

Rotary

Club of Cranbrook Sunrise



Sunday, March 30, 2025

Events

April 1st

[Cranbrook Sunrise Weekly Meeting](#)

Speaker: Rick Jensen - Motivational

April 8th

[Cranbrook Sunrise Weekly Meeting](#)

Speaker: Keith Powell

April 15th

[Cranbrook Sunrise Weekly Meeting](#)

Speaker: Wild Horse Cycling Club - Leigh Cormier

April 22nd

[Cranbrook Sunrise Weekly Meeting](#)

Speaker: Cbk. Food Society - Julie Rose

Birthdays

Helen J. Boon
March 30th

Wedding Anniversaries

No Wedding Anniversaries Found

Years of Service

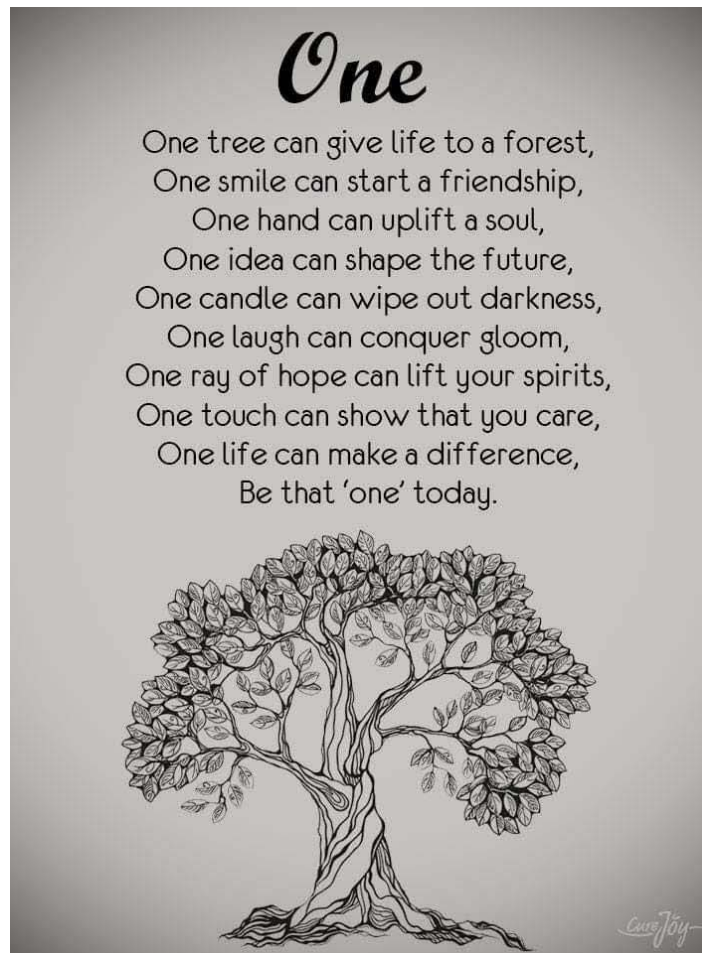
Antoine Beurskens
03-28-2023
2 Years

Meeting Notes for March 25th, 2025

By Dennis Parsons on Sunday, March 30, 2025

Guests: Bobby-Jo Hekob (Cranbrook Female Hockey Development Program)

Inspiration: Iris Wawryshyn



Club Reports:

Helen - a reminder of our final movie of our Rockies Film Festival is on tomorrow night at the Key City Theatre, beginning at 7:00 p.m. It is titled Bob Trevino Likes it.

Helen also mentioned that there is a movie at Centre 64 in Kimberley tonight.

There is no morning meeting on April 29. If anyone has any ideas of something we can do in lieu of a meeting, please let Helen know.

Steve - a sign-up sheet is going around for members to help out with an early Easter Event at the Tamarack Mall on Saturday, April 12. We have 9 signed up so far and it would be ideal to have 15 signed up so we can do shorter shifts.

Arlene - our Fondo registrations are at 238.

Cranbrook Female Hockey Development Program

By Bre Tironese on Sunday, March 30, 2025



Bobby-Jo Hekob with the Female Hockey Development program, told us that recruitment for young females to join hockey is extensive and must be relentless and almost pushy. Typically, males are signed up at age 5 because that's kinda what you do in Canada. It seemed like girls had more options in dance, gymnastics and now horse riding and swimming which are very competitive.

Bobby-Jo is trying to provide a place of camaraderie for girls, just like she enjoys with women's recreational hockey. She found that the girls enjoy being together and like the color pink, so she ordered pink jerseys to entice the girls to be a team. Nathan Lieuwen of the Cranbrook Bucks, helped her develop a logo, which is basically the same as the Cranbrook Bucks logo.

Most of the girls that sign up are new to hockey and skating. Mentorship is a huge part of the program as girls see other girls skate and playing well is crucial to the development of female hockey. "See Her, Be Her", is a slogan that resonates with the girls. No one goes off the ice without a fist bump.

Bobby-Jo tries to work only with female coaches. To help out, you do not have to play hockey to coach. She has hired power skating people to assist as well. She has had some push back from dads wanting to coach, but from her experience, girls develop more confidence when it's a level playing field. Girls are very vulnerable, and they get focused and concentrate on themselves better with a female coach. With a male coach they shrink and think they can't do that. For the first five years it was all female coaches. But eventually she ran out of people.

The girls have a ton of other sports that compete with hockey, so it must be special and fun. They don't even know they are getting exercise; they are just playing hockey. They are like sponges, taking in information and asking a lot of questions. They love to hear that they are doing a great job and she teaches the girls that helping someone does not have to be for social media. They do lots of fundraising, but they also help when they can. For example, they work the kettles every year for the Salvation Army. She asks them not

to post the photos as they need to do it because it's something they should do, not just for attention.

They also have a BBQ in the fall and a jamboree at the end of the season. The jamboree is for all Kootenay girls which includes skills, fitness, games, yoga or dance, and lunch. They raise money for others.

She follows the Hockey Canada Guide. Hockey Canada runs Echo Fun Days, which is a skills day just for fun.

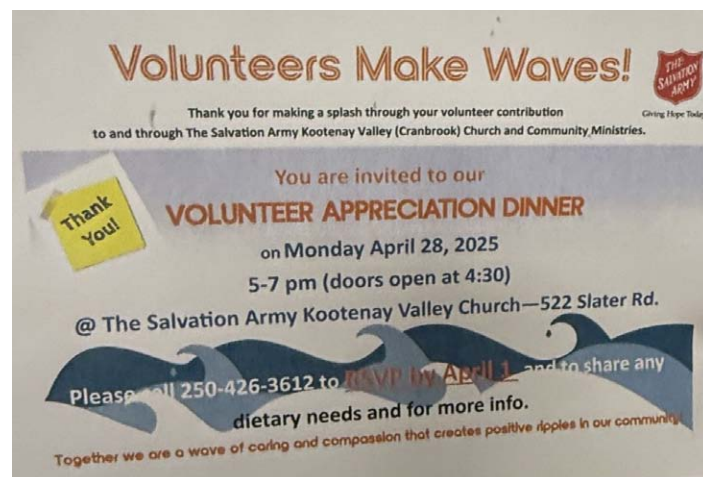
There were no questions, but Mel was attending via zoom from Ontario, she thanked Bobby-Jo and praised her work.



Sunrise Rotarian Lynnette Wray was thrilled to present Bobby-Jo with a Paul Harris Fellow certificate and pin, in recognition of Bobby-Jo's dedication to girls' hockey in Cranbrook.

Volunteer Appreciation Dinner

By Bre Tironese on Sunday, March 30, 2025



Anyone who helped with the Salvation Army Kettles this past season is

invited to attend this appreciation dinner, but you must **RSVP by April 1st.**

Happy Bucks & Sgt. at Arms

By Dennis Parsons on Sunday, March 30, 2025

Happy Mel gave Happy Bucks for Bobby-Jo's presentation today.

Bucks! Al Dyck gave part of his Happy Bucks for his attendance in Post Falls, Idaho. There were over 100 people in attendance with a large contingent from Canada.

The rest of Al's Happy Bucks were for Bobby-Jo's presentation.



The Sgt at Arms was Sunrise Rotarian Arlene Schroh. The following fines were dispensed:

Lynnette - fined for wearing beautiful pink to brighten up our day

Percy - was fined for not being on the ball with the microphone

Ursula and Iris - were fined for an issue with the Inspiration

Dewayne - fined for his quick wit.

Bob - for his buckets

Mel - for her dedication attending meetings

Closing Comments

By Dennis Parsons on Sunday, March 30, 2025

It's never been easy. But I've always wanted to play hockey. I love hockey. I'd rather play hockey than do anything else. If you have that kind of desire, I think you can achieve what you want to achieve.

Manon Rheaume. (Manon Rhéaume is a Canadian former ice hockey goaltender. An Olympic silver medalist)

APRIL IS



**MATERNAL & CHILD HEALTH
MONTH**

"It is health that is real wealth and not pieces of gold and silver"
Mahatma Gandhi



www.rotary.org

