

# TERMINAL CITY TIMES

OCTOBER 2020 • VOL. 27 NO.7

SPECIAL EVENTS • ENTERTAINMENT & DINING  
CLUB NEWS • FEATURES & MORE



837 West Hastings Street  
Vancouver, British Columbia  
V6C 1B6  
CANADA

Call : 604 681 4121  
Text : 604 200 2279  
tcclub.com

terminalcityclub  
 @tcclub  
 Terminal City Club

## CONTACT US

Billing : 604 488 8607  
Catering : 604 488 8640  
Weddings : 604 488 8605  
Lions Pub : 604 488 8602  
Fitness Centre : 604 488 8622  
Member Services : 604 681 4121  
Membership Sales : 604 488 8647

## CLUB HOURS

MEMBER SERVICES (FRONT DESK)  
**Monday – Friday** : 5 a.m. – 11 p.m.  
**Saturday & Sunday** : 7 a.m. – 8 p.m.

FITNESS CENTRE  
**Monday – Friday** : 5 a.m. – 11 p.m.  
**Saturday & Sunday** : 7 a.m. – 8 p.m.

THE GRILL  
**Monday – Friday** :  
7 a.m. – 10:30 a.m. breakfast  
11:30 a.m. – 9:30 p.m. lunch & dinner  
**Saturday & Sunday** :  
8 a.m. – 9 p.m. coffee  
9 a.m. – 2 p.m. brunch  
3 p.m. – 9 p.m. dinner

MEMBERS' LOUNGE  
**Monday – Friday** : 7 a.m. – 11 p.m.  
**Saturday & Sunday** : 8 a.m. – 10 p.m.

CUVÉE & 1892  
**Temporarily closed**

LIONS PUB  
**Monday – Saturday** : 11 a.m. – 10 p.m.  
**Kitchen** : closes at 9 p.m.  
**Sunday** : closed

## CLUB CLOSED: THANKSGIVING

**Monday, October 12**  
All areas of the Club will be closed on Monday, October 12 for Thanksgiving. Lions Pub will be closed Sunday, October 11 and Monday, October 12.

## NEW MEMBERS

*Welcome to our new members!*

Rukaya Ashour	Gerry Heinrichs
Darren Barker	Rick Lam
Elizabeth Barker	Samantha McLeod
Cameron Bennett	Stu McNish
Kat Betts	Tanya Mehta
Ezio Bortolussi	Magda Melounova
Stephen Casson	Elizabeth Miller
Ella Chen	Basma Rehman
Marc Costo	Ahmed Sadozai
Oliver Costo	Conor Shaw
Brad Desmarais	Gerry Sinclair
Azim Dhalla	Kimberly Sullivan
Justine Fisher	Fiona Tao
Bernie Florido	Lysanne Tusar
Kobe Fong	Edison Wong
Tabrez Gaulani	Joyce Wong
Rahul Goel	Julianna Zumpano
Cameron Hacker	
Joel Hansen	

## RESERVATIONS REQUIRED!

To ensure that physical distancing is possible, reservations are currently required to access any and all parts of the Club. To dine in the Grill, consider making your reservation online on OpenTable; to use the Members' Lounge or expanded seating in the Terrace Ballroom, simply contact Member Services ahead of your visit.

\*For specific information regarding Fitness Centre bookings, please refer to page 7.



We have done all the prep for you, but you're the chef! Each kit comes with detailed instructions on how to execute your meal, as well as a full ingredient & allergen list. *\*No modifications or substitutions.*

Visit [takemehomeandmakemehot.com](http://takemehomeandmakemehot.com) to order from the selections available, including BBQ, prime rib, tacos, pizza, and vegan meal kits. Kids will love the cupcake and sugar cookie decorating kits!

All Meal Kit orders are ready for pickup in 48 hours!

**Pro tip:** order a bottle of wine (or two) to go with your meal! Selections are available online, or order [wine@tcclub.com](mailto:wine@tcclub.com) for something else off our wine list.

*The*  
**Merch**  
Club

Browse our new Merch Club for a selection of TCC-branded apparel. Partial proceeds support the Terminal City Club Foundation.







# PRESIDENT'S LETTER

DEAR FELLOW MEMBERS,

I hope everyone is getting acclimatized as we settle into the fall. As we all know, summer gave us a little bit of everything, and we can only hope for some consistent blue skies and brisk sunny days this month.

It's been great to see the Grill and the Members' Lounge bustling (to a degree) over the past few months. The energy is palpable, which is testament to our Club's ability to create a safe and welcoming environment for our Members and staff. This certainly won't change as we continue to navigate the climate as best we can with health and safety top of mind.

The Club wrapped up its fiscal year September 30, 2020, and continues to see progress in many aspects of the operation, but understand that it will be a while until it is business as usual. The Board of Directors and the staff are prepared at a moment's notice, should BC's situation change or new rules are imposed. This is a very strong possibility, and we want to assure our Members that should this occur, we will continue to operate in the safest manner possible under the current

Public Health Orders. I sincerely hope this doesn't happen, but preparedness is a high priority at the moment.

You will see a call out this month for our Annual General Meeting on Monday, December 14. The AGM will feel a lot different this year, with attendance done virtually. Should you have questions, or concerns that you'd like raise at the meeting, I encourage you keep them in mind and don't hesitate to ask them at that time or email [gm@tcclub.com](mailto:gm@tcclub.com) and we will get to your question sooner.

On a lighter note, we will officially accept our award for the CSCM's Large Club of the Year on October 5. It's a tremendous achievement for our Club, and is certainly well-deserved given all the hard work. You may see some new hardware around the Lobby the next time you are in the Club... To celebrate, we'll be sharing as many stories about the Club as we can throughout the year, so keep your eyes and ears open for some of our rich history.

Events will continue via Zoom, and in-house when spacing permits; be sure to login to Member Central to access these exclusive offerings. Live music will continue Thursday to Saturday nights for

the rest of the month, most likely indoors as our patio days are limited, so be sure to get those reservations in ahead of time. For all you football fans out there, we'll be showing Seahawks games every Sunday (or Monday night) in the Members' Lounge and Lions Pub all season long.

With Thanksgiving (and Halloween) on the horizon, I hope many of you can still connect with friends and family as safely as possible. Let's continue to stay positive and be thankful, despite the unique circumstances we're faced with. If we haven't seen you at the Club in a while, don't hesitate to stop by; the staff and Membership would be happy to see you.

Respectfully,

Joe Corea  
Terminal City Club President



# drink features

## **MONDAY, SEPTEMBER 28 – FRIDAY, OCTOBER 2**

Do you miss summer? Have some in a glass. Feature Rosé all week long at happy hour pricing.

## **MONDAY, OCTOBER 5 – FRIDAY, OCTOBER 9**

Let's be good to the earth! Drink organic. Organic, biodynamic and natural wines all week long.

## **TUESDAY, OCTOBER 13 – FRIDAY, OCTOBER 16**

Warm yourself with a dram of scotch. Try the Arran 10 year old. Officially launched in 2006, this 10 year old lies at the heart of the Isle of Arran. The initial rush of rich vanilla sweetness gives way to a touch of cinnamon. The classic Arran citrus notes have rounded with age and reveal new depths of character against a background of sweet oak.

## **MONDAY, OCTOBER 19 – FRIDAY, OCTOBER 23**

Dessert in a glass. Try a port or dessert wine. We have a large selection in store for you.

## **MONDAY, OCTOBER 26 – FRIDAY, OCTOBER 30**

Trick or treat? Bartender feature Halloween themed cocktails all week long.

## **SATURDAY & SUNDAY**

Toast the weekend with our feature brunch cocktail menu.



## **LIONS PUB**

### **FRESH SHEET**

The Pub Fresh Sheet has been tremendously popular with members and guests! Stay tuned for a brand new Fresh Sheet, launching October 5.

### **NFL MONDAY/THURSDAY SPECIAL**

Come catch all your NFL action on Monday and Thursday nights in the Lions Pub. We will be featuring a Smashed Bacon Cheeseburger & Beer on those nights for only \$20.

### **OKTOBERFEST**

To help celebrate Oktoberfest, we will be pouring delicious frosty steins of Munich Gold Lager made by Hacker-Pschorr, straight from Germany. We were only able to get one keg this year, so get some before it's gone!

### **LOCAL AND SEASONAL DRAFT BEERS**

Fall is officially upon us. Enjoy some of the great seasonal selections on offer from our local craft breweries. First up is a wonderful Stout from Twin Sails Brewery in Port Moody: Cookie Jar Stout with Fudge & Sea Salt!



# LIQUID ASSETS

## WHISK(EY) 101: PART 1

Wednesday, October 7

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge*

*Live on Zoom: complimentary*

*(no tasting component)*

Whisk(e)y lovers, this is for you! The world's most beloved spirit is in the spotlight as DJ teaches about how Whisk(e)y is distilled, the complexities of barrel ageing, and what makes it distinct. In this 101-style primer we will taste the foundation styles: Single Malt, Blended Whisky, Irish Whiskey, and Bourbon Whiskey. Of course there will be nibbles that pair brilliantly with the wee drams!

## BLUE MOUNTAIN WINERY

Wednesday, October 14

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge*

*Live on Zoom: complimentary*

*(no tasting component)*

The name "Blue Mountain" is synonymous with high quality BC wines. Since the 1970s this family-owned Okanagan Falls-based winery has wowed us with outstanding Pinot Noir, lush Chardonnay, and peachy Pinot Gris. Join us for a tasting with Christine Fawcett (Keystone Fine Wines) and owner Christie Mavety, who will Zoom in from the winery.

## WINE TRIVIA

Wednesday, October 21

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge*

*Live on Zoom: complimentary*

*(no tasting component)*

The world of wine is enormous and ever-changing! Join DJ and Owen for an hour of fun and prizes that's guaranteed to entertain and educate. You do NOT have to be an expert; questions will range from easy to geeky. We'll taste four delicious wines to help the knowledge flow!

## ROMANIAN WINES

Wednesday, October 28

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge*

*Live on Zoom: complimentary*

*(no tasting component)*

Did you know Romania makes great wine? TCC member John Webster imports wines from a couple of Romania's best estates. Using both indigenous and international grapes like Cab and Merlot, the wines are full of character and quality. Discover four delicious wines and the terroir and tradition that has shaped them from John and DJ.

## SAVE THE DATE: NOVEMBER EVENTS

**04** **WHISK(EY) 201: PART 2**  
Wednesday, November 4

**18** **PINOT NOIR WORLD TOUR**  
Wednesday, November 18

**25** **SPARKLING WINE: TUSCAN TITANS**  
Wednesday, November 25



# OCTOBER EVENTS

**05 TCC SALON: VANCOUVER 2.0 WITH KIRK LAPOINTE**  
**Monday, October 5**  
6 – 9 p.m.  
*Complimentary event with the purchase of dinner*  
*\*Waitlist only*  
After COVID-19, the city has an unprecedented opportunity to reinvent itself. This rich Salon discussion will focus on exciting and innovative ideas about how we live, work, and play. Possible themes include: social isolation, car-pedestrian-bike balance, housing affordability, homelessness, and inequality. TCC member Kirk LaPointe ran for mayor of Vancouver in 2014; today, he is the publisher and editor-in-chief of *Business in Vancouver* and teaches ethics and leadership at the UBC Graduate School of Journalism.

**06 TCC DISCUSSION GROUP**  
**Tuesday, October 6**  
7:15 p.m.  
*Complimentary event via Zoom*  
The TCC Discussion Group – for members, run by members – is an evening of dialogue and camaraderie. This month's discussion will be guided by the following questions: Can government create jobs beyond the public sector, or is it simply the role of government to set the table and let others create jobs? Does a subsidized job mean that as soon as the subsidy disappears so does the job? Join the conversation.

**07 WHISK(E)Y 101: PART 1**  
**Wednesday, October 7**  
5:30 – 6:30 p.m.  
*Full experience at the Club: \$50 plus tax & service charge*  
*Live on Zoom: complimentary (no tasting component)*  
Whisk(e)y lovers, this is for you! See page 5 for more information.

**11 FAMILY-STYLE THANKSGIVING LUNCHEON**  
**Sunday, October 11**  
12 noon – 2 p.m.  
*Adults: \$67 plus tax & service charge*  
*Kids: (12 and under): \$36 plus tax & service charge*  
Celebrate Thanksgiving this year with your nearest and dearest. See page 9 for more details.

**11 THANKSGIVING DINNER IN THE GRILL**  
**Sunday, October 11**  
5:30 – 9:30 p.m. *with live music*  
A special Thanksgiving à la carte menu will be available; make your reservation today!

**13 TCC BOOK CLUB: EDUCATED BY TARA WESTOVER**  
**Tuesday, October 13**  
5 – 7 p.m.  
*Complimentary event; registration required*  
*Educated* by Tara Westover is a memoir that describes the struggle of a young girl who escapes from violence and an emotional prison. It is a conflicting story of fierce family loyalty as well as that of the intense sorrow that arises from the division of one's closest ties.

\*Get a head start on the November 10 selection: *Catch-22* by Joseph Heller.

**14 BLUE MOUNTAIN WINERY**  
**Wednesday, October 14**  
5:30 – 6:30 p.m.  
*Full experience at the Club: \$50 plus tax & service charge*  
*Live on Zoom: complimentary (no tasting component)*  
Join us for an exclusive tasting with owner Christie Mavety. See page 5 for details.

**15 MEMBERS' NETWORKING LUNCH**  
**Thursday, October 15**  
12 noon – 1:30 p.m.  
*Complimentary event with the purchase of lunch*  
Join the city's entrepreneurs, executives, and business and community leaders over a power lunch every third Thursday. Meet and mingle with members representing diverse industries.

To ensure physical distancing is possible, registration is currently required for all Club events. As capacity is limited, please cancel if you are unable to attend. Refunds, if applicable, will only be processed for cancellations made 72 hours prior to the event's start date/time.



**15****MEDITATION CLASS****Thursday, October, 15**

5:30 – 6:30 p.m.

*Complimentary event; registration required*

Meditation can reduce stress and instill peace and calm, especially in times like these. These individual classes will equip you with a few easy and effective meditation techniques. \*Please dress comfortably and bring a yoga mat and/or cushion.

**16****TCC LUNCH EXCHANGE:  
THE DILEMMAS OF TECHNOLOGY****Friday, October 16**

Noon – 1:30 p.m.

*\*At the Club, or live on Zoom; complimentary event; food & beverage available through The Grill*

This edition of the Lunch Exchange, facilitated by TCC member Ruben Ugarte, promises to be a lively discussion of some of the moral and ethical dilemmas that have cropped up as a result of our tech obsession. Ruben, Founder at Practico Analytics, has helped more than 65 tech companies – including Cornell University, Jive, and Circle – get more insights out of their data.

**19****TCC SALON: HOW WE CAME TO EXIST****Monday, October 19**

6 – 9 p.m.

*Complimentary event with the purchase of dinner*

Everything we can see and feel only accounts for 5% of our universe. The vast majority of our universe is invisible, consisting of dark energy and dark matter. But, if they are invisible, how do we know of their existence and what does it mean for us? Particle physicist Dr. Patrick de Perio (TRIUMF) and Astrophysicist Dr. Jia Liu (UC Berkeley) will lead a discussion about fascinating new developments in understanding the physical world around us.

**20****TCC BUILDING VANCOUVER****Tuesday, October 20**

6 – 8 p.m.

*Complimentary event with purchase of dinner*

Hosted by TCC members the Donnellan brothers, this members-only discussion and physically distanced networking event is designed for members in the real estate industry and related fields. The October edition features guest speaker Bryan Reid, President of Kindred Construction, a leading construction management and general contracting company that has completed more than \$2 billion in construction across the market sectors they serve.

**21****WINE TRIVIA****Wednesday, October 21**

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge**Live on Zoom: complimentary (no tasting component)*

Join DJ and Owen for an hour of fun and prizes that's guaranteed to entertain and educate. You do NOT have to be an expert; questions will range from easy to geeky. We'll taste four delicious wines to help the knowledge flow!

**22****MEDITATION CLASS****Thursday, October 22**

5:30 – 6:30 p.m.

*Complimentary event; registration required*

See October 15 event description for details.

**24****FAMILY-STYLE HALLOWEEN DINNER****Saturday, October 24***Adults: \$55 plus tax & service charge**Kids (12 and under): \$29 plus tax & service charge*

See page 11 for details.

**27****TCC DISCUSSION GROUP****Tuesday, October 27**

7:15 p.m.

*Complimentary event*

The TCC Discussion Group – for members, run by members – is an evening of dialogue and camaraderie. Topic to be confirmed.

**28****ROMANIAN WINES****Wednesday, October 28**

5:30 – 6:30 p.m.

*Full experience at the Club: \$50 plus tax & service charge**Live on Zoom: complimentary (no tasting component)*

Did you know Romania makes great wine? See page 5 for full details.

**29****MEDITATION CLASS****Thursday, October, 29**

5:30 – 6:30 p.m.

*Complimentary event; registration required*

See October 15 event description for details.

**30****GOURMET DINNER:  
DELIGHTS OF THE FALL****Friday, October 30**

Reception from 6 p.m.; dinner at 6:30 p.m.

*\$90 per person plus tax & charge; optional wine pairings: \$38 plus tax & service charge*

The bounty of fall is on display at this edition of our monthly Gourmet Dinner series.



# LIVE MUSIC

5:30 – 8:30 P.M. (THURSDAYS, FRIDAYS & SATURDAYS)  
 5 – 9 P.M. (SUNDAY, OCTOBER 11)





# Thanksgiving

## FAMILY-STYLE THANKSGIVING LUNCHEON

Sunday, October 11 | 12 noon – 2 p.m.

*Adults: \$67 plus tax & service charge*

*Kids: (12 and under): \$36 plus tax & service charge*

Celebrate Thanksgiving this year with your nearest and dearest. Your culinary team has crafted a beautiful family-style luncheon for tables of up to six guests.

## THANKSGIVING DINNER A LA CARTE

October 7 - 11 | 5:30 – 9:30 p.m. *with live music*

We have some fabulous offerings alongside the traditional turkey dinner, including lamb shank and a lovely maple-roasted butternut squash feature. Save your seat today.

## BRUNCH FRESH SHEET

October 10 & 11 | 9 a.m. – 2 p.m.

Enjoy a Thanksgiving-themed Fresh Sheet of brunch offerings.

## THANKSGIVING TO-GO

Thanksgiving Meal Kits and festive add-ons are available on [takemehomeandmakemehot.com](http://takemehomeandmakemehot.com).

Order deadline: 3 p.m., **Monday, October 5**

Pick-up: from 9 a.m. **Friday, October 9.**

*Half turkey (serves 6 - 8): \$275*

*Full turkey (serves 8 - 12): \$375*

Butternut Squash Soup

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Oven-Ready Marinated Raw Turkey Breast & Confit Turkey Leg

Apple Walnut Stuffing

Asiago Potato au Gratin

Maple Butter Carrots & Charred Brussels Sprouts

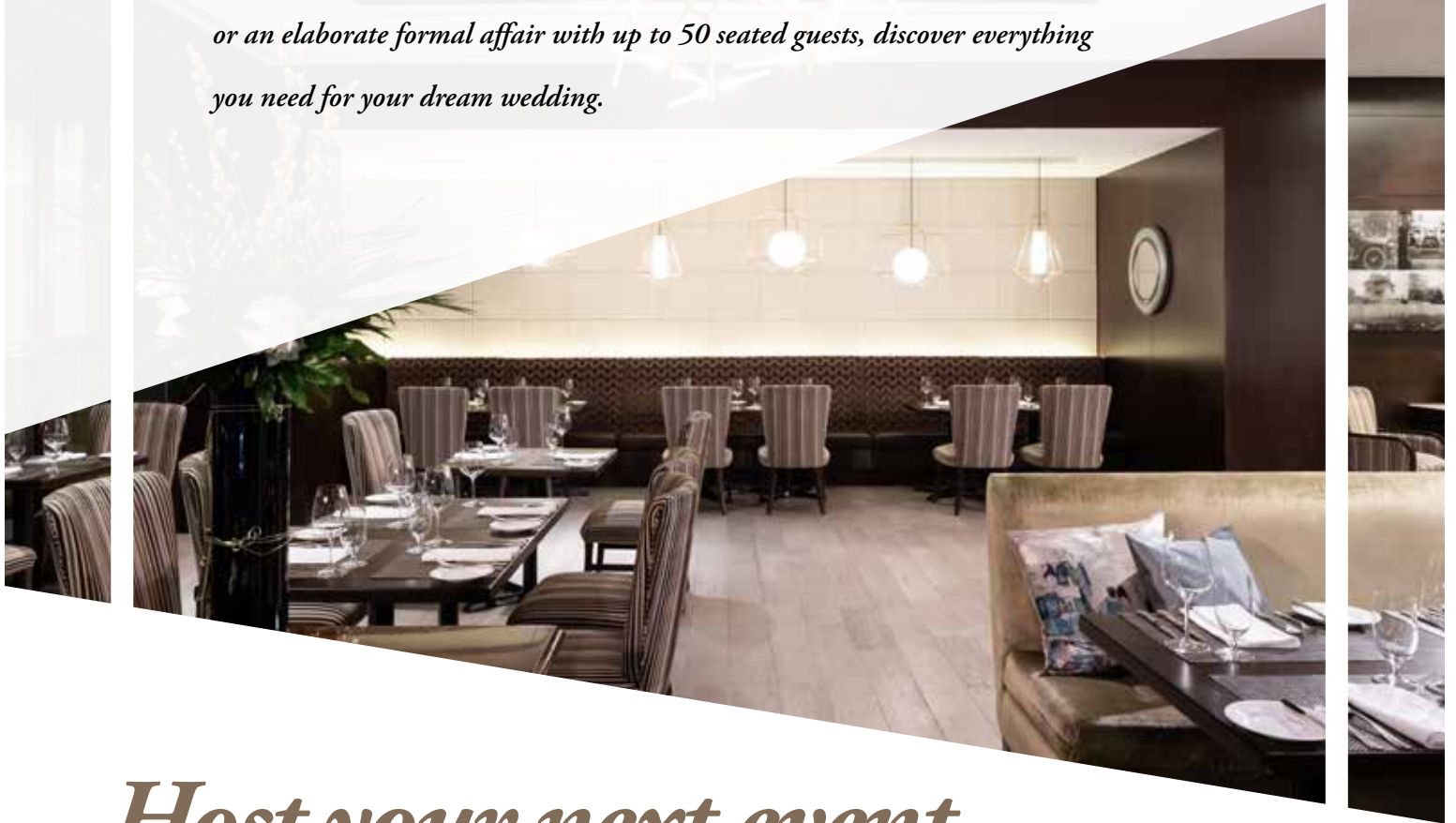
Turkey Gold Gravy & Cranberry Orange Chutney

\*\*\*

Pumpkin Pie, Chantilly Cream

# *Planning a wedding?*

*Whether you envision a simple gathering with your closest friends and family or an elaborate formal affair with up to 50 seated guests, discover everything you need for your dream wedding.*



## *Host your next event safely at TCC*

- *Creative “physical distancing” floor plans for 2 to 50 guests, tailored to fit your event*
- *Plated and buffet options designed with your safety in mind*
- *Rigorous cleaning protocols and sanitization procedures to ensure a safe environment for your loved ones*
- *A/V equipment available to support Zoom calls to include out-of-town guests*
- *Flexible minimum food spends to waive room rentals for members*

*For more information contact: [catering@tcclub.com](mailto:catering@tcclub.com) | 604 488 8629*



# COPEMAN CORNER

4 TIPS TO SUPPORT YOUR CHILD'S MENTAL HEALTH  
AS THEY RETURN TO SCHOOL

*Dylan Zambrano and Kendall Blenkarn*

For some children, returning to school is exciting. For others, returning to school can cause feelings of anxiety and stress. This year, more than ever, your child's anxiety may be heightened as they face returning to school in a COVID-19 landscape.

The following 4 tips are intended to support your child's mental health as they return to school this fall:

## 1. Practice open and honest communication

Speak openly with your children about what they are anxious about, and reassure them that their feelings are normal. Be honest about what changes they may experience at school this year – such as physical distancing and face masks. Additionally, remind them of the positives of school, such as seeing their teachers and friends!

## 2. Watch for signs of mental distress

Watch for symptoms such as: difficulty concentrating, poor sleep or eating patterns, irritability, worry or negative thoughts, restlessness, crying, or complaints of nausea or stomach aches. Watch for consistency of behaviours that signify stress.

## 3. Look after your own mental health

Children take emotional cues from the key adults in their lives such as parents or teachers. Ensure that you are taking care of your own well-being and this will translate to the mental well-being of your child through positive parent-child affirmations and daily interactions.

## 4. Watch out for bullying

We've seen incidences of stigmatization and racism when it comes to COVID-19. Explain to your child that the virus has nothing to do with a person's appearance

or what language they speak. Reinforce that we treat all people equally: with kindness and respect. If you think your child is being bullied, remind them to tell an adult. Additionally, be wary of cyber-bullying if your child is taking part in online learning.



*For more information about Copeman Healthcare please visit [copemanhealthcare.com](http://copemanhealthcare.com) or contact Tia Young at 604 889 8343 or [tyoung@copemanhealthcare.com](mailto:tyoung@copemanhealthcare.com).*

## KIDS CLUB

Sign-up for Kids Club today!

### MEMBERSHIP INCLUDES:

- personalized membership card
- stamp card
- exclusive Kids Club events

Every time you visit the Club, visit Member Services for a Stamp!

Collect: **10 stamps**  
and get any dessert from  
The Grill for **FREE!**

**FOR MORE INFORMATION  
OR TO SIGN UP, CONTACT:**

KIDS CLUB CAPTAIN  
604 681 4121  
[joinus@tcclub.com](mailto:joinus@tcclub.com)



## FAMILY-STYLE HALLOWEEN DINNER

Saturday, October 24 | 4 – 6:30 p.m.

*Adults: \$55 plus tax & service charge  
Kids (12 and under): \$29 plus tax & service charge*

Calling all neighborhood ghosts and goblins! Join us for a twist on our traditional Kids Halloween Party. This year's seated and physically-distanced event will feature a pumpkin carving contest, plated dinner, followed by our famous spooky desserts. And no Halloween would be complete without a bag of treats to take home.

# Have You Heard

We are delighted to join **Victoria** and **Cameron McCarthy** in welcoming the newest additions to their family. Twins Rayfe Liam Stuart McCarthy (2.4 kg) and Emily Danielle Elizabeth McCarthy (2.5 kg) were born at 3 a.m. on June 12.



**Diana Chang** and **Chris Pereira**, co-founders of West Coast Opportunity Accelerator, donated 1,000 masks to the Downtown Eastside Women's Centre (DEWC) this past July. Established in 1978, DEWC is one of the few spaces in the Downtown Eastside that provides practical support – including food, shelter, and resources – for self-identified women and children.



TCC Wonder Women **Parisa Adrangi, Lisa Beck, Dianne Fisher, Lorelle Gilpin, Anna Lisa King, Shelly McCullough, and Cynthia Shore**, took the plunge at the 15th Annual Easter Seals Drop Zone Event this past September. Your local superheroes rappelled down the Guinness Tower, raising \$12,000! This year, Easter Seals' traditional one-week summer camp was adapted to bring the adventure and skill-building fun to the homes of campers of all ages living with disabilities.



After 20 years as Partner of strategic communications firm, The Progressive Group, **Cynthia Shore** has recently launched Progressive Strategies to continue her consulting services in government relations, advocacy and procurement strategies in waste management, advancing Indigenous relations, renewable energies, and more.



Congratulations to **Joel & Jennah Hansen**, who celebrated their wedding this past August 6!



Congratulations to **Sheetal Walsh**, who was recently appointed to the Board of Innovate Edmonton, a new innovation engine for thousands of researchers, entrepreneurs, industry partners, and investors. She brings extensive global experience in mentorship, venture capital, social entrepreneurship, and microfinancing to the new non-profit organization.

Sheetal is also founder of Shanti Life, an organization that empowers vulnerable women in India to achieve secure livelihoods and enhance their personal safety through access to sanitation, and sits on the Board of MetaCert, which provides child safety technology online. From 2000-05 Sheetal was Director of VC Relations at Microsoft where she worked with the Venture Capital community in EMEA and the Silicon Valley to help their portfolio companies leverage the .NET initiative, access smart funding, and go to market.





# MEMBER OF THE MONTH

## DAVID ROTH

When *People* magazine interviewed David Roth and Rick Bacher back in 2004 for an article on the launch of Cereality—the PepsiCo-backed, all-cereal, all-day franchise they co-founded—the journalist asked David to identify his first entrepreneurial memory. He answered: “Well, I got my family to change our last name when I was 11 years old.”

A self-described “serial and cereal entrepreneur,” David’s life and career have been filled with these types of bold moves. He describes them as “restaging” and explains, “Restaging is kind of a learned reflex for me. It’s how I’ve always lived my life.”

David and Rick run a brand strategy and design firm called Get Stirred Up. After relocating to Vancouver from Colorado, they decided to join Terminal City Club. “It seemed like an ideal place to build relationships. There are so many epicurean-oriented events and impressive settings for business meetings.” But just a short time after becoming a member, as he puts it, “The world shut down. Suddenly everyone, everywhere had to restage their lives before they could reengage in the world. I just got a head-start.”

These circumstances reminded David of another time in his life, when his family’s business struggled just as he started college. “I suddenly went from full-time studying to full-time waitering, with feverish determination to somehow come out on the other side with my sanity and a degree. Everything had to be improvised.” Nine restaurants and multiple academic programs later, including the chance to study voice at New England Conservatory, David ended up earning his master’s degree from Harvard, where he studied human development.

David’s career has also been an improvisation. He started out as a communications consultant, working with Bank of America and Wells Fargo on M&A transactions and thorny issues like substance abuse and depression in



the workplace. However, as he explains, “That literally made me depressed in the workplace. I wanted something more in sync with my personal interests.” So, at the age of 28, he ended up creating the first-ever culinary travel magazine, *Palate and Spirit*. The magazine was filled with personal essays from celebrated food and travel writers, all of whom he promised not to edit. “I knew I made the right career switch when I ended up in an elevator holding a stack of my magazines and standing next to me was Julia Child. She asked, ‘What have you got there, young man?’” Not only did Julia become a good friend, she also allowed David to publish her never-before-seen photos and stories from when she first visited Europe.

The success of the magazine led David to strike an editorial and advertising partnership with *The New York Times* and then become the associate publisher for all travel publications at Random House.

Later, as a marketing consultant, David became intrigued by Sephora’s approach to what he calls “democratizing the heavily branded cosmetic category.” He wondered what other category might be ripe for such transformation and landed on breakfast cereal, which has its own supermarket aisle. He explains, “Cereality was conceived as a home for cereal, away from home—with a Jerry Seinfeld meets Martha Stewart vibe. Forty brand name cereals, 40 toppings and seven types of milk. A place that always felt like Saturday Morning.”

Getting investors to believe in the concept was challenging, but David and Rick convinced the president of PepsiCo’s Quaker Foods to provide non-equity financing in exchange for limited menu exclusivity and key data.

With a press release headline that read: “95% of Americans Like Cereal. 57% Like Sex. We’ve Got Cereal,” their story about innovation got a lot of national attention. “We were featured in that *People* magazine article and on the cover of *The New York Times* when we had only one small store. Katie Couric introduced us and our concept on the set of *The Today Show*. And then we began opening stores across the U.S. and striking amazing strategic partnerships with companies like Old Navy, Mars, Dodge and DreamWorks. We even had our own branded car at a NASCAR race. It was an extraordinary entrepreneurial experience.”

Three years later, with seven company-owned stores in operation and 26 franchised units in development, Cereality was acquired by the parent company of Cold Stone Creamery and David and Rick left to take time off and decide what they wanted to do next. When that deal was announced, David was interviewed by *Restaurants & Institutions* magazine. The headline for that article read: “The Cereality Acquisition: Big Ideas Live.” That headline sparked the decision to create Get Stirred Up. As he states, “We’re committed to making sure other business owners’ big ideas live.” The branding firm has worked with clients in such fields as healthcare, investment banking, construction, aerospace, and food manufacturing.

As David is now spending more time at TCC, he says that he’s looking forward to meeting other members and learning about their own big ideas and how they’re restaging their lives or businesses for these unusual times. “Sharing stories about great meals or clever ways to sneak Cocoa Puffs is a great ice-breaker,” he says. But fair warning: David doesn’t actually like cereal and will never reveal his former last name.



**THE FITNESS CENTRE WILL BE CLOSED FOR THANKSGIVING DAY – MONDAY, OCTOBER 12**

## FITNESS SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7 a.m.		Power Flow				
7:30 a.m.		Yoga with Rachel				
7:15 a.m.						
8 a.m.						
12 p.m.	F.I.T. with Rachel		F.I.T. with Leila	Sculpt & Stretch with Leila	Dynamic Conditioning with Leila	
12:15 p.m.						
12:30 p.m.						
1 p.m.						Fall Junior Squash (6 – 8 yrs.)
1:15 p.m.						
1:30 p.m.						Fall Junior Squash (9 – 12 yrs.)
1:45 p.m.						
2 p.m.						Fall Junior Squash (13 – 16 yrs)
2:15 p.m.						
2:30 p.m.						
2:45 p.m.						
3 p.m.						
3:15 p.m.						

## FITNESS

### ZOOM CLASSES

#### F.I.T. WITH RACHEL

**Mondays, 12 noon – 1 p.m.**

This functional circuit training class is a high intensity, high impact workout that utilizes your own body weight to increase muscular strength, improve cardiovascular endurance, and burn calories.

#### POWER FLOW YOGA WITH RACHEL

**Tuesdays, 7 – 8 a.m.**

Power flow is a vigorous, dynamic, and athletic approach to yoga focusing on correct posture, alignment, muscle tone, strength, flexibility, regulation of breath, and a peaceful mind.

#### F.I.T. WITH LEILA

**Wednesdays, 12 noon – 1 p.m.**

See Monday's class description.

#### SCULPT & STRETCH WITH LEILA

**Thursdays, 12 noon – 1 p.m.**

This low intensity class utilizes non-impact body weight movements. The controlled exercises focus on posture, alignment, flexibility, and mobility. This class is perfect if you're nursing an injury, tight from your sport, or just sore from being active.

#### DYNAMIC CORE CONDITIONING WITH LEILA

**Fridays, 12 noon – 1 p.m.**

A strong core is necessary for good posture, low back health, and injury prevention. The first half of this all-levels class will focus on full-body cardio sculpting moves followed by a variety of exercises that will focus on improving core strength and stability.

## SQUASH

### PRIVATE OR PARTNER SQUASH LESSONS

Private or partner lessons:

Wednesdays 11 a.m. – 7 p.m.; Thursdays 11 a.m. – 5 p.m.; Saturdays 10:30 a.m. – 5 p.m. (other days upon request).

Whether you want improved technique, better fitness, or smarter tactical choices, Barry will design the lesson for your particular needs.

Contact Barry for more information at 604 219 8233 or at [squash@tclub.com](mailto:squash@tclub.com).

### FALL JUNIOR SQUASH

**Saturdays, September 12 – December 12**

*\$204 - 12 sessions (no class on October 10 & November 14)*

**Registration deadline: September 9**

1 – 1:45 p.m. (6 – 8 yrs.)

1:45 – 2:30 p.m. (9 – 12 yrs.)

2:30 – 3:15 p.m. (13 – 16 yrs)

### RACQUET STRINGING AVAILABLE

Have you had a racquet restring in the past year? If not, your game may be affected. Strings tend to lose tension over a period of six to eight months; and with a new restring, your shots will have more control and spring in them. Please see the attached restring prices sheet for details, or the Fitness Centre front desk.





# FOCUS ON FITNESS

THE FITNESS CENTRE WILL BE CLOSED FOR THANKSGIVING DAY – MONDAY, OCTOBER 12

## TRAINING

### PERSONAL TRAINING WITH MILFIT

MilFit personal training is a private one-on-one session designed to focus attention entirely on your needs to make sure you reach your health and fitness goals safely and effectively. Whether you are new to fitness or an athlete, our team of professional and experienced Certified Personal Trainers will customize on-going personalized exercise programs that will be specific towards achieving your best possible health, fitness and well-being.

Contact Milwina Guzman for more information at [milwina@milfit.com](mailto:milwina@milfit.com).



## SWIM

### SWIM LESSONS

Private swim lessons with John Ryan are a structured but fun program that anyone can benefit from. Improve your technique, try new strokes, increase stamina, or just gain confidence being in the water. Inquire at the Fitness Centre front desk.



## POLICIES

### COVID-19 SPECIAL RESTRICTIONS

At this time, a **reservation is required** to use the Fitness Centre (gym, pool, squash). Please contact Member Services to make your bookings.

Members may book up to three time slots a week; time slots are one-hour during peak hours and 90-minutes during off-peak hours.

### EXERCISE ROOM POLICY

There is a maximum of 12 people in the gym at one time. Each reservation will be 60 or 90 minutes (inclusive of changing, exercising and showering).

**AS A COURTESY TO OTHER MEMBERS, IF YOU ARE UNABLE TO MAKE YOUR BOOKING, PLEASE REMEMBER TO CANCEL.**

The guest policy has also been amended temporarily; members may only bring their spouse and children under 19 (i.e. same household) to use the Fitness Centre with them.

### SQUASH COURT POLICY

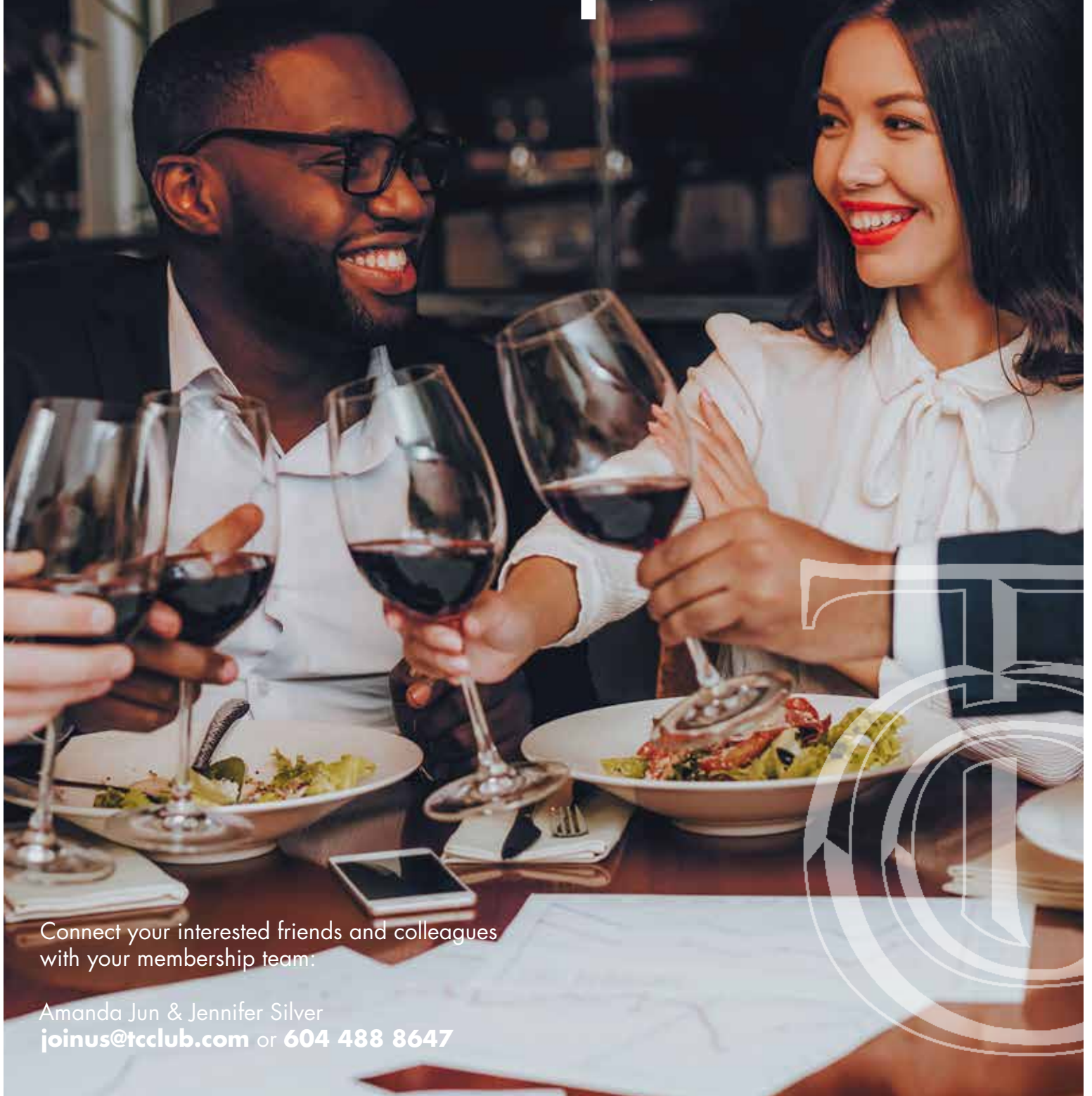
Squash court time must be booked prior to arrival. Players may book a 60 or 90 minute court time.

### SWIMMING POOL & HOT TUB POLICY

Full body showers are mandatory before entering the swimming pool and hot tub. Only one person may use the hot tub at a time unless the member is joined by a second person from the same household.



# Do you know anyone interested in membership?



Connect your interested friends and colleagues with your membership team:

Amanda Jun & Jennifer Silver  
[joinus@tcclub.com](mailto:joinus@tcclub.com) or 604 488 8647

