



Probud Club of Central Edmonton

February 2017

Editor: Ken Hoffman

Speaker: February 21,– Bruce Hogle, CFRN

We were privileged to hear from Bruce Hogle a recipient of numerous awards over the years including being named as a member of the Order of Canada. He spoke about the evolution of CFRN from its start as Edmonton's the first AM radio station to its current role in Bell Media as Edmonton's CTV television station. During the review, he wove in stories about his numerous experiences. Also, he spoke about exceptional figures in the history of Edmonton media.

He started out by explaining how he got into media business. It started in Sudbury when he realized he was not going to be a professional hockey player. He then moved to Winnipeg where he worked the late-night shift for the Canadian Press. He shared a story his successes and those not so successful.

He spoke about Dick Rice who started CFRN (it was not known by this name at the time) in 1922. In 1954 he started the CFRN TV as a CBC affiliate. Bruce became the manager of news, sports and public affairs. In this role, he interviewed a wide range of people from prisoners to Prime Ministers.

There were programs he was particularly proud of, this included starting Wednesday Child in 1981. This program helps children who are alone find a forever family. It has continued to this day. He shared a story where a documentary on victims of crime led to the setting up Victims of Crime Fund by the Government. Also, he was involved in the first live broadcast of Alberta Legislative Assembly. The list of Bruce's and CFRN achievement is extensive.

Bruce wrapped up with an appeal for help with respect to his latest endeavor. As this year is the 150-year anniversary of Canada, he is promoting the idea of every elementary school student sing "O Canada" at least once a week. The presentation ended with the playing Red Skelton, while backed by the Edmonton Symphony Orchestra, talk on the "O Canada".

Tour: February 28– Greenland Garden Centre

For the **tour**, we visited Greenland Garden Centre by Sherwood Park. One of the owners, Tim Chichak, was our tour guide. He was entertaining and informative spending from 10:30 to after 1:00 with us sharing information about the garden Centre, his background, the greenhouse business in Alberta and answering questions about gardening. We started with a presentation on Greenland. His parents started in 1960 by selling trees out of their yard in Edmonton.

Interestingly, Gordon Fuerst and his wife were one of their origin customers and remain so to this day. From these humble beginnings, the enterprise has evolved to its current enterprise with over 14,000 customers in the data base. Greenland today has a thriving retail business, one of the best restaurants in Sherwood Park, not to mention the core business of gardening plants and supplies. During the tour, we learned about the numerous matters from the details to the complex and from every day to annually that need to be addressed to keep the business running.

The following pictures are just a small sample of many of the interesting sights at Greenland.



This is one of two gardens displays they set up after Christmas. He stated that he was particularly pleased to be asked to include the train in this year.



Here Tim is providing one of his many explanation about the gardening business and Greenland's approach to it.



This picture shows a small part of the warehouse. One can see how the shelves are stacked with a great many items. The presentation and tour were quite interesting and we are privileged to benefit from the personal attention from one of the owners. I must acknowledge that such a personal commitment is Tim's normal way of doing business.