



17th Annual Rotary Integrity Awards

Edmonton Capital Region, Alberta, 2021

17 May 2021

VIRTUAL DIGITAL CELEBRATION

Greetings!

Welcome to an evening of honoring greatness, contribution, and integrity. Twelve Rotary and, for the first time, three Rotaract clubs from central Alberta honour exceptional non-Rotarians who, without fanfare, have given of themselves to the betterment of humankind. The hosting Rotary Club of Edmonton Downtown welcomes you and thanks you for your support and attendance at this virtual event.

Thank you to the 2021 regional clubs that participated

(committee contacts in parentheses):

1. Rotary Club of Edmonton Whyte Avenue
(Stan Bissel: s_bissel@hotmail.com)
2. Rotary Club of Sherwood Park
(Frances Yarborough: francesyarborough07@gmail.com | David Asp: DACOASP@shaw.ca)
3. Rotary Club of Nisku-Leduc
(Robert Neufeld: Jrneufeld@shaw.ca)
4. Rotary Club of Edmonton (Downtown)
(Neil Lang: neillanguiceplus@gmail.com | Jim Saunderson: jim.saunderson@hotmail.ca)
5. Rotary Club of St. Albert
(James Kazoleas: james@premiumrentals.ca)
6. Rotary Club of Edmonton Northeast
(Darrell Holowaychuk: holowaychuk@shaw.ca)
7. Rotary Club of Edmonton Glenora
(Jillene Lakevold: JLakevold@allweatherwindows.com | Fraser Betkowski: fraser.betkowski@gmail.com)
8. Rotary Club of Edmonton Sunrise
(Terry Demers: terridd@yahoo.com | Bruce Buditski: buditsky@inclusionalbertaina.org)
9. Rotary Club of Edmonton West
(Ingrid Neitsch: ilnrotary@gmail.com | David Weir: daweir@ualberta.ca)
10. Rotary Club of YEG Passport
(Gord Sheppard: gord@meetingleadershipinc.com | Shelley Sabo: shelly.sabo@shaw.ca)
11. Rotary Club of Edmonton Mayfield
(Jeanette Bancarz: jeanette@synergyaviation.ca)
12. Rotary Club of Edmonton Urban Spirits
(Trina Plamondon: rotariyyeg@gmail.com)
13. MacEwan University Rotaract Club
(Myles Dykes: Dykesm3@myrcewan.ca)
14. Strathcona Rotaract Club
(Daria Derczebei: Daria.derczeni@gmail.com)
15. Rotaract Club of Edmonton
(Kathe Debenham: Rotaract.edmonton@gmail.com)

Your 2020-2023 Rotary Club of Edmonton Downtown Host Committee includes:

| | | | |
|--|--|---|----------------------------------|
| Neil Lang and Jim Saunderson (Co-chairs) | Brian Edwards (2020-2021 Club President) | Sylvia Boyetchko Kevin Keough Muriel Dunnigan | Christine Chorney Dawn Fargey |
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An Introduction to the Rotary Integrity Awards

To understand the principles of Rotary it is helpful to know the **Rotary 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? “

The Objects of Rotary:

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:

1. The development of acquaintance as an opportunity for service.
2. High ethical standards in business and professions, the recognition of worthiness of all useful occupations and the dignifying of each Rotarian's occupation as an opportunity to serve society.
3. The application of the ideal of service in each Rotarian's personal, business and community life.
4. The advancement of international understanding, goodwill, and peace through a world of fellowship of business and professional persons united in the ideal of service.

The exact local origins of this award are lost to the vagaries of time but records show the first Central Alberta Integrity Awards were presented in 1994 and awards have continued every year since. A listing is presented in the back of this program.

Integrity Award Criteria

The general guidelines/criteria for Integrity awardees paint a picture of admirable virtues in non-Rotarians as interpreted by individual clubs. Sometimes these are referred to as those unsung heroes deserving recognition and who:

1. Have a lifestyle consistent with the Rotary four-way test. (Considerate)
2. Live with purpose expressing principles widely accepted in the community. (Representative)
3. Take a stand without concern for personal loss or reputation. (Brave)
4. Pursue their integrity without need for recognition within the community. (Selflessness).
5. Have made a personal contribution to the region warranting special recognition. (Generous)

Integrity Awards

~ May 17, 2021 ~

6:00- 6:30 PM

Virtual Meeting Opens, Socialize and enjoy a meal in your home

6:30 PM

Awards Ceremony Begins

9:00 PM

Conclusion

Program

Opening Remarks

Welcome – *Jim Saunderson, 2021, Integrity Awards Co-Chair*

Acknowledgements – *Neil Lang, 2021 Integrity Awards Co-Chair*

Welcome and Rotary Toast

*Brian Edwards, President Rotary Club Edmonton Downtown
(introducing DG Jim Ferguson)*

Jim Ferguson, Rotary District Governor

Award Presentations

Ms. Lesley MacDonald, Master of Ceremonies

Rotary Club of Edmonton Whyte Avenue

Margo Long

Traumatized youth in Edmonton have a passionate champion in Margo Long, President and CEO of Youth Empowerment and Support Services (YESS). Youth facing addiction, mental illness, violence, victimization and criminal involvement find the support they need on their journey towards healing and community integration thanks to Margot and YESS.



YESS provides immediate low-barrier overnight and day shelter, temporary supportive housing and individualized wrap-around supports for young people aged 14 – 24. Margo is great at communicating the need for community support for youth in our city and keeps the Whyte Avenue Rotary Club informed and engaged.

Margo brings her education and considerable professional experience, business and marketing strategy, fund development and campaign strategy and years of leadership and group facilitation training to bear in the service of youth in need. Before becoming President of YESS, Margo was a Partner and Senior Associate with Incite Marketing where she provided strategic oversight for Alberta businesses and not-for-profit organizations including YESS. Margot serves on the board of the Mental Health Foundation and is on the steering committee for the United Way's All In For Youth demonstration project. She loves looking at the big picture as well as improving the details.

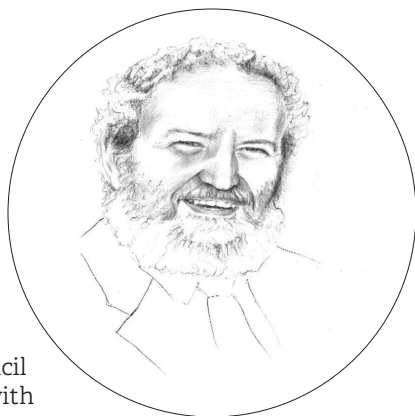
Margo exemplifies the Rotary motto of "Service Above Self".

Rotary Club of Sherwood Park

John Ashton

John has led a life of service to his community, Alberta and Canada and has a legacy of achievements.

John retired from the Royal Canadian Navy (Reserve) as a Lieutenant in 1958 and obtained a Bachelor of Commerce degree followed by a Bachelor of Law degree in 1963. He established his own law firm in Sherwood Park in 1972 and was appointed Queen's Council in 1984 in recognition of his years of service with integrity and distinction in the legal profession.



From the 1960's John was active in Provincial, Federal and Municipal governments. He was elected to the Catholic School Board and to the Strathcona County Council. From 1971 – 1979, John was elected, for two terms, as a Member of the Legislative Assembly (MLA).

Over the span of years, John had a membership in the Royal Canadian Legion, Knights of Columbus, Sherwood Park and District Chamber of Commerce, and the Broadmoor Centre Business Association. In the 1960's when he had a growing family, he volunteered as Cub master, Scout master, little league umpire and minor hockey league assistant. John is a past member of the Rotary Club of Sherwood Park.

After retiring from law in 2007 John dedicated his life to community involvement. In 1990, Strathcona County's public art collection consisted of two works. John spearheaded efforts to bring public art and heritage recognition to Sherwood Park. He founded and served as President of the Heritage Mile Society and was Project Manager for the Heritage Mile and Monument Park. A labour of love for John, the Heritage Mile is a tribute to Strathcona County's rural heritage and gives us a wonderful snapshot of the history of the county.

John is father of six, a grandfather of 9 and has lived a life of achievement that embodies the Rotary motto of "Service Above Self".

Rotary Club of Nisku-Leduc

Clarence W. Shields

"Get'er done!" is an adage that has become synonymous with Clarence Shields. Clarence's legacy is comprised of his 'family' business ventures, his community service endeavors and his commitment to his family.

Clarence has committed time and support to many community service projects including being a charter and past member of the Rotary Club of Nisku-Leduc. A sample of his community involvement includes founder of the Tree of Hope Charitable Society and the

Leduc Gaming Operators Association which have donated \$250,000 and \$800,000 respectfully to local service groups and charities. Clarence is a major sponsor of the Leduc Grain Elevator Society. Blackjacks Roadhouse serves as staging area as well as annually hosts numerous charity events. One of Clarence's proudest events is the Shields 'Annual Free Christmas Dinner' serving dinner to 600 plus people which his family has been doing for 44 years in Fort McMurray and then Nisku.

After graduating with a Bachelor of Science from the University of Alberta, Clarence returned to Fort McMurray and joined his father, Jack in creating SML Industries along with his brothers, John, and Jim. SML ventures included an A & W Drive Inn, Smitty's Family Restaurant, Dairy Queen and 5 other independent restaurant, bar and nightclub facilities located in Fort McMurray. SML also acquired Redwood Ready Mix concrete and gravel pits in Fort MacMurray, Barrhead and Westlock as well as numerous commercial warehouse and retail spaces.

The 1980-85 National Energy Program took its toll on the Shields Family businesses and forced them to start over. Clarence moved to Leduc, starting his first venture for the Shieldco Group of Companies. The Shieldco Group continues to own and operate the Airways Country Inn and Airport Parking, Blackjacks Roadhouse and Truck Stop, Nisku Digital Signs, Northern Lights Supply, Airways Liquor Store as well as consulting services for the hospitality industry.

Family time and community service is particularly important to Clarence and his wife Ingrid who live in Leduc. Ingrid has been instrumental in representing and enhancing the arts community in Leduc and region as president of the Leduc Art Club and founding member of the Leduc Arts Foundry. Their three adult children, Krysta, Derek and Jacqueline live close by and are an important part of their lives.

Clarence clearly lives the objects of Rotary and is a deserving recipient of the Integrity Award.



Rotary Club of Edmonton Urban Spirits

Mieko Ouchi

Mieko Ouchi, an actor, writer, director and filmmaker, understands how powerful a tool theatre can be to engage young people. Theatre can show them the potential consequences of their choices and leave them with a clearer understanding of complex issues.



Mieko involves the appropriate experts right from the development of a script through to a facilitated Q & A after the performance. She has collaborated with Alberta Health Services Addictions Services, Compass Centre for Sexual Wellness, Sexual Assault Centre of Edmonton (SACE), The Canadian Red Cross and the Centre for Race and Culture.

Mieko wrote and directed the acclaimed production of Consent which tackled the complex issue of sexual consent in over 50 performances in junior and senior high schools around Alberta in 2018. Mieko also wrote and directed The Bully Project which has toured several times since its 2014 premiere to both elementary and junior high schools (including several performances at Glenora School supported by the Urban Spirits Rotary Club).

Her scripts never villainize characters but show that people can sometimes make poor choices and may exhibit hurtful behaviors. She ensures the audience knows that a person should not be defined solely by these actions. Mieko writes characters that are flawed yet relatable, who learn about healthy growth and constructive choices. She directs shows that are engaging for teenage audiences who are often difficult to connect with. Many theatre for young audience companies don't even attempt to produce shows for this age group. In addition, she creates shows that deal with complex topics in age appropriate ways for elementary aged students.

Her commitment to supporting emerging playwrights has seen scores of new plays written for young people by Albertans from diverse perspectives. Her commitment to the community she lives and works in is remarkable. She empowers students to make more informed choices for themselves knowing they have options for places to seek help when they find themselves in difficult situations.

Mieko Ouchi demonstrates Rotary Values in practice and is a deserving recipient of the Rotary Integrity Award.

Rotary Club of Edmonton (Downtown)

Cecilia Blasetti

In 2000 Cecilia moved to Edmonton for a one-year contract at Boyle McCauley Health Centre; when the year came to an end, she knew she had found her calling and very happily stayed until she retired in 2020.

During this time Cecilia worked with many dedicated staff and board members who shared her passion for ensuring that the most marginalized members of our community receive accessible, high-quality health care. With this goal, programs and services were enhanced and expanded to reflect the complex and unique needs of those being served. This included: off-site clinics for youth, women and school children, a dental clinic, two housing programs and a wound care clinic, x-ray and supervised consumption services at the main clinic as well as a mobile health clinic. At the beginning of the COVID crisis, Boyle McCauley stepped up, in partnership with AHS and Government of Alberta, to operate the Edmonton Isolation Facility, ensuring that homeless, vulnerable Edmontonians can quarantine and isolate safely.

Under Cecilia's leadership, the Boyle McCauley Health Centre has become a well-regarded innovator in inner city health care. As a teaching site, it attracts learners including medical students and residents from across Canada, student nurses, social workers, occupational and recreational therapists and provisional psychologists. In 2020, Boyle McCauley Health Centre was very honoured to be named Outstanding Family Practice by the Alberta College of Family Physicians.

Raised by a mother whose world view was defined by compassion and action, it is not surprising Cecilia has always been drawn to those whose lives are filled with multiple challenges and unequal access to opportunity and support. Cecilia's thirty-six year career and commitment to social justice and volunteering exemplify the Rotary motto of "Service Above Self".



Rotary Club of Edmonton Northeast

Kathy Hamelin

Kathy Hamelin was born and raised in the town of Peace River. While growing up in several foster homes, she experienced things no child should ever endure. She became a lifelong advocate for Indigenous families and healing through community building, sharing traditional knowledge, and ensuring people get the medicine they need no matter what. “I am not here to judge”.



Kathy is one of the Co-founders of the Sixties Scoop Indigenous Society of Alberta and a member of the Kohkom Kisewatisiwin Society, a group of Indigenous Grandmothers in Edmonton. The Cree word Kisewatisiwin cannot be easily interpreted in English. It is a principle of living in a good way. It implies a personal commitment to humility, prayer, and loving kindness towards all people and things. The society's goal is to reclaim the traditional ways of the past by promoting a life of harmony and balance within the group and amongst members' families and communities at large.

Kathy is a beloved Community Grandmother. She was at the Pekiwin Camp just West of Telus Field most of last summer. She supported the young camp leaders to discern how to best support community members to take care of each other. Kathy did this, not by telling them what to do, but by asking questions, to surface their own inner guidance and solutions.

Kathy is a “Traditional Cree Language Teacher and Peacebuilder” and shares her knowledge of this traditional language with others throughout Edmonton.

Kathy sees resiliency as something to be proud of; and shares her lived experience with bravery, honesty and fairness, however, she would rather have lived a life that did not require so much of it.

Throughout her life Kathy has lived Rotary values and is a deserving recipient of the 2021 Rotary Integrity Award.

Rotary Club of Edmonton Northeast

Germaine Chau

“The Book Lady” at Sports Central. A big believer in literacy and very committed to helping every child read and develop a love for books. Germaine Chau has personally donated over 10,000 books and makes countless phone calls to fundraise and add to her growing network of book sources. At Sports Central, once children are outfitted with free sports equipment, they are invited to select three books. Even with a pandemic, Germaine customized her program, packaging books in individual zip lock bags, organized according to age. A pleasant surprise, bonus books when coming for equipment. Community work is in Germaine’s DNA!



She started her volunteer work at Sports Central 10 years ago after she found the Northeast charity thru Santos Anonymous. Germaine has always gone above and beyond. Over 5 years ago, she headed up the book sorting project and recruited helpers and this has made a difference in the process.

The previous Christmas, when it was too late for a certain age group to get delivery from a wholesaler, Germaine immediately took action and negotiated excellent prices with local vendors to obtain the needed gifts. And again, herself, was personally incredibly generous.

Long time 630 CHED Santos Anonymous Ambassador, she works to connect all her volunteer projects/passions whenever she sees the opportunity. Germaine has helped the Rotary Club of Edmonton Northeast provide volumes and volumes to Abbot and Montrose Schools.

Germaine may be Sports Central’s best volunteer recruiter. She has convinced a number of her friends and acquaintances to come in to help Sports Central in many areas. With a Data Analyst background, Germaine and her team have helped shape the organization’s client records and equipment tracking system.

Germaine and her ladies donate countless hours of time to making the whole thing work. She makes a difference in her community and helps provide Sports Central, Santos Anonymous and the Rotary Club of Edmonton Northeast with the means to further help the community. Thank you Germaine for your selfless service to kids and our community.

Rotary Club of Edmonton Glenora

Bernie Travis

In 2011 Bernie Travis founded the Early Onset Dementia Alberta Foundation (EODAF). She was inspired to do this because of a common frustration with the capacity of the health care system and services to meet the needs of persons experiencing early onset dementia and their families. Through her passion and commitment to persons with early onset dementia, she was able to establish an organization that responded to this need. The EODAF provides support, direction, resources and assistance for victims and their families. The EODAF is now known across Alberta and Canada, providing resources and information to persons experiencing early onset dementia, their families, care partners and health professionals.



The EODAF hosts an annual conference that attracts 300 to 400 health care professionals. The EODAF provides webinars and monthly newsletters on a variety of topics that enable people experiencing dementia and their caregivers to thrive in their community by accessing relevant, helpful and emerging information. All of the work that Bernie and members of her foundation do is entirely on a volunteer basis.

The number of people in Alberta experiencing dementia is increasing rapidly. EODEF foundation is providing relevant caring help and assistance and guidance to those people and their families.

While her initial efforts were made to support her own husband and family, she has broadened her reach to support other families in Alberta and other provinces. Her husband has passed away but she continues with relentless focus and determination to enhance the world view of persons living with dementia, their families and care partners. In all of her interactions, Bernie Travis demonstrates service above self and the four-way test.

Rotary Club of Edmonton Sunrise

Deanna Hagen

Deanna Hagen is an RCMP Officer, serving our community for more than 20 years who consistently goes above and beyond the call of duty. Her leadership within the RCMP and voluntary work in the community are exemplary.

Deanna joined the RCMP to serve and protect but it is not always about lights and sirens and catching the “bad guys”! It is about morals, values, survival and finding your passion. Deanna was diagnosed with PTSD in 2005 and suffered a duty-related brain injury shortly thereafter, that challenged her to the core. She overcame the pitfalls, setbacks, stigma, shame, and the “tough guy” credo of the RCMP to finding her authentic “WHY” and thrive once again. Deanna continues to share her story and experience of survival, wellness, renewal and resilience, in hopes to support and empower others!



Deanna is the Youth Strategies Program Coordinator and the Opioid Presentation Coordinator for ‘K’ Division (Alberta). She has served on the Alberta Mental Health Stakeholders Committee, the Canadian Institute Health Research Peer Review Panel, participated in research on the Effects of PTSD in Pediatrics after the Ft. McMurray fires, is a member of the Canadian Research Institute of Substance Abuse, the RCMP National Lived-Experience Mental Wellness Advisory Group, the RCMP K Division Mental Health Advisory Group, amongst others.

Volunteering at the Ronald McDonald House Charities, Deanna realized that children's files and treatment plans are now electronic. Due to the financial crisis many families face when their children are sick, they may not have the funds to buy iPads/tablets for their children.

In November 2015, Deanna founded a non-profit organization iKare4Kids. Through the help of generous community donations and a team of volunteers, iKare4Kids has given hundreds of iPads/tablets to support children through their difficult times. iPads/tablets are used for storing medical information and treatment plans; research and treatment while in the hospital, practice ongoing motor skills and rehab; video communication with family members; online education; music and games to help pass the hours; and follow-up appointments.

Deanna has a Bachelor of Education degree; has been awarded the Canadian Medal of Bravery and the RCMP Commissioner's Commendation. Deanna is the proud stepmom to 19-year-old Ashley, Mom to two fur-babies and enjoys camping and being outdoors as much as possible with her Common-Law Husband Greg. Deanna exemplifies the Rotary motto: Service Above Self.

Rotary Club of Edmonton West

Dr. Deena Hinshaw & Alberta Health Emergency Operations Centre



This past year has been tumultuous like no other. Extraordinary circumstances have required tough decisions. History will record the devastating fact of how the world stopped due to the COVID-19 pandemic.

As government advisor, Dr. Deena Hinshaw makes recommendations to assist elected officials with decisions for the public safety of all Albertans. With her quiet steady delivery, she reassures the general public with explanations and reasons for the necessary restrictions. She calls on citizens to remember “Whatever the future of coronavirus, we are stronger together. Don’t let the virus divide us.” Dr. Hinshaw has been described by a popular journalist as “more than a medical officer, more than a doctor. She is Alberta’s healer.”

Alberta Health and Emergency Operations Centre (EOC) was established in March 2020 to support the Ministry of Health’s response to the COVID-19 pandemic. Dedicated and committed staff from Dr. Hinshaw’s office; other units of Alberta Health and various ministries provide critical knowledge and expertise. Dr. Deena Hinshaw as spokesperson of the Alberta Health Emergency Operations Centre is a leader whose voice Albertans heard daily for many months.

Deena embodies the essence of Rotary - the desire and the action of “Service Above Self”!

Dr. Hinshaw is a true professional who is a role model in her professional and volunteer capacities. Dr. Hinshaw was reluctant to receive recognition for herself. In her own words, “While I am the public spokesperson for my team working on the COVID-19 response, I could not do what has been done this year without all of them. I don’t feel that I can put myself above the team while being nominated for an individual award.” She agreed to accept the nomination on behalf of her whole Team.

She inspires confidence and effectively leads one to believe that indeed, “together we are stronger”. Deena’s dedicated efforts in her medical career and personal contribution have saved and enhanced many lives during a time of history never seen before. Dr. Deena Hinshaw and the Alberta Health Emergency Operations Centre are most deserving of the Rotary Integrity Award!

Rotary Club of St. Albert

John Liston

John Liston has been a vibrant and caring leader in St. Albert for 26 years. In that time he has contributed hugely to many worthwhile community organizations; to use his own words, "I love to serve."

As his children were growing up, John contributed his leadership talent in his roles as hockey, baseball, soccer and ringette coach, school parent council president as well as involvement in numerous worthy community sports organizations and fund raisers. John served on the Board of Directors of the Caritas Health Group and is a former Chair of the Sign of Hope Campaign with Catholic Social Services.



More recently, John has volunteered as a member of the Finance Committee of Holy Family Parish in St. Albert. He served as Board Chair of the Sports Central Association, a volunteer driven, Alberta based charitable organization providing sports equipment at no charge to children in need. John chaired the Mark Spector Golf Classic fund raiser for Sport Central and was the founder of the T8N100MEN – 100 Men Who Care. Launched in 2016, T8N100MEN has made an incredible impact in St. Albert by raising over \$380,000 for 18 different charitable needs.

During the COVID pandemic, T8N100MEN, in cooperation with generous community members in St. Albert, raised over \$140,000 for the St. Albert Foodbank and an additional \$50,000 for the St. Albert Crisis Fund.

John Liston, in conjunction with his T8N100MEN committee, has been instrumental in leading the efforts of this community organization for the past four years and the 144 members value his exceptional organizational and leadership abilities as well as his sense of humour.

John Liston is truly an example of service above self!

Rotary Club of Edmonton Mayfield

Jeff Tetz

As the Founder of SantaYEG, Jeff has made a difference in the lives of thousands of homeless and disadvantaged people in the Edmonton area. Santa YEG is focused on clothing and feeding Edmonton's homeless population during the winter months. Since inception in 2014, his group has delivered almost 21,000 meals to the needy in Edmonton's inner city. His "Deliver Compassion YEG" Day continues to gain significant momentum in the Edmonton area. With Covid making meal preparation

and delivery virtually impossible in 2020, his team gathered twenty-two \$500 Visa Gift Cards and then took nominations via Social Media to award to worthy recipients. All this is accomplished with 100% volunteer efforts.

The SANTA YEG Mission speaks to Rotary values:

- Spread compassion
- Be an enabler
- Lighten the burden to charities
- Inspire people to activate their gifts in a way that's authentic to them.

As the CEO and a Partner at Results Canada, Jeff is passionate about inspiring people to build great companies. Jeff has almost 20 years of experience in leadership roles that include roles with the Edmonton Oilers and Eskimos. He spent over ten years coaching elite hockey including in the Alberta Junior Hockey League. He also serves on the board of the Edmonton Executive Association.

Jeff embodies the Four Way Test every day. He is a man of high Integrity, who cares about the less fortunate and shows kindness to those in need. He and his connections fund the annual operation 100% and look for no individual acknowledgement, reward, or recognition. The TRUTH in recognizing a significant community need, offered a "FAIR" opportunity for volunteers to gather to make a difference, creating amazing "GOOD WILL and BETTER FREINDSHIPS" while being "BENEFICIAL" to everyone involved, particularly the recipients!



Rotary Club of YEG Passport

Issa Kamara

Issa Kamara is a peacebuilder who seeks to create cross-cultural understanding. He is the founder and Executive Director of Sinkunia Community Development Organization (SCDO) an Edmonton based non-profit organization that supports the settlement and integration of African immigrant children, youth and families in the community. Issa has extensive experience in local and international community development work that spans his native country, Sierra Leone, and Canada. His international development work is extremely successful, building on local strengths. They also support community elders and intergenerational learning.



Issa is a servant community leader, promoting and creating awareness about racism and discrimination, mentorship, civic engagement, cultural diversity, and youth leadership. He has spearheaded numerous community projects over seven years of experience in children and youth related work in the Edmonton immigrant community. Issa has worked with several immigrant serving organizations, first in Winnipeg and later in Edmonton, as a counselor, cultural diversity advocate and community developer. As an immigrant himself, he is aware of the issues of racism and discrimination and is therefore in a better position to help address these issues and train youth leaders/mentors to build confidence and contribute to the Edmonton community. He has developed excellent working relationships with many cultural community leaders and partners in the not for profit community in Edmonton.

Issa holds a Master's degree in Social Work with specialization in social policy planning and administration from the University of Manitoba, a Bachelor's degree in Economics from the University of Sierra Leone, and has completed many specialized courses in Social Sector Leadership through Philanthropy University; an online university based in California.

From the early stages of the pandemic, Issa and the SCDO effectively mobilized many community members to procure and distribute culturally sensitive food with very little overhead. He is an authentic community developer who creates the conditions for community members to develop their gifts and share them in the community. This has helped many to heal from trauma and rebuild their new lives in Edmonton.

His open mindedness and welcoming manner builds goodwill and friendships consistent with Rotary's Four Way Test.

Rotaract Club of Strathcona County

Cassandra Tomas

Cassandra's passion for running meant she went through a lot of running shoes. This sparked a need for a way to recycle her shoes, extending their life once they were no longer suited for marathons. She was the sole founder of a Soles for Souls chapter here in Alberta. Soles for Souls turns used shoes and clothing into opportunity, providing disaster relief and fighting poverty by launching small businesses that sell donated shoes and protecting the planet by keeping items out of landfills and extending their lifespan.



Cassandra's project gained so much momentum that Strathcona County fully took over the collection, storage, and distribution of the project. Cassandra came to Rotary for their support as her project quickly required more storage space. Through her presentations at many Rotary clubs, she was able to access the storage she needed as well as volunteers to help move and pick up more shoes! 10,000 pairs of shoes later!

Cassandra is an active volunteer in our community, supporting many local events including the Terry Fox Run, running 50km to raise money for cancer research, serving as a board director for Volunteer Strathcona, harvesting vegetables for the Food Bank and helping move donated furniture for women fleeing domestic violence. Cassandra supported CMHA-Edmonton by volunteering on a planning committee for the Defeat Depression Charity run. Cassandra is a bird lover and supports Meika's Safehouse Parrot Rescue through donations and adoption. She also makes regular plasma donations to the Canadian Blood services.

During the week, Cassandra is a talented Materials Engineer. During her time at Sherritt International, Cassandra organized employee volunteer events including dismantling a rural playground for the Emmanuel Foundation to reconstruct in Belize. Cassandra now works for Stream-Flo Industries but makes time to attend sessions at the University of Alberta inspiring more women to join the engineering profession.

A past Rotaract member, Cassandra exhibits service above self. She continues to promote goodwill and better friendships using her exemplary leadership skills both locally and internationally.

Rotaract Club of MacEwan University

Aubrianna Snow

Aubrianna Snow is a tireless advocate for vulnerable students and has worked towards a safer MacEwan University campus.

For the last two years, Aubrianna has served as Vice-President Student Life of the Student's Association of MacEwan University (SAMU) where she led the creation of the Student Voice on Violence Elimination (SOVE) Committee. Filling the gap in student representation so that the student voice is adequately represented on campus gender-based violence is important to Aubrianna. She is an avid volunteer in her university community, serving as an integral member of the University Students Offering Leadership for Violence Elimination (USOLVE) Committee and the MacEwan Anti-Violence Education Network (MAVEN).



As Aubrianna's term as Vice-President Student Life comes to an end, she's taking on new and exciting roles with Healthy Campus Alberta and Kids Help Phone. Aubrianna has gained significant experience in communication with diverse audiences, seeing complex projects through from concept to completion and navigating a fast-paced institutional environment with a focus on building and nurturing relationships.

Aubrianna is a fourth-year Bachelor of Communications student majoring in journalism. Her many professional and academic interests include gender-based violence and gender based violence prevention, Indigenous advocacy and LGBTQ2S+ rights advocacy. In her spare time she enjoys reading, writing, spending time with her dogs and learning about her culture as a Mi'Kmaq woman.

Aubrianna exemplifies the Four Way Test. She creates space for students to bring to light the truth and her work is beneficial and fair to all concerned.

Rotaract Club of Edmonton

Newel Anderson

Newel is an ambitious and passionate individual who works towards creating an inclusive and empowering environment through his cosmetics line. Newel is a trailblazer in his field and has been able to create a sense of belonging and appreciation for thousands of people.

Newel and his family arrived in Canada as refugees from civil war, possessing experiences that installed in him a strong work ethic and the desire to make a meaningful impact in the communities around him.

At the age of five, he was performing for various charities and non-profits throughout Alberta. At sixteen he was living his truth by engaging in several social campaigns to bring awareness to the adversity faced by the LGBTQ2+ community in Edmonton. By the end of his high school career, Newel had found meaning in his position on the Old Scona Academic Interact Executive, his role in planning Rotary's first engagement with the Edmonton Pride Festival, as well as his work on Canada's first nation-wide youth consultation on Canada's Youth Policy.

Though Newel has faced harsh adversity – even personal attacks, his desire to see his community succeed and grow with dignity never faltered. At twenty-one, Newel leveraged the insight and skills gained from these experiences to incorporate Jewel Haus Cosmetics: a social purpose corporation aimed at the cosmetic empowerment of individuals regardless of gender, race/ethnicity, and sexual orientation. Since its incorporation in late 2020, this message has reached tens of thousands of people worldwide through Newel's savvy use of social media. He believes that those who are privileged to do so must never shy away from speaking their truth in aiding disadvantaged communities regardless of the personal risk to reputation.

Newel embodies Rotary's Four Way Test and is a deserving recipient of the Integrity Award.



Previous Recipients of the Rotary Integrity Award

2020 (10 Recipients)

Michelle Hordal, Shane Nykiforuk, Lynda Chapelsky, Lana Santana, Dr. Ross Wein, Jeanette Boman, Cornel Rusnak, Shannon Stewart, Trish Bowman, Diane Kyle-Buchanan

2019 (11 Recipients)

Sofia Yaqub, Kevin Boyle, Val Figiuzzi, John Bole, Jerry MacLachlan, Jim Bradshaw, Shelia Smith, Mary Murphy, Jan Reimer, Dr. Mark Joffe, Dr. Gregory S. Raymond

2018 (11 Recipients)

Gail Sopkow, Darrin Park, Dr. Dave Hubert, Faiza Moussa, Daniel Card, Gordon Howell, Debbie Sinclair, Robert (Bob) Kelly, Dr. Marilyn Hundleby, Frank Santoro, Suzanna Marie Brytan

2017 (8 Recipients)

Edwin Bean, Paul Shufelt, Danielle Bragge, Teena Van Boom, April Eve Wiberg, Shelley Kofluk, Harriet Tinka, Honourable Judge James Skitsko, Daryl Meyer

2016 (9 Recipients)

Bishop lane Alexander, Tim Adams, Francis Whiskeyjack, Abner Rubin, Dennis Edney QC, Collen Marshall, Brian Wilson, Lorne and Tina Mix, Ken Rice

2015 (10 Recipients)

Maria Dunn, Carrie Kohan, Dr. Brendan Funicane, Patricia Hetherington, Vicky Mamczasz, Denise Hugman, Joyce Blaikie, Tracy Merry-Thompson, Eugene Miller, Dr. Louis Kwantes, Tammy Greidanus

2014 (10 Recipients)

Pat Vos, Kay Feehan, Kyle Chrystian, Lyle Johnson, Amanda Gojtan, Susan Oliver Martin, Somkhuun Thongdee, Doug Ruel, Leo & Vivian Broks, Elaine Wagner

2013 (12 Recipients)

Vince May, Scott Matheson, Al Jones, Mary O'Neill, Colin Inglis, Pat Ewert, Dr. Brent Saik, Paul Freeman, Caro Noelk, Wes Inaba, Bill Bagshaw, Gamet Thomas

2012 (13 Recipients)

Susan Fyfe, Nick Lees, Frank Armstrong, Thim Choy, Harvey Hanlon, Dr. Amy Borkent, Val Merchant, Gordon Blair Sands, Linda Stainton, Sandra Bromley, Moinca Sneath, Darlene Cathcart, Captain Jim Mansel

2011 (12 Recipients)

Muriel Abdurahman, Anne Smith, Izzy Gliener, Nancy Watt, Trevor Dymchuk, Ollie Currie, Alice Vest, Kristie Stevenson, Gail Faulkner, Jason Stolz, Karmen Masson, Dr. Herbert C. Belcourt

2010 (11 Recipients)

Victor Fernandez, Gino Ferri, Beverly Findlay, Judith Grey, Marg Korby Helen Lavender, Don Morken, Lynn Samaroden, Anne Smith, Ave Spratt, Oliver Weymann

2009 (14 Recipients)

Pauline M. Vaugeois, John Farlinger, R.J. (Bob) Weller, Edna McHarg, Glori Meldrum, Dr. Ivan Rebeyka, Master Corporal Paul Franklin, Donald H. Wheaton, Susan Strebchuk, Jim Visser, Allen Balser, Judy Cosco, Bill Detmold, Wanda Cree

2008 (11 Recipients) Terry Atkinson, Dean Bell, Brenda Der & Bob Ziniak, Graham Hicks, Gary McPherson, Don Neufeld, Brenda Powers, Linette Smith, Vicky Strang, Kath Strawson, Wojtek Wojcicki

Notes

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Rotary Club of Edmonton Downtown

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