

Westmount's Lifeline

60 Years of Service to the Community
1930-1990

The Rotary Club of Westmount

Published by The Rotary Club of Westmount
as an advertising insert to
The Westmount Examiner, October 18, 1990



PAUL P. HARRIS
Founder of Rotary



PAULO V.C. COSTA
Santos, Sao Paulo, Brazil
President, Rotary International, 1990-91

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September 28, 1990

The Rotary Club of Westmount,
4646 Sherbrooke Street
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As Mayor, I have long felt the need for setting up a volunteer group of citizens under the title "Friends of the City". The Rotary Club of Westmount for 60 years has been just that, doing work which, if the city undertook alone, could not be justified to our taxpayers.

Rotary International is an organization made up of some 20,000 individual clubs that do this type of work around the world. Rotarians do not boast about the extraordinary things they have achieved; they simply do them and move on. I am glad the City of Westmount not only recognizes that fine work but has been able to cooperate with you in it. A good city is a community where people interact and help each other. Increasingly, it is difficult for the city to undertake all of the things that need doing.

In Westmount the most dazzling evidence of your work is, of course, Manoir Westmount, the seniors' residence at Sherbrooke and Lansdowne. Its \$4.5-million cost was totally financed privately through Rotary's efforts, and the City gladly entered into the long-term lease which put the basement floor of adjoining Victoria Hall to excellent, continuous use as part of the Manoir facilities.

Another Rotary project was the Unity Boys' and Girls' Club on Greene Avenue which Rotary built; the City facilitated regarding the site. Latterly, the City of Westmount and Rotary again collaborated in establishing the Unity building in a new mission as a community centre.

These are only a few of the many forms of assistance you have given the City and its residents over the years.

You have indeed been "Friends of the City" and I thank you for it on behalf of all Westmounters.

May Cutler
May Cutler
Mayor

Paulo V.C. Costa

Santos, S.P. Brazil

President, Rotary International 1990-91.

Chairman, 1989 International Institute; Chairman, Planning and Research Committee, R.I., 1986-88; Member, Peace Forum Committee, Committee of the Trustees, 1988-89; Member PolioPlus Campaign Committee; Trustee, The Rotary Foundation, 1981-84; Director, Rotary International 1979-80; Vice-President, Rotary International 1979-80.

Paulo V.C. Costa is an architect and president of Arena Construtora, an architectural and construction company in Santos, Sao Paulo, Brazil. He serves as president of Arena Imoveis, a real estate company, and as president of two real estate investment companies. He is chairman of

the board of Familia Paulista Credito Imobiliario, a savings and loans association, and president of an investment-holding company and a ship-holding company. Born in Santos, he graduated from the Mackenzie University of Sao Paulo with a degree in architecture.

Mr. Costa is a member of the Architects and Engineers Association, the Historical and Geographical Institute, and the council of Brazil-United States Cultural Center. He serves as chairman of the council of Benedicto Calixto Fine Arts Museum. He was bestowed the title of Citizen Emeritus by the city of

Santos, S.P., Brazil.

A Rotarian since 1956, he is a member and past president of the Rotary Club of Santos. He has served Rotary International as district governor, consultative group member, committee member and chairman, international assembly instructor, Rotary Foundation trustee, director and vice-president. He has received the Citation for Meritorious Service and the Distinguished Service Award of The Rotary Foundation for his support of its international humanitarian and educational programs, and is a Foundation Benefactor.



1930 — 1990 Sixty Years of Service

The editors wish to take this opportunity to thank the community and residents for their continued support.

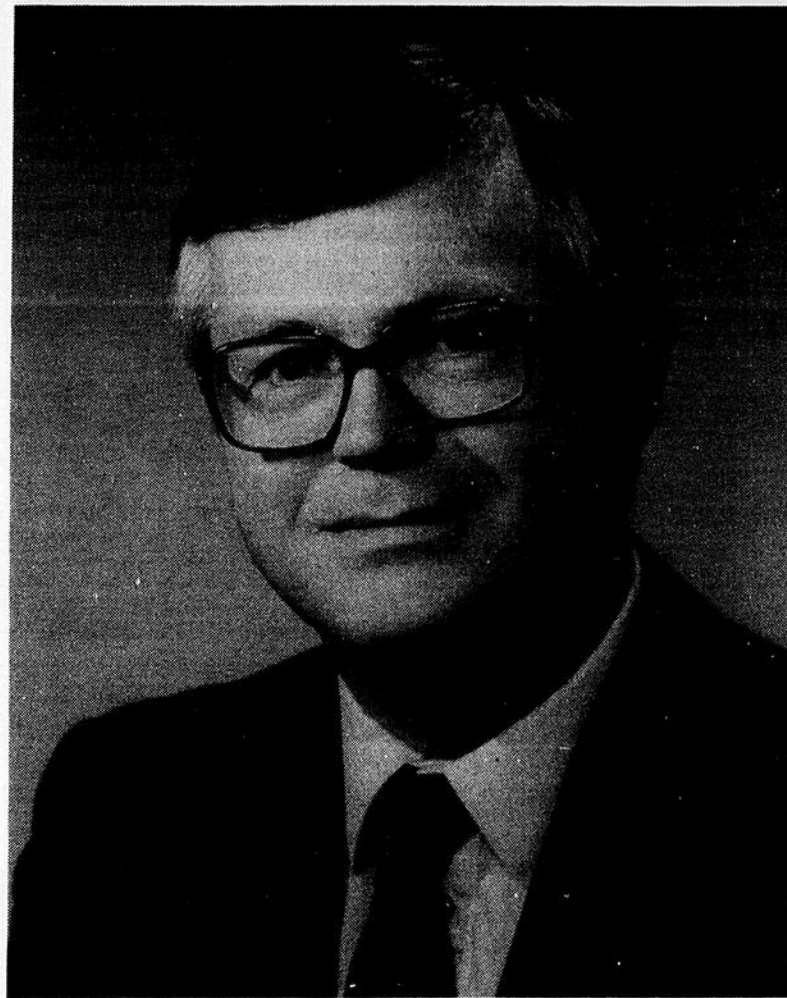
Without this dedicated encouragement of The Rotary Club of Westmount, it would have been impossible to carry out the many projects over the years.

We wish to thank everyone for their contribution to this supplement. Share with us a moment in history.

We highlight in this publication some of the events organized to make Westmount and the world a better place to be in.

The proceeds from this supplement will, in true Rotary tradition, be used to purchase additional units for the current "LIFELINE" project.

Merci !



RICHARD P. MILLER
President, The Rotary Club of Westmount

We are all tremendously proud of the accomplishments of The Rotary Club of Westmount throughout its sixty years of service to the community. This is especially true when you consider that the whole Rotary movement only began in 1905.

An occasion such as our sixtieth anniversary gives us the opportunity to pause and reflect on the friends we have made, the projects we have worked so hard on, the many people whose lives have been touched by Westmount Rotarians and the plans we have for the future.

From its charter night at the Windsor Hotel on October 24, 1930, the club lost no time in organizing a fund-raiser, the Montreal Forum's first ever Ice Carnival with proceeds to the Montreal Children's Hospital. Sixty years later the faces may be different but the motto is the same... "Service Above Self."

This tabloid contains our story. It records our successes, and some of the times when we fell short of our goals. It is about ordinary men and women who believe that, together, we can accomplish far more than we ever could on our own. We dedicate it to the hundreds who have preceded us as members of The Rotary Club of Westmount and to all those who will share in its future.

Richard P. Miller
President

Greetings from a Frequent Visitor

September 6, 1990

Dear fellow Rotarians,

When you told me that Westmount Rotary was about to celebrate its 60th Anniversary in Rotary, I was on my way back to Freeport, Bahamas. At the last meeting of our Lucaya Club, held on Tuesday September 4th, I reported to my fellow members, the many occasions over the past few years in which Westmount Club had been my home away from home.

Our President Doswell Coakley asked me to please express on the Club's behalf, our appreciation, and to extend our best wishes for your continued success. I must add to that my own special thanks for the gracious hospitality and friendship extended by your membership. May you long continue to exemplify the warm spirit of Rotary. Kindest personal regards and I look forward to my visits next year.

In Rotary friendship,
Gerald Charness
Freeport, Bahamas

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Message from the District Governor

To members of
the Westmount Club:

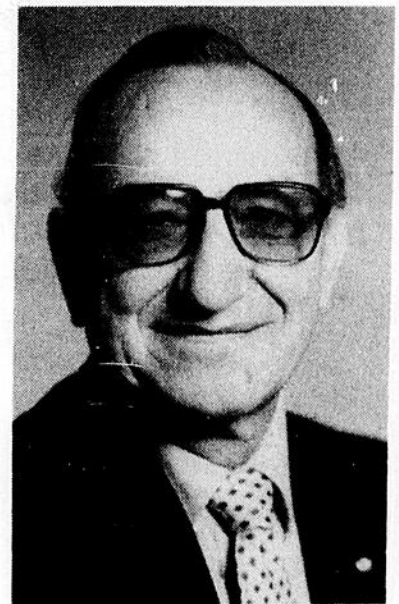
Please accept my congratulations on your 60th Anniversary as a Rotary club. Your club has been an integral part of Rotary as it evolved from one man's idea to a highly effective organization. An organization helping human beings in every part of the world.

Your club's Lifeline project, hosting handicapped youths at the Expos baseball game, providing the building and contents for a community center and contributing to Rotary Foundation and Polio Plus is evidence of your club's part in making Rotary the organization that it is.

The Westmount Club has had a proud past. The future of your club is bright with promise.

I am pleased to be in the office of District Governor and to be part of your 60th anniversary celebration.

Yours in Rotary,
Nicholas F. Troisi



NICHOLAS F. TROISI
District Governor



The Rotary Club of Westmount

4646 Sherbrooke Street West
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Term Ending June 1991
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François Gerin-Lajoie
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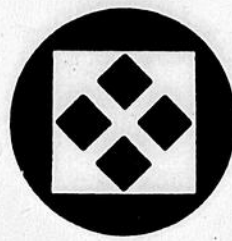
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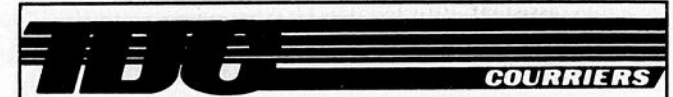
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Lifeline in Montreal

Inception

After a year of study and investigation the Lifeline project began operations in May 1986 in conjunction with Dr. David Gayton and the Royal Victoria Hospital (R.V.H.).

It's raison d'être was as a research project to convince the provincial government that it could provide dignity, a quality of life and peace of mind to that population in need of assistance without placing them in institutions. And this at a greatly reduced cost should they choose to use a Home Emergency Response Program.

The initial investment was \$53,000.00 by the Rotary Club of Westmount and \$30,000.00 from the Montreal Island Regional Council For Health And Social Services. The money was used to purchase a central monitoring unit, 75 Home communicators and the salary of a research assistant directed by Dr. Gayton.

New Beginning

In March 1987 we reviewed the program and concluded that a new direction was required. There were only 13 units in service. The compilation of research material required the assistant's full time to the detriment of publicizing the program and installing units. The provincial government indicated that it did not have funds available to consider the funding of new projects. The Lifeline Advisory Board was formed and the project was converted to one of community service under the banner RVH — Rotary Lifeline, with the special emphasis on meeting the needs of Senior Citizens.

April 1987 — 25 units in service, all placed free of charge.

Evelyn Miller was hired as project coordinator replacing the research assistant.

May 1987 — The Rotary Club of Westmount agrees to fund the operating costs for one year. Royal Victoria Hospital agrees to supply the physical and administrative logistics. A public awareness and publicity campaign was begun.

August 1987 — 35 units in service all free.

October 1987 — Montreal Lakeshore Rotary Club joins the program and contributes \$7,000.00.

December 1987 — W.I.S.E. (West Island Seniors Enterprises) becomes a sponsor with a contribution of \$7,500.00. 52 units were now in service — 36 at no charge. The Lifeline

Advisory Board authorizes the purchase of 50 additional Home Communicators. The Rotary Club of Westmount approves an additional \$15,000.00 for operating costs.

April 1988 — 70 units now in service.

May 1988 — The Rotary Club of Montreal-Westward sponsors some individual units.

June 1988 — 90 units in the field of which 32 are free. The Rotary Club of Westmount agrees to fund an additional \$10,000.00.

July 1988 — The Montreal-Westward Club expands its participation with a contribution of \$5,850.00. 100 units were now operating.

September 1988 — The Royal Victoria Hospital Auxiliary donates \$6,000.00 to cover 10 units. 115 units in service.

December 1988 — W.I.S.E. donates an additional \$10,500.00.

January 1989 — 120 units servicing the public with 35 free. The Advisory Board authorizes the purchase of 100 more units for 1989. The Rive Sud Rotary Club contributes \$1,700.00.

June 1989 — The John Baker Foundation contributes \$4,000.00. The Zeller's Foundation pledges \$1,000.00. Montreal-Lakeshore Rotary commits \$5,000.00. Lynne Leonard replaces Evelyn Miller as Program Manager.

July 1989 — 150 units in operation of which 40 are free.

December 1989 — 175 units in service of which 43 are free.

January 1990 — 190 units in service with 46 free. Westmount Rotary authorizes \$5,000.00, Montreal-Westward pledges \$6,000.00, and Montreal-Lakeshore pledges \$5,000.00.

March 1990 — The Montreal General Hospital Auxiliary donates \$15,000.00. The Montreal Swiss Women's Group authorizes another donation to bring their total to \$2,350.00. 219 units are in service with 59 free of charge.

The Advisory Board authorizes the purchase of 50 more units for 1990. The system has now reached the point where it is self-sufficient but is not generating any cash surplus for equipment purchases or to defray the costs supported by RVH.

June 1990 — An additional contribution of \$3,500.00 was received from W.I.S.E.

September 1990 — 260 units are now in the system. 250 units are installed of which 65 are free and 20 are subsidized.

The RVH (Royal Victoria Hospital) — Rotary Lifeline

Lynne Leonard

The RVH-ROTARY LIFELINE is a home emergency response system which links the subscriber to 24 hour emergency assistance at the push of a button. It is designed to provide peace of mind, security, quality of life and reassurance to the user and family members knowing that help is available when needed. The program is particularly useful to the frail, elderly and/or handicapped person who lives alone, but can be equally of assistance to anyone with a medical problem.

The system consists of four parts:

- 1) The electronic home communicator linked to your telephone that is activated by a personal help transmitter worn by the user.
- 2) The emergency response centre installed at the Royal Victoria Hospital that is monitored 24 hours a day by skilled personnel.
- 3) Responders — people who have

agreed to respond to your call for help. They are sent when a call for help is received.

- 4) Urgence Santé who are dispatched when the situation warrants it.

RVH-ROTARY LIFELINE started in Montreal in May 1986 as a major project of The Rotary Club of Westmount in conjunction with Dr. David Gayton and the Royal Victoria Hospital. The initial contribution was \$53,850.00. Since that time the system has grown to become a cooperative project and has spread beyond the borders of Westmount. The Montreal — Lakeshore Rotary Club, with hard work and financial contributions carried this message to the West Island. We were subsequently joined by the Montreal-Westward club. To date Rotary and other organizations have invested a total of \$195,000.00. Time is also

contributed by the Rotarians and this is perhaps the most rewarding aspect of the program. Rotarians look after the installation of the units and the monthly follow-up calls to ensure that the equipment is in order and the user remains familiar with its functions.

For some further insights we have appended some comments from users of the system.

As the RVH-ROTARY LIFELINE is a non-profit community based program administered by an Advisory board consisting of Rotarians and members of the Royal Victoria Hospital. You can assist us by spreading the word to those who could use the service, or if you wish to make a contribution to help us extend the service you may reach us at 843-8167.

Lynne Leonard
Lifeline Program Manager

Introducing the Lifeline Company

Lifeline Systems, Inc. of Boston, Massachusetts is a high technology company that develops and manufactures personal emergency response systems. The company further markets its products and provides a wide range of support services.

The original Lifeline system was developed by Drs. Andrew S. and Susan S. Dibner. They founded the company in 1974.

Sales now amount to over US\$ 25 million — basically in North America. The company is run by L. Denis Shapiro, Chairman and Arthur R. Phipps, President.

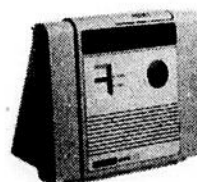
LIFELINE® is the registered trademark of Lifeline Systems, Inc., of Watertown, Massachusetts, U.S.A.



DR. SUSAN S. & ANDREW S. DIBNER
Lifeline Founders

How does Lifeline work?

- 1 If you need help, push your Personal Help Button.



- 2 Your communicator is activated and automatically dials the Lifeline Response Center.

- 3 Lifeline personnel are alerted. They will begin by calling your home to see what help you need. If you cannot be reached a responder will be sent to help you.



- 4 Upon arrival, your responder presses the yellow reset button on the communicator to let the Response Center know that help has arrived.

Lifeline is simple and effective.

- A small, portable Personal Help Button is worn on a neckchain, wrist strap or clipped to clothing. If you need help, simply push the button.
- A Lifeline Communicator is connected to your telephone line. It sends an automatic call for help when you push your Personal Help Button or the Help Button on the front of the communicator.
- Highly trained personnel receive your help call and immediately attempt to make voice contact with you. If assistance is needed, they will contact one of your "responders"—nearby friends or relatives. For more serious situations, an ambulance or police will be dispatched.
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LIFELINE IN ACTION — Testimony from Users

“Before and after” — My Lifeline Story

Jean Cook

Help within minutes if you have an accident and cannot reach the phone.

Before knowing about Lifeline I broke 11 bones in 18 to 24 months. In each case more damage was done by me trying to reach the phone; no other help was available.

Then Lifeline came into my life. What a difference! freedom in my own apartment knowing help was just around the corner and quickly.

Another fall, thought I'd broken my hip — so did the paramedics. Fortunately, it was only a pelvic bone. I pressed the safety pendant —

the Rotary Lifeline centre called me immediately. Then when they didn't get an answer, they got in touch with my neighbour who has a key to my apartment.

Within 45 minutes I was in emergency at the Montreal General.

Thanks to Rotary Lifeline.

My Lifeline

Elsie Muir-Flitton

Dear readers:

I wish to pay a special tribute to The Rotary Club of Westmount for their sponsorship of the Lifeline project in Westmount. As the name suggests, the plan is to help seriously ill and incapacitated people who are living alone. It was brought to my attention by an orthopedic nurse from the Royal Victoria Hospital who had come to my home to evaluate my condition after I had suffered a bad fall on ice, which severely injured my back and shoulder — with long-term effects.

I was living alone at the time and the nurse felt that I needed an immediate source of help at *all hours* of the day. She strongly recommended the *Lifeline* project which The Rotary Club of Westmount had undertaken about that time on an experimental basis, with Mr. Tom Fisher as the energetic chairman. I was fortunate to be chosen as a recipient of one of

the machines.

Now I'll explain what I know about this wonderful device. First of all, Mr. Fisher came to my home with a flat cream-coloured machine about twelve by fourteen inches, which he connected to an electrical outlet and placed on a table in the living room near my couch. The machine had several buttons: one for calling for help, one for the alarm and one to reset the machine each day. In addition, I was given a pendant to wear as I moved around the house to be used in emergencies.

The beautiful feature was that as soon as I pressed a button, whether on the machine or on the pendant, my “history” came on to a large screen at the Royal Victoria Hospital, and there was an immediate call-back from the hospital to evaluate my condition — whether for an ambulance, home visit by nurse or doctor, etc. If I could *not* answer the

phone, there were three other names and telephone numbers which the hospital could call to assist me — the superintendent who had a key, a neighbour or my nephew.

It gave me a great feeling of confidence to know that help was so near at hand, just within a *finger's* reach! Mr. Fisher came regularly to review the machine's performance and his cheerful presence was an additional boon to my morale when illness is somewhat of a burden. I hope that others will benefit by the use of the Lifeline device — the cost is minimal, and even if one is alone, one has a full-time “guardian” ready to take over in every health crisis. I am sure that as you read this, you will realize that this is a personal, non-commercial endorsement of this important aspect of the work of The Rotary Club of Westmount. I was very grateful for their help and continue to remember their kindness.



Lifeline to the Rescue

Anonymous

I was alone in the house, resting my head on my bed reading a book. My book dropped onto the floor. In reaching over to get the book, I fell off my bed and slid onto the floor and became trapped between the wall and the bed. I had a clearance of 2" either side of me. As I have arthritic knees I couldn't get onto my back. I struggled for 45 minutes to avoid calling anyone but I finally resorted to pressing my Lifeline button.

The Hospital called my neigh-

bour who came immediately, pulled away the bed and lifted me up.

My Lifeline button prevented hours and hours of discomfort of lying cramped on the floor until someone eventually arrived home.

That one use of Lifeline was worth anything that I have ever paid into the system.

EDITORS' NOTE: In appreciation, the above individual donates one Lifeline unit per year to the system.



Congratulations &
Best Wishes
to The
Rotary Club of Westmount
for their
60th anniversary.

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Rotary was ready for a project!

Hon. Robert E.J. Layton, M.P. for Lachine.
Past President, Honorary Member: The Rotary Club of Westmount.

It was the early 70's. The numbers and needs of seniors in Westmount were increasing rapidly. A Special Project Committee identified "secure housing" as a special need. An earlier survey by the YMCA had shown that those living alone, in apartments on Sherbrooke Street, were installing up to five locks on their doors in their efforts to feel safe. Others reported their janitors as the only persons they could call on in an emergency. Using a LIP grant offered by the Federal Government and Rotary Club funding, the Special Projects Committee arranged a community-wide survey of Westmount seniors focused on housing needs. The results indicated that over 2,500 people would like to have accommodation in a Westmount residence with nursing care.

The big questions became WHERE and HOW? Weredale, the Glen, Melville and Dorchester properties were all investigated for appropriateness and cost before the possibility of the Landsdowne/Victoria Hall was identified. Many meetings were needed with the city council and the architectural designers to confirm an effective and acceptable configuration linking the space, then little used, in the sub-grade level of "Vic" Hall which would be leased, with the new structure on the Landsdowne side.

Liaison with the Westmount community churches culminated in a general meeting in the Church of the Ascension and a total endorsement of Rotary's "Manoir" project.

Early contacts and presentations to Montreal's family foundations indicated a willingness to join Rotary and the community at large in financing such a project. It was estimated that 125 rooms together with all required amenities for a first class residence would be 5 million dollars: an immense challenge for a service club with only 55 members!

Discussions with the Government of Quebec, from whom authority to operate nursing facilities would be required, foundered as there was concern that operating expenses would eventually become the responsibility of the government. An acceptable formula assuring self-funding for full services, including 24-hour nursing care, was eventually found.

With all the components falling into place, the Rotary club held the last of its many review meetings and recommended that the Directors approve the undertaking by establishing a new corporation, acquiring the necessary land and leased facilities, retaining architects and engineers, and raising the required funds.

Project management was undertaken by a large special committee chaired by that most patient of Rotarians (and dentists) Dr. P.C. "Bud" Staples. Measuring the hours spent or the contributions made by that great group of expert volunteers would be impossible. There was a part played by every Rotarian and many others who shared the sense of building something worthwhile.

When designs were complete and tenders received it was necessary to obtain the approval by referendum of the lower Westmount neighbourhood. Visits were made to every home and public meetings were held.

There were many who expressed reservations but, when voting day came, the zoning change and the Manoir project were approved: 50 to 45!!!

Bridge financing was required as construction proceeded and pledges

were received. The eventual six-figure debt stretched Rotary's credibility but, in the end, Manoir Westmount was completed on schedule and under budget.

The Project Committee called on the professional advice of the Central Park Lodge organization in Toronto for final planning, furnishings, staff selection, training and administration.

The citizens and Municipal Council of Westmount were represented on the board of Manoir Westmount as required by the incorporation papers, by Geraldine Gahan and

Mel Nixon. Their contribution to the Board and its sub-committees was remarkable and greatly appreciated.

The community of Westmount and its neighbours gave their support and their trust to Rotary. Rotarians responded!

The results — a residence facility second to none that has and continues to be home for hundreds and eventually thousands of senior citizens in the community.

The Manoir project surely meets one of Rotary's principles — "Will it be beneficial to all concerned?"



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Manoir Westmount Shining Example of Rotary's Community Efforts

Andy Dodge

By far the most ambitious project ever undertaken by The Rotary Club of Westmount has been the establishment of a senior citizens' residence, Manoir Westmount Inc.

The five-storey brick structure which graces the corner of Lansdowne Avenue and Sherbrooke Street is the result of some eight years of planning and devoted work by the entire club membership. It exemplifies the community co-operation which has been a cornerstone of Rotary's effort throughout its 60-year history.

Manoir Westmount might be considered to have been the preoccupation of the club during the entire decade of the '70's. A committee was established in 1972 to determine a major project for the club. By the summer of 1973 it was decided that the growing senior citizen population was in need of attention; though by then two low-cost senior citizen residences were operating under the aegis of the InterFaith organization, many older persons were unable to have their needs met within the community.

Rotary launched a study with the help of a federal Local Initiatives Project grant, carried out by students during the summer of 1973, to identify the target group and the need. As a result, Rotary determined that middle-income seniors resented the fact that they had to move out of the community once they were no longer able to care for themselves. Inspired by the results of the survey and the leadership of Rotary Presidents R.C.B. Love, Richard Herzer, Robert Layton, William Rutherford and John Sancton, the major task was to find a suitable location for such a residence.

While various sites were available within Westmount, Rotary was aware that another major problem confronting the City administration was the increasing cost and lack of revenue in its Victoria Hall, a public building which was having trouble keeping up with the times. After agreeing with the city to rent the basement of Victoria Hall as part of the needed senior citizens' resi-

continued from previous page

ROBIN VINCELLI, D.D.S.

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TELEPHONE
482-5119

La famille Abran est heureuse de féliciter leur père Hector et les autres membres du Club Rotary de Westmount à l'occasion de la célébration du soixantième anniversaire du Club.

Les services fournis à la communauté même en dehors des limites de leur territoire sont si nombreux, diversifiés et appréciés que nous ne pouvons que leur souhaiter un autre soixante ans de succès.

Nathalie

Julie

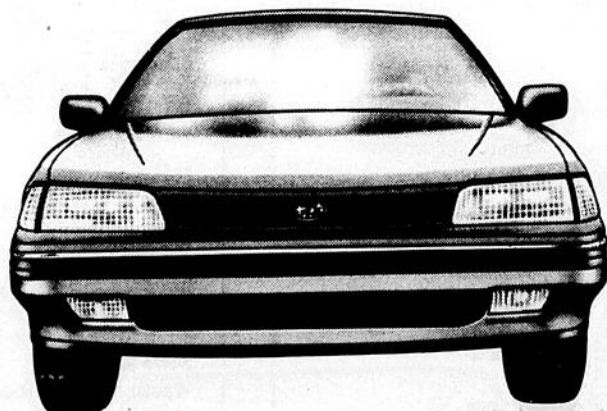
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MANOIR...

continued from previous page

dence, architects began drawing up plans to build a five-storey building next door.

Numerous obstacles had to be conquered before such a residence could become reality: two homes had

to be purchased and demolished to provide adequate space for the residence, and citizens in the immediate neighborhood had to be convinced to allow a zoning change. A hotly-contested referendum in September, 1977, narrowly upheld the change

and kept the wheels moving smoothly.

Rotarians were also called on to raise the money for the project, with the goal that the building would be fully paid for and thus not become a cost to the residents or their families.

In August, 1977, one major donation of \$3 million accelerated a summer-long effort by local members. In the end, a total of \$4.8 million was raised.

On May 31, 1978, Westmount Mayor Donald MacCallum turned the first piece of sod and construction began. Almost exactly one year later Walter B. Murray, then aged 92, became the first resident.

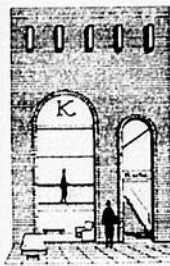
"A major project for the retired citizens of Westmount had sprung from the beliefs and imagination of the membership and blossomed into a reality," the club writes in its 50-year history, *Helping Hands*.

Realization of the project was hardly the end for the Rotary club. Members have formed the bulk of the board of directors of Manoir Westmount Inc., and indeed all of the presidents have been prominent members of the Rotary club. As an example of continued community input and co-operation, the city appoints one member of the board and the Westmount Municipal Association is responsible for appointing another. These directors have ensured the smooth operation of the residence through two directors-general, Angela von Sender and Jack Gelineau, and a complement of devoted staff who look after the seniors' every needs.

A walk through the building shows that the high standards required for the residents have been maintained over the past decade. Rooms are a comfortable size and can be decorated by the seniors with their own furniture, for the most part, though beds and bathrooms must be specifically designed to suit their needs. There are common rooms with kitchenettes on every floor, each of which has its own specific carpeting. Elevators are easily accessible and large enough to accommodate walkers, canes and wheelchairs where necessary. While no long-term medical care is available (due to provincial requirements for senior citizen residences), a nurse is on duty 24 hours a day to look after medical needs. Recreation rooms, a library, lovely patio and extensive kitchen ensure that seniors are kept busy, comfortable and well-fed. Later an automatic door at the front entrance was installed to make access and egress easier for seniors. The most recent addition has been a "looping system" in the main common areas to allow seniors better use of their hearing aids at public events.

From the very central location residents can participate actively in community life. Westmount Park, Victoria Hall, the Westmount Public Library and Westmount Park United Church (which included the Westmount Senior Centre) are mere steps from the door, as are a bus stop and taxi stand. One of Westmount's main shopping areas is less than three blocks away.

Because Rotarians, as members of a caring community, participated and continue to participate in this project, every attention to detail has been included in the conception and operation of Manoir Westmount. It is a model project which has been the object of praise by visitors from around the world, including presidents of Rotary International and government officials at every level.



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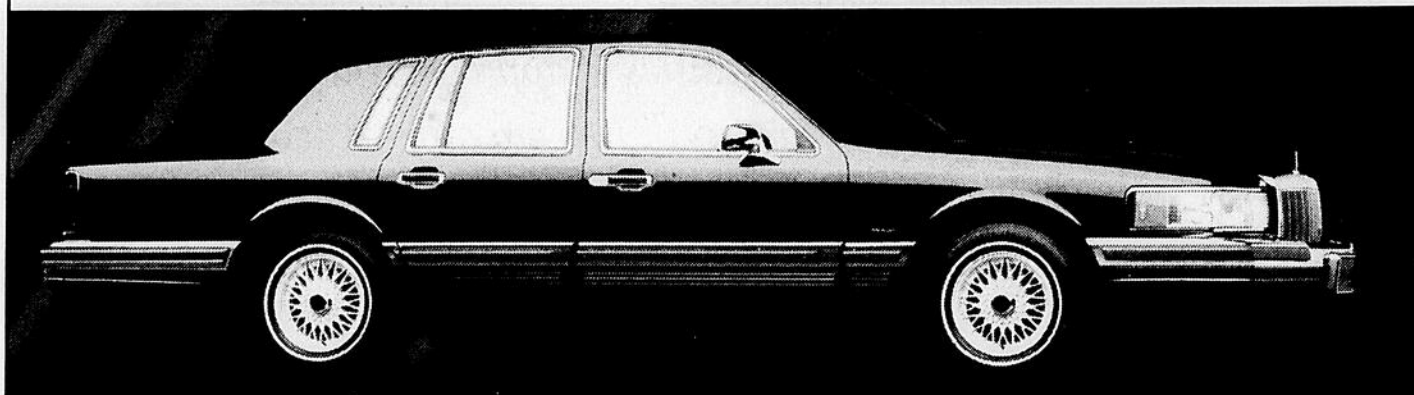
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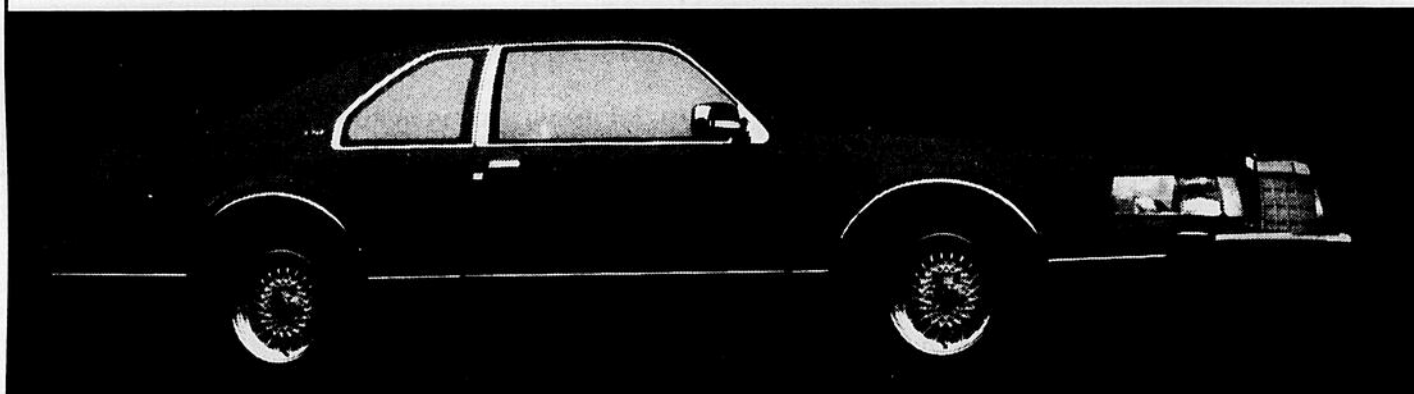
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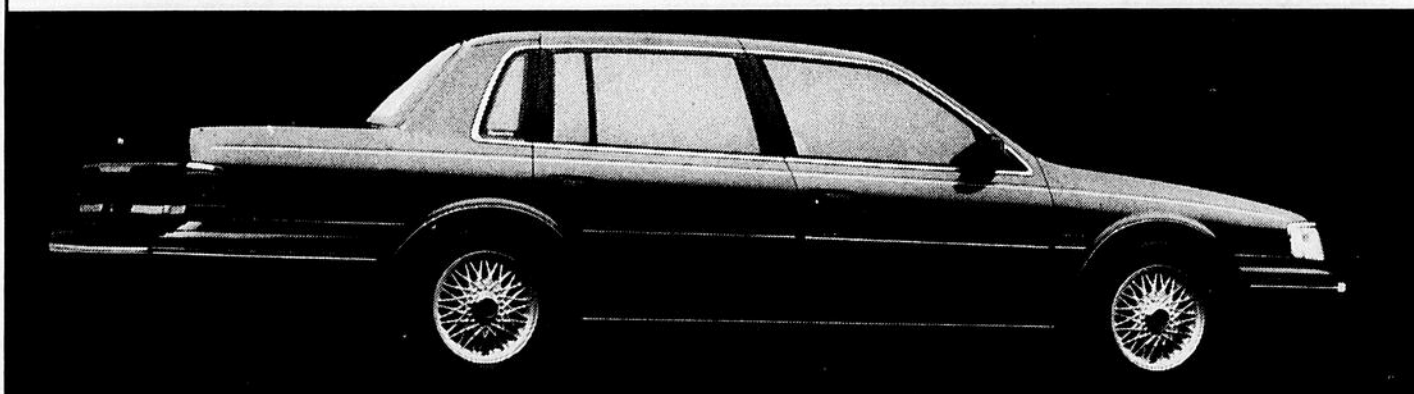
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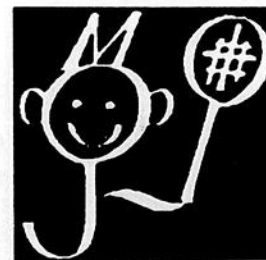
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Rotary Foundation

While 25,000 Rotary clubs around the world work individually to carry out humanitarian projects, a big part of their strength lies in working together.

The first Rotary club was started in Chicago in 1905; the first international club was formed in Winnipeg in 1910, and Rotary International became an organization a year later. At its convention in Kansas City in 1917, Arch C. Klumph, sixth president of Rotary International, found that the international gathering had realized a surplus — of \$ 26.50 — with which he established an endowment fund.

The endowment fund grew until 1928, when the name of the Rotary Foundation was established. In 1947 scholarships were established to send college and university students to other countries for a year of study. Since the program started, more than 17,000 scholarships have been awarded.

Rotary pays for tuition, board, return trip and virtually all expenses for students who are selected in fierce competitions within the various Rotary districts. The areas of support include university graduates, undergraduates, high school graduates in technical occupations, teachers of the handicapped and journalists. Students benefit not only financially, but in terms of world understanding and good will, which is so much a part of Rotary.

This year, for example, some 1,400 scholarships will be granted, including five from District 704 of which Westmount is a part, for students to study abroad. Another 12 students will be attending McGill,

Universite de Montreal and other local institutions under Rotary scholarships. Each is "sponsored" by a Rotarian from one of the Montreal-area clubs, who looks after their needs and helps them become accustomed to their surroundings. In exchange, the students are expected to visit the local clubs and meet Rotarians, acting as ambassadors of good will from their countries to Canada and Quebec. This often creates ties which last far longer than the year of study and builds bridges of friendship and understanding throughout the world.

Though the scholarship program is by far the largest recipient of Rotary Foundation funds, it is hardly the only way in which Rotarians promote international understanding. Over 2,100 Group Study Exchanges have been arranged, in which groups of five young (non-Rotarian) businessmen and women are selected to visit another country during a six-week study period. They gain a valuable insight into their field of special interest, as well as an opportunity to learn about the host country and meet with their counterparts abroad.

Another program is entitled "3-H", standing for Health, Hunger and Humanity. This operation was vital in helping the Vietnamese refugees during the "Boat People" crisis of the 1970's; one of the most active participants was a Westmount Rotarian, Dr. Tsio- Yong Wang, who spent two months in the refugee camps in Hong Kong and received a Rotary International Presidential Citation in 1980.

Rotary has also initiated a "Polio Plus" program in an effort to eradicate polio from the face of the earth, as well as to immunize children from other diseases. As of September,

almost US\$ 218 million had been collected by the club and distributed to countries and organizations with immunizations programs; still more money has been pledged and the

campaign is continuing.

The Foundation also offers special project grants, matching grants for club efforts in the world community, and disaster relief.

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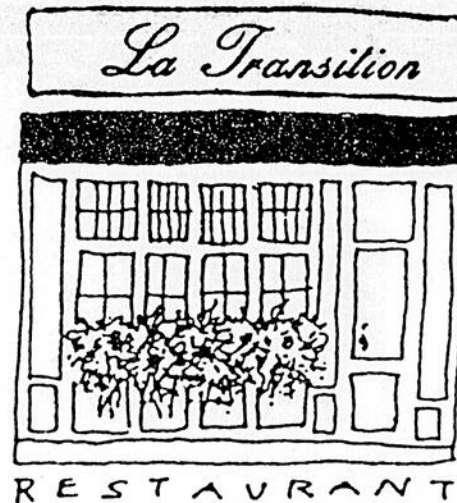
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The Rotary Foundation and The Paul Harris Fellow Awards

As the name Rotary International implies, service is not only local within the community but worldwide and takes various forms.

One such is the current multi-million-dollar drive to eradicate globally the poliomyelitis scourge which still devastates children in many places beyond our borders.

The Rotary Foundation is the instrument through which much of Rotary's international service is made possible and carried out. It is at once an ingenious and powerful fund-raising engine as well as the means of applying, where necessary, large sums to better the condition of many people.

Education, as well as health and medicine, is a field in which Rotary is now found in the front ranks of organizations which reward, encourage and further — now on a very large scale — the pursuit of learning.

Rotary Foundation Scholarships are coveted by young students, specially graduates, in every discipline imaginable, for study in their respective fields in top institutions of their choice in countries other than the student's own.

Financed generously by the Rotary Foundation, young men and women of almost every race and creed each year travel abroad to pursue advanced study, usually under the supervision of individual Rotarians in their destination communities who act as counselors and friends — persons to whom the young people may turn for advice and, very often, inclusion in the Rotarian's personal family circle.

The financing comes from the efforts of the over 20,000 Rotary clubs world-wide, embracing over 1 million members. For every \$1,000 U.S. contributed to the Foundation,

a club is entitled to honor anyone it deems worthy of being named a Paul Harris Fellow. Paul Harris was the founder of Rotary.

Each Rotary district gets to make nominations for scholarships based on the proportion of contributions from district clubs.

Different clubs find such funds in different ways. Often the contributions simply come from excess proceeds of local projects. Sometimes, a Rotarian or non-Rotarian who admires the work of Rotary makes a donation to the local club, usually for a multiple of \$1,000, designating it for the Rotary Foundation. Some clubs mount campaigns specifically in aid of the Foundation. It even is not unknown for a Rotarian to finance his or her own Paul Harris Fellowship.

The important thing is that the system works, and very dramatically.

The Rotary Club of Westmount currently boasts of 20 live Harris Fellows whom it has named, some non-Rotarians of distinction. For instance, Principal David L. Johnston of McGill University, who himself was a Rotary Foundation Scholar, was made a Paul Harris Fellow by the Westmount club several years ago.

So was Syd Stevens, founder of the high-profile Sun Youth Organization in Montreal. George Balcan, CJAD Radio personality known for his good works and who has assisted the club on a number of occasions, also is a Fellow.

The local Rotarians likewise recognized Dr. David Gayton, head of geriatrics at the Royal Victoria Hospital, who initially got the club involved in its effective and ambitious Lifeline project to place telephone monitoring devices in the homes and on the persons of older citizens who thus are able, with security, to continue to live on their own rather than with others or in institutions.

Last year the club made a different kind of presentation of a Fellowship: to the wife of the outgoing Rotary district governor. Mrs. Alan Wale of Kingston, Ont., was honored for the support she gave her husband during his important duties in Rotary. In a somewhat similar spirit, Mrs. Gwen Clibbon, longtime executive secretary of the Westmount Rotary Club, to her complete surprise also was made a Fellow.

Fittingly, W. Frank Kenwood, the senior-most member of the club, a past president and now an honorary member, is a Paul Harris Fellow.

Likewise, another past president and honorary member, the one Westmount Rotarian who may be said to have been singularly responsible for

the conception and realization of Manoir Westmount, also is a Fellow. He is Hon. Robert E.J. Layton, now a West Island MP.

Others are past presidents of The Rotary Club of Westmount who have served with distinction. The list is led by Coos J. L. de Vries, a shipping executive, who distinguished the club by completing in June his year as the Rotary district governor, responsible for the clubs of northern New York, eastern Ontario and western Quebec. In those onerous duties he was loyally supported, and chauffeured, by his wife, Dona — also made a Fellow.

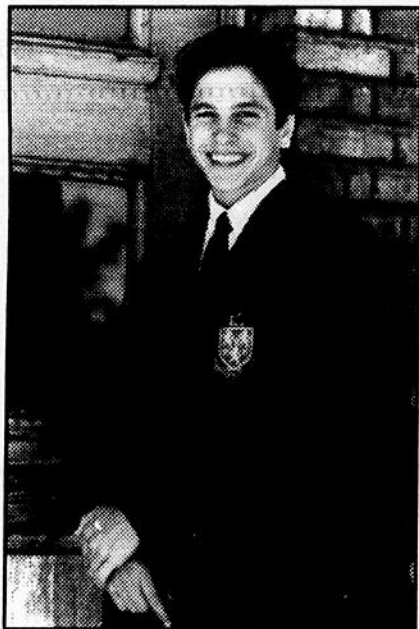
The list of Paul Harris Fellows includes past presidents Notary Andrea F. Durso, Customs Broker Thomas J. Fisher jr, Realtor Haagen Kierulf, Business Educator J. Philip Page, Editor and Publisher John W. Sancton, Insurance Executive George Sklivas, Dentist Preston C. Staples, Office Furniture Executive Leslie J. Stuart and Engineer Raymond H. Vallières.

The Rotary Foundation, its worldwide Scholarships and the Paul Harris Fellowships are a prominent, ongoing feature of Rotary International and its Westmount club.



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friendship. As an educator myself, privileged that young Rotary scholars often choose to come to my institution, as the father of a Rotary Scholarship recipient daughter presently in Hong Kong for a year, and as a grateful former Rotary scholar (1963-64) when I spent a year in Cambridge, England, to study Law — I praise this outstanding program for its enduring philosophy of furthering international understanding and friendship, and for its accomplishments.

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John, Jeff and Mark are three young men who suffer from Duchenne Muscular Dystrophy. As you may be aware, Muscular Dystrophy is a degenerative neuromuscular disease which ultimately renders individuals totally dependent on others for care. They had been living at the Mackay Centre residence for many years and had finally reached the age where it was appropriate for them to move on to another institution.

They didn't want that. They were tired of living in institutions and very much wanted to set up their own Independent Living Program. They realized that such a program would necessitate their securing their own apartment, recruiting proper assistance from the appropriate government agencies and ensuring the support of concerned friends. So, their first step was to create a "Circle of Friends".

Their "Circle of Friends" was

composed of family members, friends, and professionals who had worked with them in various capacities in the past. One of the members was Dr. Balfour Mount, a founding father of palliative care in Canada, who led the young men to Westmount Rotary member, Owen Gilseman. If there are marriages made in heaven, the wedding of the Circle of Friends to The Rotary Club of Westmount must stand as the prime example.

John, Jeff and Mark needed help and the Westmount Rotarians were perfect caregivers — always there when needed, yet never limiting those they assist.

Once the young men had secured an apartment, the Westmount Rotarians set to work to adapt it to the needs of the profoundly physically disabled. Klaus Bremer, James Griffin and Fred Pennell gave freely of their time, energy and, unquestionably, money as they gutted and

completely rebuilt an apartment so that John, Jeff and Mark could begin enjoying the summer in their apartment by July 17, 1989.

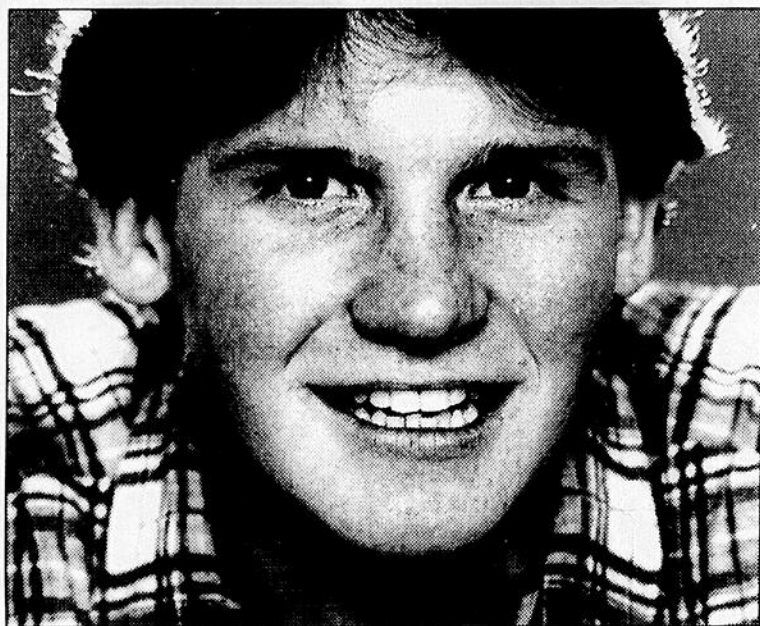
It was heart warming to us professional caregivers to note how generous these wonderful men were, and are. Westmount Rotarians cut short vacation plans, travelled to and from summer homes and descended upon the apartment with buckets in hand to wash windows and walls and sanders and shellac to refinish floors. Those were joyous times to witness.

John, Jeff and Mark are alive and well in this wonderful apartment. Because of the wonderful care they receive from people like the Rotarians, they are able to continue their schooling (John is a second year student at McGill University, and Jeff and Mark attend Dawson College), live independently and enjoy their home. And the Westmount Rotarians continue to offer their support in many ways.

John, Jeff and Mark live with the knowledge that they will have shortened life spans. But, they are also aware that the independent living program they and the Westmount Rotarians have created will continue long after they have gone.

The Westmount Rotarians have given John, Jeff and Mark a wonderful reason to live — and a legacy to leave to others who will follow them.

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Irene Woods, Director



Pharmacy Murray Marmor*

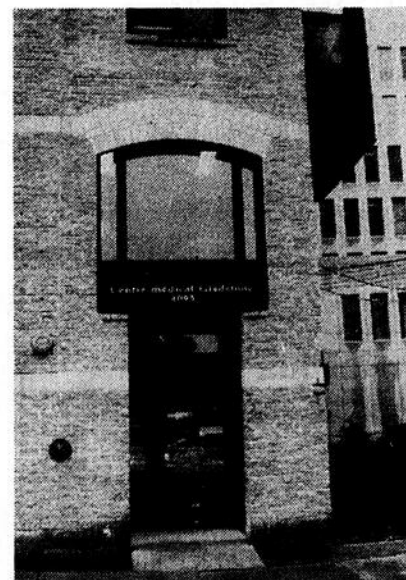
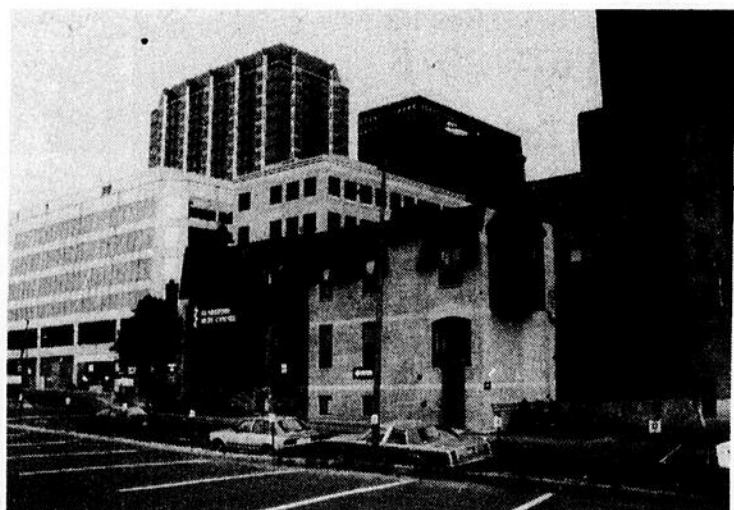
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* Member of The Rotary Club of Westmount since
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Polio Plus

Dr. J. Robin D. Vincelli



A Haitian child receives polio vaccine during a national immunization effort supported by local Rotarians and The Rotary Foundation.

The aim of Polio Plus is to immunize all of the children in the world against polio by the year 2005.

This mammoth project began as an immunization project of Rotary International in the Philippines in 1980. Today Rotary International is a partner with the World Health Organization (WHO), UNICEF and other groups in the fight against polio, which strikes a half million children each year, killing 50,000. It costs only 12 cents only (4 cents per dose) to protect a child against polio.

Rotary's plan is to provide the vaccines for five consecutive years to any approved area in support of WHO's Expanded Program on Immunization, as well as to provide a team of experts to any poorly-developed country. This is expected to cost between US\$ 5 and 6 million per year. More than US\$ 230 million has been pledged by Rotary Clubs in more than 75 different countries and regions of the world.

Canada pledged more than US\$ 7 million, 1.2 million coming from the Canadian International Development Agency (CIDA). Already US\$ 20,000 has been sent by The Rotary Club of Westmount to the "Polio 2005 Fund". Our club raised the money through a fashion show, coin boxes, public appeals, coupon book sales and the personal contributions of members.

This year 15,000 children were vaccinated in one day in Oruro, Bolivia. The Pan American Health Organization suggests the Americas will be polio free by the end of 1990. They showed a drop to 124 confirmed cases in 1989 compared with 341 in the western hemisphere in 1988.

India, where 44 percent of the world's cases occur, has received grants to provide vaccine for 22 million children per year. In Turkey in 1988, polio decreased by 90 percent with the help of its 59 Rotary clubs.

Thailand Rotarians are helping to immunize children in Laos, a country without any Rotary clubs. They have already reached their target of 80 percent polio coverage in their own country.

In Belgium Rotary clubs have

begun helping to immunize the 8 million children in Zaire (formerly the Belgian Congo).

As of June 1990, 94 countries had

been granted US\$ 144 million to immunize 528 million children. To date 185 million children are estimated to have been immunized.

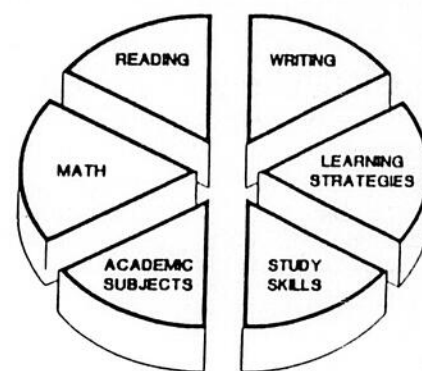


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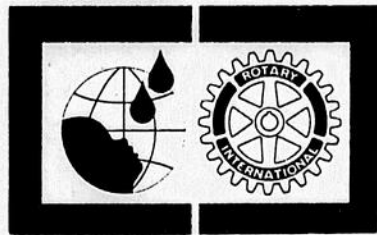
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The Rotary Club of Westmount; a His

The Rotary Club of Westmount was founded in 1930 under the guidance of the Rotary Club of Montreal. Dr. Charles Crutchlow, a resident of Westmount, was a director and member of the Montreal club. As a result of his efforts, a list of 37 potential members was prepared.

The initial meeting of the proposed Rotary Club of Westmount was held May 21, 1930 at 8:30 p.m. The meeting was held at 660 Lansdowne Avenue, Westmount, the home of Dr. Crutchlow. The doctor opened his home to the potential members and as a special guest district governor John Nelson was invited to address them.

The next meeting of significance was held at the Westmount YMCA, August 13, 1930 for a luncheon reunion. This was followed by an inaugural meeting September 17, 1930, also at the YMCA, for the election of officers etc. There were 29 names on the charter application.

The official charter night celebrations were held at the Windsor Hotel, October 24, 1930. This was to celebrate the October 13, 1930 acceptance of the new club by Rotary International. During the evening, district governor Glyndon H. Crocker presented the charter to The Rotary Club of Westmount. At the charter dinner 135 persons, including 24 club members graced the Ladies Ordinary room of the hotel with their presence. The dinner cost \$ 2 per person.

Two splendid gifts were received by the new club. One, a set of 65 silk flags representing the countries of Rotary in 1930, the other, a gong and stand from members of the Montreal Rotary Club residing in Westmount.

The first president was John H. Hand — a prominent Westmount building contractor and the secretary was H.G. Beall — manager of the Westmount YMCA.

The sponsoring Montreal Rotary Club was started in 1913 just three years after Winnipeg — the first Canadian Rotary club.

Rotary was started by Paul P. Harris, a lawyer, on February 23, 1905 in Chicago. The others forming the nucleus of Rotary were Gustavus Loehr — a mining engineer, Silvester Shiele — a coal dealer and Hiram Shorey — a merchant tailor. The name Rotary was adopted since the first members met in rotation at their places of business. Very soon, the group grew into a more formal structure.

From its humble beginnings in Chicago and its first community project there, Rotary has grown to exceed 1.1 million members, in more than 25,000 clubs in over 172 countries and geographical regions.

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation, as an opportunity to serve society;

Third. The application of the ideal of service by every Rotarian to his personal, business, and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world of fellowship of business and professional persons united in the ideal of service.

As of 1987 Rotary opened its membership to women in the business community in the United States. In 1988, Canada followed suit and in 1989 doors were opened for women to join on an international scale. In Westmount, our first lady to

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A History of Service to the Community

join as a regular member was Henrietta Antony, who is well known in the community. Westmount's first lady mayor, May Cutler, is an honorary member of the club.

Each Rotary club has the same strict and demanding attendance rules. They generally meet once a week and frequently topical speakers are in attendance. Its affairs are governed by a constitution and by-laws overseen by a board of directors and carried out by the members through numerous committees.

Rotary has long since established the Four Avenues of Service: Club Service, Vocational Service, Community Service and International Service. The committees and the workings of the club all fall under these headings. Every year a new president is elected to lead the club through the Rotary year which runs from July to June.

The Rotary Club of Westmount meets in Victoria Hall every Wednesday for a luncheon meeting. For the Rotary year 1989-90 the district governor was Coos J.L. de Vries from the Westmount club. The only other district governor from Westmount was Cecil T. Medlar in 1939-40. He had earlier served as the second president of The Rotary Club of Westmount. Mr. Medlar was the manager of the Royal Bank branch on Victoria and Sherbrooke.

Being a service club, various fundraising activities play a vital role. The Westmount club currently has three areas of focus: The annual spring garage sale and auction, the holiday raffle and an appeal letter addressed to the public at large and club members. Certain special pro-

jects will require "tailor-made" fundraising efforts. However, the net result enables our club to carry out its many community and international projects.

The garage sale has replaced the former carnival as the largest fundraiser. Like its predecessor, it is very definitely a community event. People line up early to get in first. The value of recycling in this manner should not be overlooked. Many levels of the community contribute to make the garage sale and auction the success it has become since its inception in 1976.

The money raised by The Rotary Club of Westmount is put to very good use. The largest single undertaking of our club was the establishment of a senior citizens residence — Manoir Westmount — in 1979.

On the international scene, we participated in establishing a school, hospital and other community centers on Bukasa Island in Lake Victoria off the coast of Uganda in Africa.

The single most touching effort by The Rotary Club of Westmount, must be the British food parcels drive. The club provided food, and later "CARE" packages purchased with the proceeds from weekly raffles of pens. The parcels were sent to needy families in London, England. During and after the last world war, times were hard in Europe. The war had turned priorities around and all available resources went to provide arms, and the food supply and distribution suffered accordingly.

Through the Rotary clubs of Lewisham, St. Marylebone and Derby, the parcels were hand delivered by club members that had the

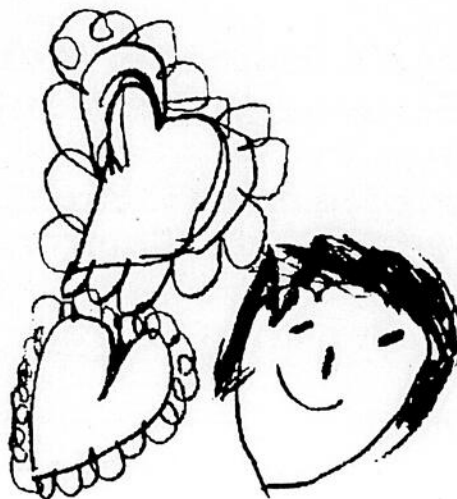
recipients sign for them.

As a thank you for our efforts, we received a trophy from the Rotary Club of St. Marylebone and a lectern

from from the Rotary Club of Lewisham. The latter is still in weekly use. The lectern is made of oak wood salvaged from the London Dock after the great fire during World War II.



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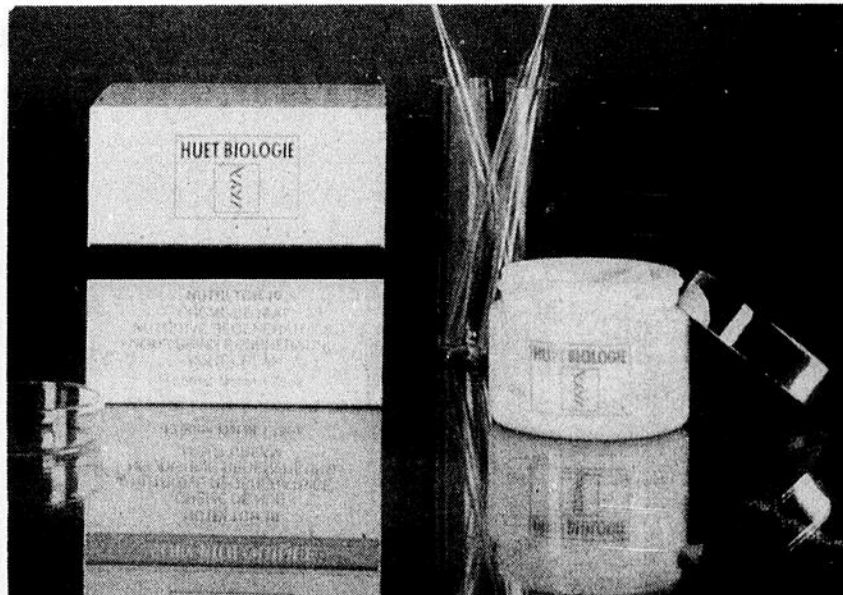
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Rotary and Cardio-Pulmonary Resuscitation

One of the hallmarks of Rotary in general and The Rotary Club of Westmount in particular is response to a need. One such need was the growing concern that not enough people in our community were knowledgeable in, or trained in, the Canadian Heart Association stand-

ards of Cardio-pulmonary resuscitation (CPR). It had been well established that citizen CPR training saved lives. There was no organized program in Westmount.

A physician named Tsio-Yong Wang - a member of The Rotary Club of Westmount in 1980 - had an understanding of the problem, the initiative and with the club's backing began to work.

To have a program, he correctly surmised, you need a site and you need teachers. Wisely, he contacted the Westmount Fire Department's Chief Edward Martell and found, in him and in the whole department, a cooperative and enthusiastic group of men who were most pleased to be asked to join a community program to teach CPR. This program fit well with their many existing programs of community education and, as well their own training in First-Aid

which included CPR.

While this essential background work was going on, Mr. John Sancton, a Rotarian, Editor and Publisher of the Westmount Examiner wrote an editorial about the need for CPR training in the community. This editorial was seen by a local family physician, Dr. Charles H. Pierce, who contacted Mr. Sancton to compliment him on the piece. Mr. Sancton invited Dr. Pierce to a Rotary meeting to meet Dr. Wang and the other members. Soon afterwards Mr. Sancton proposed Dr. Pierce for membership.

Dr. Pierce was welcomed into the club, as you might now expect, by being asked to be chairman of the CPR committee.

Dr. Pierce was able to carry out the plan of Dr. Tsio-Yong Wang, John Sancton and the club since he was actively involved with the Quebec



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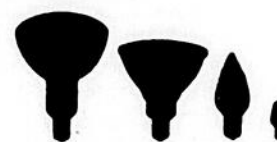
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The Rotary Club of Westmount on the occasion of your 60th anniversary.

We commend you all on your continuing good works in the community.

With very best wishes

Heart Association Advanced (ACLS) and Basic Cardiac Life Support (BCLS) programs. He had earned the designations of ACLS Instructor, BCLS Instructor, and most importantly for this program, BCLS Instructor Trainer. He was in the unique position to train and certify the instructors and actively initiate the community courses. This was made easier because of the strong support of many City of Westmount officials led by Fire Chief Edward

Martel and Platoon Chief Andrew Smith, also a certified BCLS instructor. Dr. Pierce was the catalyst with his strong belief in the importance of citizen CPR, but the community response was equally important.

The board of directors of The Rotary Club acted quickly and supplied the Fire Department with a second practice mannequin and the courses were off and running. Fire Chief and Platoon Chief Andy Smith will always be remembered as the

catalysts that helped the program get going. The first instructors were fireman Earl Graham, Peter Stuckey, Craig Davis, Wally Schmidt, Hugh Clarke, Mark Pullen, Gerard Minto, Alain Bergeron, and Anton Lazar,

Assistant Director of Recreation Robert Aiken and his assistant Daniel Reynolds, as well as Jacqueline Bloomfield, Child Care Director of the Westmount YMCA.

The first session at the West-

mount fire station was opened by Dr. P.C. (Bud) Staples who was then the President of the club. Rotary had responded to a need and a community program was born.

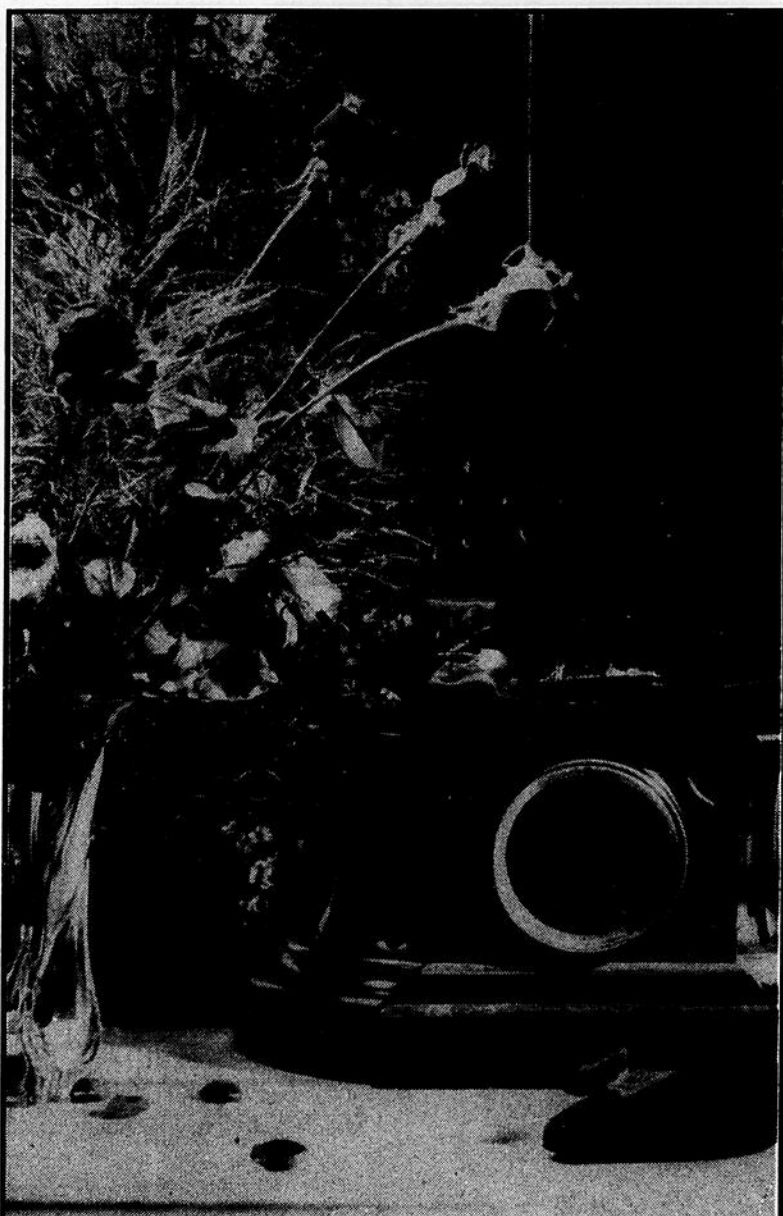
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Under the heading of International Service, the Westmount club has three committees: Environment, International Relations and the Rotary Foundation.

Over the past year Westmount rotarian Coos de Vries, as district governor for all the clubs in western Quebec, northern New York and eastern Ontario, instituted an environment committee at the district level. With this impetus, an Environment Committee has recently been established within the Westmount club to try to direct the interest and concern of Rotary members and citizens in this increasingly important area.

The International Relations Committee has been a part of the important duty of Rotary to make citizens aware of the world around them. Cultural evenings and exchanges with the many cultural groups in Montreal, speaking engagements by diplomats, and "billeting" of tourists, students, academics and business people from around the world, are the local efforts. Youth exchange programs, work-study tours for young adults and community projects in underdeveloped countries are the more venturesome ways The Rotary Club of Westmount can become involved in promoting world understanding.

In recent years, for example, Westmount Rotary has helped fund a student cafeteria program in Senegal and a medical clinic on Bukasa Island, Kenya.

The Rotary Foundation, operating out of the Rotary International


headquarters in Evanston, Illinois, receives generous support from Westmount as well as from all other clubs throughout the world. One of its major purposes is to provide academic scholarships for students to study outside their own countries. Not only has Westmount provided students who have travelled abroad, many young people come from other countries to study in Montreal, and are looked after during the year by local rotarians.

All of these committees are going to take advantage of the recent establishment of Rotary Clubs in eastern Europe, which opens up an entirely new opportunity to expand world understanding. Because local rotarians represent an array of professional qualifications and expertise, they will be eager to pass on their knowledge and experience to those who are in need of it.



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Taipei !

Taipei: the name of a far-away place you will say, Taiwan to be more precise. To The Rotary Club of Westmount, however, it means more than that — it is the name of our sister club.

Rotarians throughout the world are encouraged to extend the hand of friendship beyond the local scene at club meetings or District Conferences. This can be accomplished by establishing an association with a Rotary club from another land to form a binding relationship, to foster mutual understanding between different cultures, and to exchange greetings.

Interest in forming the sister club relationship between the Taipei and the Westmount Rotary clubs was initiated by Haagen Kierulf, a member of The Rotary Club of West-

Raymond H. Vallieres Club President 1982/83

mount. He had been a member of the Taipei Rotary Club during a three-year stay in Taiwan.

Arrangements were made for the two clubs to meet at the Rotary International Convention in Toronto in June 1983. The process of becoming sister clubs culminated in the signing of an agreement by the club presidents and the respective Districts Governors in an area designated as "The House of Friendship" at the convention.

The agreement read in part: "We, united as sister clubs, undertake to provide humanitarian service, encourage high ethical standards in all vocations, help foster goodwill, peace and understanding in the world, ever putting into practice Rotary's eternal motto of "Service Above Self".

Gifts were exchanged, photos were taken and flags of the respective countries were presented. The Nationalist China flag came to Westmount and the Red Maple Leaf went to Taipei, to be displayed at club meetings.

The international understanding that exists between sister clubs, even in a small way helps to make this a better world. Friendship with people from another land — that is what it means. Taipei: not a far-away place after all.



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Projet Sénégal

François Gérin-Lajoie

Au niveau international, notre projet le plus récent s'est déroulé à St-Louis au Sénégal où nous venons de terminer la réalisation de quatre cantines scolaires. Non seulement ces cantines desservent les populations étudiantes, mais également les communautés locales.

Les cantines peuvent accommoder plus de 3,500 étudiants à l'heure du midi et servent des repas complets tel que riz au poisson et poulet à l'arachide. De plus, une organisation à but non lucratif, comprise de jeunes gens, a été créée pour diriger et organiser le réseau de distribution et d'administration quotidienne. Ceci a permis la création de près de dix emplois à temps plein et quelques emplois à temps partiel. Tous ces employés ont suivi quelques cours en administration de cafétérias.

Le projet a pu démarrer grâce à la collaboration établie en 1984 entre le groupement d'intérêt économique "TAKU LIGGEY" et "La Fondation Paul Gérin-Lajoie pour le développement international", société à but non lucratif, active au Sénégal dans le domaine scolaire. Grâce aux contributions des clubs Rotary de Dakar et de Westmount et d'une subvention de l'Agence Canadienne de Développement International (ACDI), près de \$20,000.00 canadiens ont été amassés pour aider les jeunes entrepreneurs sénégalais. Le projet a été complété le 30 avril, 1990.



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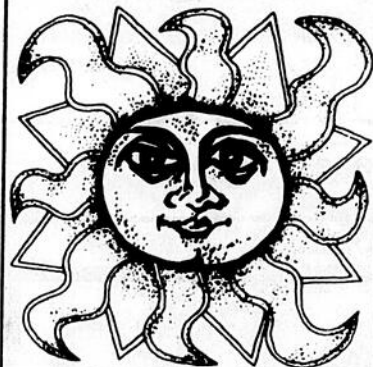
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The Unity Building

THIS IS A HISTORY OF THE UNITY BOYS' AND GIRLS' CLUB SPONSORED BY THE ROTARY CLUB OF WESTMOUNT AND PRESENTLY OPERATING AS THE GREENE AVENUE COMMUNITY CENTRE.

In the year 1943 the police were having a big problem in the southeast corner of Westmount. Regular nasty feuds between rival gangs of

youths in this neighbourhood had developed with considerable violence and the police were at their wits end as how to cope with it. A few Westmount Rotarians started an investigation and had interviews with many of the youths to try to find a suitable remedy.

It appeared that the parks and playgrounds were cleared at sundown and most of the fights took

place afterwards. The big beef was that there was nothing to do after the parks were closed. Many came from homes where the parents just wanted them to get out of the house (not caring what they were doing) and stay out till bedtime.

The youth service committee of our club decided to try and experiment. With some wonderful co-operation from Calvary Church situated

at the corner of Greene avenue and Dorchester Boulevard, we were allowed to use their basement five nights a week. This continued for three months; June, July and August, for a small rental.

Through the press, Westmount Examiner, and the Montreal Star, we appealed for donations for games such as checkers, baseballs, footballs, etc. and the response was beyond our wildest expectations. Many people sent in donations as well as games and thought the idea was a wonderful one. We supplied a part time paid organizer and, to the big relief of the police, the neighbourhood became quiet and peaceful. Letters of congratulation both from the surrounding churches and police were received.

However, our efforts were only concentrated on the boys and youths. It became apparent quite early, that the girls of the neighbourhood felt they were being neglected and told us so in no uncertain terms.

After this encouragement, the youth service committee discussed the idea of building a permanent club with proper facilities, with every organization we could think of: YMCA, churches, Montreal Boys' Association, etc., etc. The committee reported back to the directors that a suitable building would cost in the neighbourhood of \$ 170,000. After general discussion at club assemblies, it was finally decided to go ahead and a Boys' Club Trust Fund was set up with all efforts to be channeled into this project.

By the fall of 1948, after yearly carnival proceeds had been put into this fund, an amount of \$ 70,000 had accrued. It was then decided that with this sum made available we could go forward with a financial

campaign to a select list of Westmounters and Montrealers. This campaign was conducted by The Rotary Club of Westmount and resulted in gathering another \$ 75,000, sufficient to go ahead with the building.

The Westmount City council had been keenly interested in this project since its inception and promised us a suitable piece of land adjacent to the playing fields on Greene Avenue and Clondeboye. This co-operation was greatly appreciated and encouraged us considerably.

The architects got in touch with the Boys' Clubs of Canada, the Montreal Boys' Association, and other people who had had experience in building boys' clubs. A rough set of plans were drawn up by the architects and they eventually submitted these to the committee for review.

At another assembly which we had organized and plans were submitted, the question came up as to who was going to run this club after it was built, and how about the operating costs. The members at large felt they would not give the o.k. or green light for this project, until they knew how it was going to be operated, by whom and at what cost. The committee realized this was quite a problem as we did not want to saddle our Rotary Club with a continuing expense, so the suggestion was made that possibly we could interest the Montreal Boys' Association. A meeting was conducted with the Montreal Boys' Association and the Montreal Welfare Association to see what could be done.

It was finally agreed that if we built the club, they would take over the operating expenses at an increasing rate. Starting, they would absorb the first year at 12.5 %; the next year



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Rotarian William G. Morley and friends at Unity sod turning, September 1949.

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25 %; and so on until eventually they took over full control of expenses. As you can see, if the operating expenses were to be \$ 15,000 a year and they were going to take this over in an 8 year period, we had to find an extra sum of money of somewhere around \$70,000. However, this was agreed upon by the club assembly and the board of directors and finally the club was built and opened in the fall of 1949.

The official opening was performed by the Honourable Douglas Abbott, who was Minister of Finance in the federal government, and this took place in the spring of 1950.

At this point it was up to the youth service committee to find staff to look after this club and supervise them. We started off by employing a director and he got together a small staff. After a 6 month period we found out that our Rotary club and the youth service committee could not possibly give enough attention to the operating of the club and we had another meeting with the Montreal Boys' Association and they kindly

consented to take care of the staffing of the club. This took a big load off the youth service committee and the club started to operate in a very efficient manner. Within two years we had 1,000 members, boys and girls. Boys representing about 60 % and girls 40 %.

We had previously had the Unity Boys' Club incorporated and so now we owned a building with the equipment and the land, with an investment of approximately \$ 200,000.

The club operated very satisfactorily right up to 1961-62. Then it was brought up at one of our assemblies, that if we were faced with a big expense on this building such as a roof or furnace, our club as landlords would be involved in some quite heavy expenses. The suggestion was made, and after much discussion, it was decided that we should turn the club over to the Montreal Boys' Association completely for the sum of \$1.

Legal counsel was engaged and eventually this took place in the spring of 1963, when the club was formally taken over by the Montreal

Boys' Association and the deeds and so forth were transferred to them.

Through all these years the board of management of Unity had been set up and management consisted mostly of Westmount rotarians origi-

nally. However, some of the industries around that neighbourhood had representatives on this committee as well.

Although the Unity Boys' Club was now owned by the Montreal

Boys' Association completely, the management committee still had a lot to do with operating the Unity club. The Rotary Club always kept an eye on the operation of the

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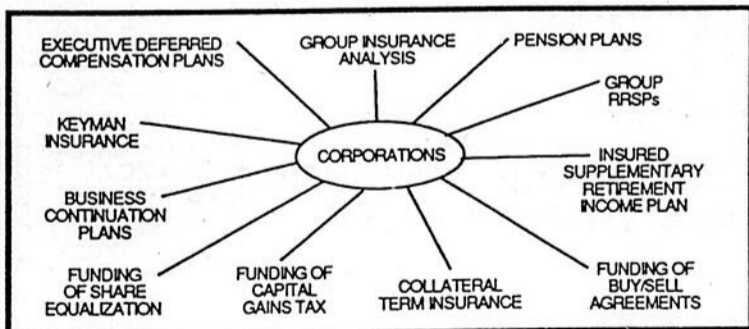
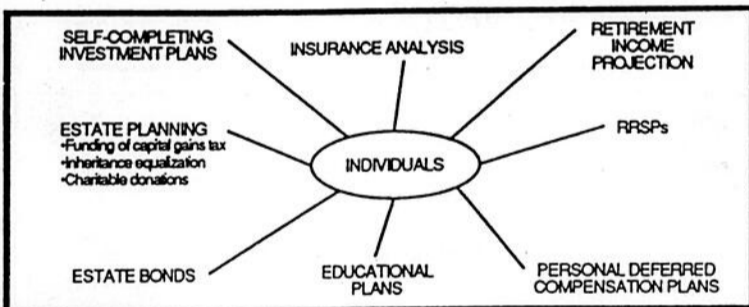
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UNITY...

continued from previous page

building.

We think this youth club was a good example of Rotary at work. First of all we established that there was a definite need; secondly the object was worthy; thirdly that the plan was sound and could be carried through to conclusion. Eventually it was turned over to an interested organization so the efforts of the

Rotary Club could be devoted to some other worthwhile project.

This youth club could never have been built without the full co-operation of practically every member of our club and all of our carnivals, which in those days was our only fundraising means.

We feel that Unity was a monument to the community and proof that Rotary fulfilled a definite need in a troubled area. We have every reason to be proud of this accomplishment.

We would like to thank the Boys' and Girls' Clubs of Canada, who from the start of this project gave us wonderful assistance and advice. We have definitely helped many boys and girls in this area to become better citizens and so enrich this great country of Canada.

Over the years, the needs of the community evolved to the point where the Boys' and Girls' Club was no longer required. The non-profit organization which had ownership and was running the club, made every effort to find a worthwhile new use for the building. When this failed they considered selling the building and the land could have ended up being used for development. At this point The Rotary Club of Westmount working with a community centre group, offered to repurchase

the property. The outstanding debts of the Unity club were taken over by the Rotary club. The purpose of The Rotary Club of Westmount in taking back the building, was to make it available to the community group for \$ 1 per annum. The Rotary Club retains ownership and board participation. The current municipal evaluation of this property is in excess of one million dollars.

The Greene Avenue Community Centre, with about one hundred volunteers donating their Time to restoration of the building were able to provide programs and activities that were needed in the community.

Today, the centre provides a variety of activities for all ages and interests. This includes classes in fitness, dance, martial arts, languages, music as well as special Saturday activities offered to children. There are also free lectures every week on different topics given by experts in the field. In addition the centre provides a home for the Meals on Wheels organization as well as daycare services.

The centre's objectives are to serve the needs of the community by providing community, recreational, cultural and educational activities for the benefit of the residents of the neighbourhood around the centre and of the city of Westmount as a whole.

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**François Gérin-Lajoie, rotarien de Westmount
Vice-président, Rotary Club de Westmount**

Je suis devenu rotarien tout naturellement un jour. C'était inévitable. En effet, ma jeune carrière professionnelle m'amena sur plusieurs continents, plus souvent vers des pays pauvres en voie de développement. Travaillant de concert avec les dirigeants de ces pays, je fus invité maintes fois aux réunions hebdomadaires de clubs Rotary. À chaque fois, je fus impressionné par les qualités humaines des intervenants (membres et invité(e)s), par la collegialité entre eux et surtout par l'implication du club Rotary dans son milieu.

C'est donc avec empressement que je joignis le club Rotary de Westmount en janvier 1987 à l'invitation de mon ami et ensuite parrain Louis Colizza. Aujourd'hui, quatre ans plus tard, j'affirme sans hésitation que le club Rotary permet à quiconque qui le veut bien de s'épanouir pleinement, surtout sur le plan humain.

Ainsi, on apprend à participer en comité à des décisions qui influenceront la vie des jeunes ou des vieillards vivant dans notre communauté, on vit avec la petite organisation et on côtoie les grandes sociétés qui

nous offrent leur aide, on travaille en groupe, on développe de petits et grands projets, on vit des expériences uniques avec les plus démunis ou avec les handicapés de notre quartier, on dirige même des projets à l'étranger en confrérie avec d'autres rotariens, on relève constamment des défis, on se retrouve en famille lors d'activités de loisir ou de levée de fonds, bref, on respire ensemble la vie de notre communauté... et maintenant que les dames font partie du mouvement Rotary, certains d'entre nous y vivront peut-être plus que seulement des sentiments d'amitié.

De mes souvenirs illustrant ces constats — un pièce de théâtre avec les jeunes étudiants de St-Henri applaudissant et criant à tout rompre, ayant comme objet les problèmes reliés à l'adolescence et à l'éducation sexuelle — la rencontre avec des jeunes lycéens de St-Louis, au Sénégal du Rotary Club de Dakar, pour leur remettre un chèque pour des cantines mobiles près des écoles afin que les jeunes étudiants puissent manger légèrement le midi — nos dîners annuels de Noël avec les

résidents et résidentes du Manoir Westmount.

Pour moi, il n'y a pas de choix, tant que j'aurai un souffle de vie en moi, je serai rotarien.

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*The Management and Staff congratulates
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work in the community for the past 60 years.*

The Essence of Rotary

What is Rotary and why would men and women take time from already busy schedules to join a Rotary club? These questions deserve an answer, but don't expect it to be simple.

Rotary, like all enduring organizations, has an overall clear objective. Ours is Service, and thoughts such as "Service above Self" and "He profits most who serves best" are

part of the fabric of which Rotary has been crafted. Stated another way — "The objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and in particular, to encourage and foster:

- The development of acquaintance as an opportunity for service.
- High ethical standards in business and professions; the recognition of the worthiness of all useful occupa-

tions, and the dignifying by each Rotarian of his occupation as an opportunity to serve society;

- The application of the ideal of service by every Rotarian to his personal, business, and community life;
- The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional per-

sons united in the ideal of service."

This is well known to every Rotarian as the "Object of Rotary". It has been at the core of Rotary's purpose for more than 80 years.

There is another well known part of Rotary known as the "Four-Way Test" which will further help in understanding what Rotary is. It has been equated with Rotary for more than 40 years.

The Four-Way Test of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

How this became synonymous with Rotary is a story that typifies Rotary. The Four-Way Test wasn't always part of Rotary. It all started in 1932 when a young executive named Herbert J. Taylor was asked by creditors to run a cooking utensil firm which was close to bankruptcy in bleak times. He thought long and hard about the lack of difference between his company and that of his competitors. He looked at the way the company was run and decided that to succeed, they had to be different, not just have a different product. He conceived four questions that he asked each of his executives to use in all their management and promotional decisions. He was not surprised to see his company's reputation and sales thrive as the factor for advertising honesty and customer confidence grew.

Herbert J. Taylor proposed the Four-Way Test to the executive of

Rotary International in 1943. R.I. suggested it to the membership as a worthy ideal. It was so successful that, when he became President of Rotary International in 1954, he formally gave Rotary the right to use the Four-Way Test as a lasting legacy.

Is it any wonder that men and women with high ideals and successful businesses should band together and respond to the needs of their communities through service? Keep in mind that to a Rotarian, the community is not only local but also international and global. As we respond to our communities' needs through service to others we are fulfilling the age-old need to help our neighbours — no matter how far away they live.

Rotary, through its more than 1,100,000 active members, has responded to needs in its local communities as well as the world community. Locally you have but to look elsewhere in these pages to read about the Manoir Westmount or the Lifeline program or many others to see examples of our impact. Internationally, Rotarians are very proud to have embarked two years ago on a program aimed at eradicating Polio-myelitis from the world, by not only supplying to the World Health Organization sufficient vaccine to immunize all children everywhere, but also by supplying Rotary "manpower" in those countries where the need was great.

The Rotary Club of Westmount now enters the seventh decade with new Rotary clubs in Moscow, Warsaw and Prague. Our world of service is expanding.

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Vocational Service in Rotary

Dr. David J. Flam

Vocational Service is the way Rotary fosters and supports the application of the ideal of service in pursuit of all vocations.

Rotarians are obliged to adhere to, and promote the highest ethical standards in all occupations and professions, including faithfulness and fidelity to employers, employees, and associates. Members conduct themselves, their businesses, and their professions in accordance with Rotary principles, and are guided by the well-known Four Way Test:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Rotary clubs around the world, through their Vocational Service committees, are encouraged to help in some of the following areas:


- 1) Advancing youth employment: as business and professional leaders, Rotarians can help in ways such as furnishing informa-

tion on job opportunities and training programs for young people;

- 2) Organizing career planning programs in schools: members of many clubs speak at "Career Days" to help students plan their futures. Members also work together to steer young people in the community toward rewarding careers;
- 3) Addressing drug and alcohol problems in the workplace;
- 4) Promoting positive employment relationships in the workplace;
- 5) Promoting vocational awareness: members are encouraged to recognize the worthiness of all useful occupations. They give classification talks, and are encouraged to conduct tours of their businesses.
- 6) Recognizing vocational excellence: high business standards are a hallmark of Rotarians. Clubs spread these ethical practices throughout the whole community by recognizing individ-

uals who exemplify such behavior in their occupations and businesses.

- 7) Group Study Exchanges: sponsoring teams of young business and professional men and women to learn how their vocations are practiced in another country.




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Community Service

One of the "four avenues" of service of Rotary is designated as Community Service. The heartbeat of Rotary, this avenue of service is a

many-pronged effort to improve the quality of life within the community. The "community" as defined within the Charter of The Rotary

Club of Westmount, includes the City of Westmount and a portion of the City of Montreal known as the wards of St. Henri and St. Paul. Our commitment to community service grew out of the realization that something more than fellowship or the opportunity for business contacts was necessary to sustain the interest of the club members over a long period of time. For the last sixty years, the members of the club have made substantial and lasting contributions to the community. Service to the community within Rotary means helping the elderly, children and young people, the disabled, the poor.

A. F. Durso

It also signifies planning and implementing programs to protect and improve our environment.

In 1930, the Rotary Club of Westmount organized its first fund raising project. An ice carnival was held at the Montreal Forum. A sum of \$8,000.00 was donated to the Montreal Children's Hospital as a result of this event. This was to be but the beginning.

Over the last sixty years, some of the recipients of funds raised by the members included Weredale House and its summer camp, the Montreal General Hospital, the Reddy Memorial Hospital, the Julius Richardson Hospital, the Quebec Society for Disabled Children, the Montreal Diet Dispensary, the Montreal Association for the Blind, Camp Amy Molson, the Quebec Alzheimer Society, CLSC St. Henri. In addition, the Club built Prospect House (a home for the elderly), Unity Boys' and Girls' Club (now the Greene Avenue Community Centre), Manoir Westmount and initiated the Lifeline program. These donations and projects represent expenditures in the millions of dollars. In addition to the dollar value attached to these pro-

jects, one must not forget the hard work and the thousands of hours volunteered by the members of the club in order to successfully realize them.

Notwithstanding the fact that more and more government agencies are providing assistance to those in need, we must never forget the words of Richard Evans, a past president of Rotary International:

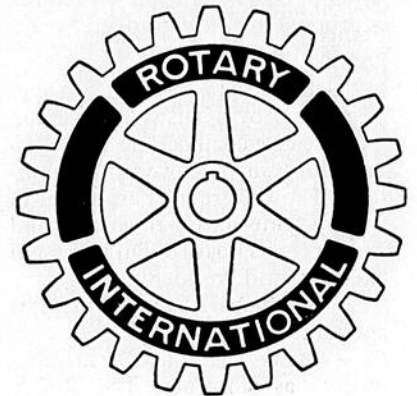

"So long as there is one hungry child or one ignorant person or one discouraged youth; so long as there is misunderstanding or conflict anywhere; ... there is a reason for Rotary".



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The Rotary Club of Westmount and Rotary International District 704

Coos J. L. de Vries
Immediate Past District Governor

The Rotary Club of Westmount is one of 63 clubs that form Rotary District no. 704. This District, one of 484 in the world (the number changes upward all the time), comprises western Quebec, eastern Ontario and the northern part of the state of New York. It follows that this District is not only international, but also bilingual. In fact, there are eight Francophone clubs operating in the District.

Each District is headed (for a one-year term) by a District Governor, who is elected democratically and so any club can put forward a candidate. The Governor is an officer of Rotary International (R.I.) and answers to its Board of Directors and the R.I. world President.

It is, perhaps, true to say that it is the pride and ambition of every club to have at least once a member elected as Governor. The Rotary Club of Westmount had a member Governor in 1939-1940 (Mr. Cecil T. Medlar), when the District number was still 170. The club had, therefore to wait precisely 50 years before it had another one, in the Rotary year just passed. (A Rotary year runs from July 1 till June 30).

While each club has its annual activities and projects, the District operates very much in the same way and there a number of District Committees, the chairpersons of which are in close contact with the clubs to advise and help them where and when necessary. Also, there is a District Council, headed by the Governor and meeting about four times a year, which is composed of Past District Governors and Committee chairpersons.

The Governor tries to set his own program by Rotary's International theme, which changes each year. This year the theme is: "HONOUR ROTARY WITH FAITH AND ENTHUSIASM". The world President of R.I., Paulo V.C. Costa, of Sao Paulo, Brazil, has expressed the wish that Rotarians all over the world pay maximum attention to the environment in an endeavour to save mother earth and, in fact, various seminars and meetings are being organized to determine what vital role Rotarians can play in helping communities. It is, therefore, in line with these endeavours that District 704 now has an Environment Committee, to work with the clubs. In a different field, the District now also operates a substance abuse (drug prevention) committee and many clubs are involved

in dealing with this very difficult problem.

Once a year the District organizes a District Conference, which is usually held close to the home town of the Governor's club. Obviously the Governor needs all the help he can get to organize this event. His own club's fellow Rotarians are ready to do much of the preparatory work and they assist everywhere during the conference. At the conference many subjects are discussed and the members from the various clubs have an opportunity to follow the progress of the District. The conference is also the place to meet many Rotarians whom one otherwise does not see often and fellowship is of paramount importance. There is also time for sightseeing and excursions.

A special District effort is the raising of funds for the Rotary Foundation, an organization in Rotary's headquarters in Evanston, Illinois, that does many things to promote goodwill, peace and world understanding. A perfect tool to achieve that goal is to allow undergraduate and graduate students to study in other countries and this year, for instance, Montreal will receive seven students from outside Canada, who will study during this academic year at McGill, UQAM and Université de Montréal. Similarly, because of the District's fund raising efforts for the Foundation, early in the new year 1991, five students will be selected to study abroad in the academic year 1992-1993. This will be possible at the expense of Rotary. Other Foundation programs include the making available of money for disaster areas or for developing countries, to develop irrigation schemes for example.

While it is, obviously, fun for Rotarians to work in their own club, working in a District is an equally fascinating experience. The Governor has the added advantage that before he assumes responsibility and occupies office, he goes to an international training seminar with his 483 colleagues in the world and this seminar sets the tone and the pace in his District. International contacts are made and often study teams and students are exchanged between two Districts. This is the result of the Governor having met a counterpart from another District and so international contacts and plans have been cemented.

District 704, of which The Rotary Club of Westmount is very proud to be a part, is an active District where

many Rotarians of often vastly different background, work very hard together to try to improve the quality of life of others.



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One of the major resources is money. It is essential to the fabric of

Rotary, and in fact it is just as important as the projects which Rotary supports.

Westmount rotarians try, on the other hand, to sponsor fund-raising projects which provide a service to the community even as they raise money to provide other services.

One of the most important of

these is the giant spring garage sale and auction, held every April at the Westmount Arena. It offers residents a chance to clean out their attics, get rid of things that they don't need but which, in fact, others might need. It also offers those same residents and others the chance to purchase second-hand or new items at a very low

price. At the same time it becomes a community event which provides an enjoyable Friday evening/Saturday sojourn for all.

Early this year Rotary sponsored a gala musical concert, the idea of a new member, Irene Woods. The Montreal Chamber Orchestra and pianist (and former Westmount MP) Donald Johnston offered musical background for a wine and cheese party which is expected to become an annual event.

Rotarians also sell Gold Books, containing discount coupons provided by local and franchise businesses, which encourage users to patronize

those businesses while raising money for the club.

A major raffle with cash prizes and a grand prize of travel tickets involves all Rotary members; a Christmastide solicitation letter is supported by members and the public at large.

The Rotary Club of Westmount would not have been as successful over the last 60 years had it not been for the generous support of private citizens, local businesses and corporations. In a seemingly hostile world, the friends and supporters of Westmount Rotary have shown that here are people who still care for others.



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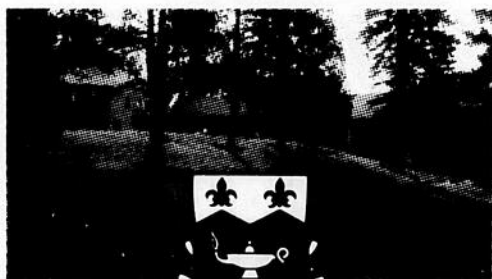
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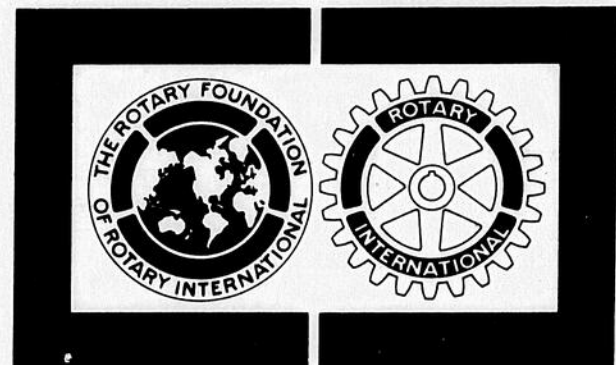


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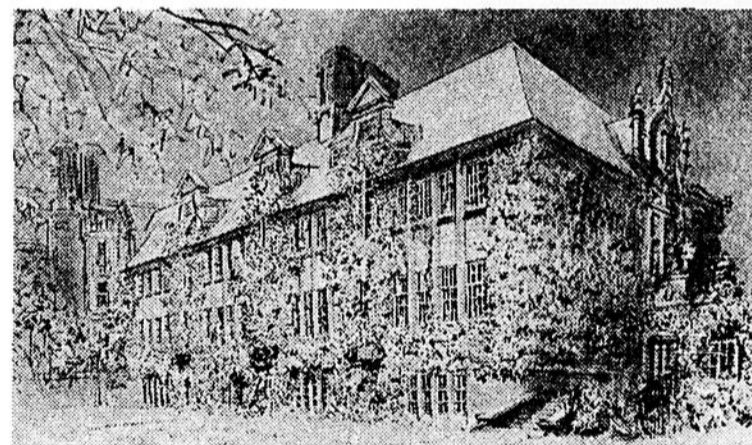
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