. Many thanks to Hal Keiser and Wayne Caswill for their work in producing the video.

We were pleased to welcome a host of guests to the meeting. There were at least fifteen of them. They popped up and popped down so fast that I gave up trying to record names. Hopefully we will see many of them in future meetings, assuming they have enjoyed their visit with us and that nobody has stolen their coats.

Bob announced that we now have a defibulator on site. There will more information soon as to who among us have received training in CPR and in the use of the defibulator.

Al Peters reminded the members that the Probus Ski Legends stalwarts are about to hit the slopes again shortly and memberships are still available. There will be a kick-off party on December 7, with wine, cheese and savings on ski equipment at various local outlets. Call Al for details, particularly if you are interested in the three ski excursions to the west this season.

SPEAKERS REPORT

Ruben Rosen reported that our January speaker will be Peter Jennings, co-author of Shark Attack. And in February we will hear from Dr. Bob Galway who will speak on early Toronto airfields.

SOCIAL COMMITTEE REPORT

Chairman Greg Geen (finally I spelled his name correctly) reported on a successful trip to the Collingwood airport (by bicycle) and an equally successful Red Leaf tour which ended at the Drysdale Tree Farm.

Future events include:

Nov. 29 - Visit to the Bay Growers apple processing plant

Dec. 1 - Our annual December Luncheon meeting

Jan.17 – Tour of Blue Mt. snowmaking plant

Jan 24 – Snow shoeing at Bud and Sue's place

Feb. 14 – Valentine's Day dinner.(Details to follow).

Bob reminded us that members attending the December luncheon meeting are asked to bring along a stuffed new toy no longer than 12 to 15 in size. Leave the tags and stickers on.

More detailed information regarding our social activities are included in the Social Committee notes I include in the Reminder sent out every month just prior to our meeting. And of course you can always check our web site for even more information on upcoming speakers and a lot more, thanks to Wayne Caswill. Just Google Collingwood Probus.

SPECIAL PRESENTATION

We were pleased this month to hear from Rick Crouse representing the Nottawasaga Lighthouse Preservation Society. Rick presented us with a brief history the Collingwood Lighthouse and the efforts of the NLPS since 2013 to preserve this valuable link to our past.

Construction of the Lighthouse began in 1855 and it first lit in 1858 coinciding with the years when Collingwood was becoming a major shipping and rail port. The Lighthouse has recently been named to the 10 most Endangered Historic Sites in Canada by the National Heritage Trust.

It was “a wonder of its time”, towering 85 feet above the water surface and located on a small island just off the Collingwood harbour. It originally had a house as well and over the years 13 different families lived on site and maintained the light. The house burned down in 1959 and the lighthouse itself was closed down in 2003. Since that time there has been considerable deterioration. In 2004 it was struck by lightning, damaging the south-east side.

Rick has visited the site and reported that though the interior is in remarkable good condition, the outer shell has partially collapsed. There is no chance of complete collapse, however, because the inner core is solid.

Since 2008 the federal government Heritage Lighthouse Protection Act allows the sale of surplus lighthouses and the NLPS is currently in negotiation with the government with a view to acquiring the property.

Rick went on to describe the work done thus far, specifically through a contract with Weatherall Dock and Dredge of Owen Sound. A 2x4 grid around the tower has been constructed and a *shrink-wrap* will be put in place around the tower itself to keep out the moisture.

It is estimated that the restoration will cost about 2 million dollars. The NLPS is now launching a capital fundraising campaign.

We can get involved by connecting with the NLPS at lightkeeper@nlps.info.

SPEAKER DR. GEORGE SOLEAS

Our speaker was introduced by Larry Gee, who touched on Dr. Soleas’s impressive credentials in the field of winemaking, in bio-chemistry, as a chef, and as a CEO who had ascended to the position of CEO “through the ranks.”

He expressed his delight at being at the helm at the present time, as the LCBO faces “real competition”. The Ontario marketplace today must strategize to compete. It must become less bureaucratic; it must put new emphasis on teamwork; it must connect with its customers; and it must be prepared to re-invent itself.

We were given a series of statistics regarding the day to day LCBO operations at 656 retail stores, 209 agency stores and 5 massive retail service centers. There are 138 million transactions per year with total sales of \$ 5.6 billion.

The competition comes from beer stores, wineries, and most recently, grocery stores. In response to these pressures, new and innovative changes have been initiated, not only within the stores but also in e-commerce. Having determined that customer loyalty must be paramount, the LCBO is evolving into an “Omni-choice experience”. This involves building on the modernization innovations begun by Larry Gee in the 1990s, introducing features which enhance the in-store shopping experience. Vintages, the introduction of craft beer and cider products, product consultants in the store, tasting bars, extending the Food and Drink publication to I pads and computers, food pairing, and making *Products of the World* information available through boutiques in destination stores.

Shop LCBO.com, incidentally will deliver to your home. 500 hits per day are anticipated as the holiday season approaches!

Google LCBO NEXT and you will be brought up to date on the newest LCBO innovation.

Dr. Soleas was thanked by Bob for his extremely interesting presentation and given a Gerry DeLeskie pen set.

Our 50 50 winners were Gary Holzendorf and Bob Hamill.

