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1972 Calgary Booster Club Annual Sportsman's Dinner Program
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1972 OFFICIAL PROGRAM

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JACK SETTERS

SPORTSMAN OF THE YEAR



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**MESSAGE
FROM THE
PRESIDENT**

Roy C. Maxwell

On behalf of the Calgary Booster Club it is my pleasure to welcome you to our 1972 Sportsmen's Dinner. The Club is proud to be able to join with you in honoring Calgary's Sportsman of the Year Jack Setters.

The Dinner was inaugurated 17 years ago to pay recognition to a resident of Calgary who has unselfishly contributed his time and efforts to the advancement of athletic endeavours in our City. I am sure that you all agree that Jack Setters is a worthy and deserving recipient of this recognition and well qualified to join that group of outstanding men and women who have been honored in the past.

The Booster Club is also proud to be able to recognize Joe Shea, George Blundin, Jerry Keeling, Dennis Olmstead, Steve Becker, and Jim Hunter, for their outstanding accomplishments in the field of athletics.

The support which you have afforded to these annual dinners has been most gratifying and has enabled the Club to assist in the encouragement and development of amateur sport in the Community.

We are pleased to welcome our head table guests to the dinner and trust that their comments this evening will help this to be a most enjoyable and rewarding affair.

Sincerely,
ROY C. MAXWELL

THE CALGARY BOOSTER CLUB... AN INSIGHT

From an informal gathering of eleven sports minded individuals in an east Calgary cafe 19 years ago was born the Calgary Booster Club. The Club, as its motto dictates "dedicated to the development of athletic endeavour" was organized to promote amateur athletics and to recognize executives, administrators, and athletes for outstanding contribution to Calgary sport.

The Club achieves its purpose by three methods. Administrative and publicity assistance, in the form of manpower, is supplied to organizations promoting athletic events. Organizations wishing advice on the promotion of their particular sport are given free consultant service. Grants to organizations are made to help achieve their purpose and benefit their particular sport.

Among the projects directly supported by the Booster Club are the Sportsman's Dinner, Booster Club Hockey School, Calgary High School Swimming and Diving Championships, and the Rose Kohn Memorial Scholarship. The Club is also associated with the selection of the Harry Hood and Laurie Robertson memorial trophy winners and the Wally Rowan memorial scholarship recipient. The Stampede City International Indoor Track Meet, co-sponsored with the Canadian Legion until 1970, is expected to be revived.

For the past sixteen years the Booster Club has conducted the Sportsman's Dinner primarily to honor the Sportsman of the Year, community leaders, and local athletes. Funds raised at this function are used to finance many Booster Club activities.

The Hockey School was inaugurated in 1969 and has proven to be a phenomenal success improving the skills of almost 1000 youngsters.



SPORTSMAN OF THE YEAR

JACK SETTERS

Calgary's "Mr. Hockey", a man who has devoted all his life to every phase of the game; a man who has organized and established the Minor Hockey Association of Calgary to become one of the foremost operations of its kind in the country. This is Mr. Jack Setters, the man recognized by almost every minor hockey player in Calgary because he is so closely involved with every aspect of the minor hockey program.

And tonight the Calgary Booster Club takes great pride in recognizing Mr. Setters as Calgary's 1972 SPORTSMAN OF THE YEAR.

Jack first became actively involved in Community sports in 1958 at the Glamorgan Association as a hockey coach. He quickly assumed other roles including referee, sports director, and house league coordinator in the ensuing years. Feeling he could relate more closely to the kids as a referee than a coach he has pursued that activity until the present.

In 1964 he was elected to the C.C.S.A. and from his coaching and refereeing experience began to im-

plement changes in the organization. Among his contributions, which are far too many to list here, include the total reorganization of minor hockey into three levels of competition to allow boys to participate equally with others of the same capabilities. In 1968 Jack was elected president of the C.C.S.A. a position he held until last year.

As a geophysicist with Hudson Bay Oil and Gas Company, Jack has been reputed to replace geophysical maps with schedule plans and 'borrow' the company's computer to program the more than 2500 minor hockey games scheduled each winter.

But although hockey has been his most beloved interest golf, fastball, and Little League baseball have also received his revival remedy.

A sports enthusiast from his early years in his native Alix, Alberta, through high school in Red Deer, and later the University of Alberta where he was graduated with a Bachelor of Engineering degree, Jack earned a name for himself as an athlete in hockey, football, track, and golf.

His golfing prowess continues today as he actively pursues the game both as a player, and along with his wife, Joyce, organize, supervise, and teach the Junior Golf program at the Earl Grey Golf Club.

His sons, Mike (21) and Jim (18) are also active sports participants.

Jack's youth activities have not been confined totally to sports. He taught Sunday School at St. Marks' Church and was assistant Club leader to his wife for a number of years.

Relaxation is a rare word in the Setters' household, but Jack and Joyce manage to find time to bowl in a mixed five pin league once a week.

Sportsman of the Year, a fitting honor to a man who has dedicated himself to Calgary's minor sports. The Calgary Booster club joins with the citizens of Calgary in saying, "Thank You, Mr. Jack Setters".

BOOSTER CLUB TROPHY RECIPIENTS

HARRY HOOD MEMORIAL AWARD

A trophy donated in memory of Harry Hood, a former Calgary Stampeders football player and awarded to the outstanding Senior High School Football player exhibiting scholastic achievement, football ability, citizenship and sportsmanship.

Winner —
Don Bayne — Senior — Sir Winston Churchill High School



LAURIE ROBERTSON MEMORIAL AWARD

Presented in memory of Laurie Robertson former Calgary High School Physical Education Instructor and presented to the outstanding Senior High School Basketball Player.

Winner —
Larry Don — Senior — Viscount Bennett High School



CONGRATULATIONS TO THE
SPORTSMAN OF THE YEAR
JACK SETTERS
AND
HONOURED ATHLETES
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HONORED CONTRIBUTORS TO CALGARY SPORT

GEORGE BLUNDUN

Recognized for his single handed work in bringing the World Figure Skating Championships to Calgary is but one of George Blundun's contributions to the Calgary sporting scene.

A member of the Booster Club since 1954 Blundun's dedicated efforts lead to the organization of a strong figure skating association in many city community associations.

Blundun has been president and vice-president (1969 and 1968 respectively) of the Canadian Figure Skating Association as well as an International judge at the 1970 World Championships. He was also General Chairman of the 1972 World Championships which were held in Calgary.



JOE SHEA

Joe Shea is recognized as one of Calgary's most dedicated contributors to community youth sports. Joe has been actively involved as both coach and administrator of Little League baseball and Pee Wee hockey for the past six years.

He was instrumental in obtaining permission for the Banff Trail Bantam European hockey tour this winter. He also organized reciprocal trips with Calgary and California Pee Wee teams in 1970 and 1971.

Shea has held numerous administrative positions in Calgary minor hockey and baseball circles.



HONORED



JERRY KEELING

Jerry Keeling's route to stardom with the Calgary Stampeders is a classic cinderella story. Jerry took over as the number one quarterback in 1969 after 8 years as one of the top defensive backs in Canada. He climaxed the 1971 season by leading the Stamps to their first Grey Cup in 23 years. In recognition he received the Stampeders Most Valuable Player award. A fine family man and truly a "citizen of Calgary" Jerry was appointed honorary chairman of the Retarded Children's campaign. Jerry is employed during the off season with I.M.C. Drilling Mud Canada Limited.

STEVE BECKER

Athlete of the Year at the University of Calgary, combined alpine champion at the Banff Intercollegiate Ski meet, top Canadian at the World Student Games, former National Ski Team member, and a member of the U of Calgary Stags rugby team give only some of the reasons Steve Becker was chosen a Booster Club honored athlete. Steve is a 21 year old senior in the Faculty of Business. A native of Banff he now resides in Calgary. He is the son of Mr. and Mrs. D. F. Becker of Banff.



ATHLETES

JIM HUNTER

Jim Hunter has become Calgary's first world class ski competitor. Jim first began skiing with the Ski Meisters at 13 years of age. Since the summer of 1970 he has been a member of the National Team and climaxed the 1972 season with an 11th place finish in the Olympic Giant Slalom at Sapporo, Japan, the best placing of any Canadian male ever in Olympic competition. Now only 18 years old his hard diligent work and dedication could be rewarded by a World Cup championship in the near future.



DENNIS OLMSTEAD

A fine rookie centerman with the newly established Jr. A Calgary Canucks, Dennis quickly assumed the role of team leader. His honors this season include the AJHL's most valuable player award, all-star center, and runner-up in the league scoring race. Only 17 years of age and a senior at Central Memorial High School Dennis anticipates enrolling in university as well as continuing his hockey career. He is the son of Mr. and Mrs. Bert Olmstead of Calgary.

**MASTER
OF
CEREMONIES**



GORDE HUNTER
Victoria Colonist

Mr. Gorde Hunter, a native of Winnipeg, Manitoba, served in the Royal Canadian Navy from 1942 to 1945, following which he became a Cartoonist and Sports Writer with the Winnipeg Tribune.

Gorde came to Calgary in 1953 to become the Sports Editor of the Calgary Herald, which position he held until 1964. He moved to the Calgary Albertan in 1965, where he held the same position until 1966.

He then moved to Victoria and is presently employed with the Victoria Colonist as a Feature Columnist and Editorial Cartoonist. Also, Gorde has a twice daily Sports Show on Radio Station CJVI, as well as being the color commentator on the Vancouver Canucks' hockey Broadcast.

CALGARY BOOSTER CLUB

DINNER PROGRAMME

- 5:30 Cocktails
- 7:30 Dinner
- Draw for Door Prizes
- 8:50 Calgary Booster Club President ✓ 9.52
9.56
- 8:55 Introduction — Master of Ceremonies
— Gorde Hunter
- 9:10 Introduction of Past Sportsman of the
Year, Annual Award Winners, Honored
Athletes and Athletic Leaders
- 9:25 Introduction of Sportsman of the Year 9.20-9.43
— Jack Setters
- 9:35 Introduction of Rogers Lehw — Special
Guest — Representing Calgary Stamped- 9.56
ers — 1971 Grey Cup Champions
- 9:40 Introduction of Guest Speaker — Howard
Casper Jan 1007
- 9:55 Introduction of Guest Speaker — Gus 1008
MacFarlane 10-26
- 10:15 Introduction of Guest Speaker — Bob Lilly 10.28
10:50
- DRAW FOR DOOR PRIZES**
- 10:40 Closing Message





TONIGHT'S GUEST SPEAKERS

BOB LILLY
NFL — Dallas Cowboys

Born in Throckmorton, Texas, Bob lived there until his family moved to Pendleton, Oregon for his senior year of high school. At Pendleton he made All-State teams in both football and basketball.

An All-American tackle at Texas Christian University, Bob was also a two-time All-Southwest Conference choice and played in the 1961 All-Star game.

The very first draft choice of the Dallas Cowboys, the 6'5" 260 pound, ten-year veteran's career has most aptly been described by opposition players as well as his only pro coach.

"I'll tell you," says Giants centre Greg Larson, "every time we play the Cowboys I get more convinced that Bob Lilly is the best in the league". Almost always double-teamed, often triple-teamed, Lilly still manages to get through frequently enough to remind everyone that he is still around. And while the offensive line is busy with Bob, the rest of the Cowboys defensive line is left with fairer match-ups.

"Bob seems to get better and better," says Tom Landry. "He has more know-how than he has ever had before, but it is his enthusiasm for playing which is the most encouraging factor."

Says Bob, "Your moves or nothing else are going to work until you run over a few people first. You've got to stomp your guys into the ground a few times to get their respect. Then, the moves may work."

Bob has talked about retirement in the past, but now the enthusiasm Landry mentioned seems to have really taken hold. "I may play ten more years," says Lilly. "I feel great."

But, perhaps his philosophy of playing defensive tackle is best summed up in this statement he made about the opposition last year: "They belong back at their end of the field, not this end." Lilly has devoted 10 years, six of them All-Pro, to that idea.

Landry, adding it all up, says, "A man like this comes along once in a lifetime. He is something even a little bit more than great. Nobody is better than Lilly."



GUS MacFARLANE



HOWARD CASPER

GUS MacFARLANE

Angus "Gus" MacFarlane is Resource Assistant to Dan Pugliese, Executive Administrator of the National Administrative Centre for Sport and Recreation, a project of the Fitness and Amateur Sport Directorate of the Department of National Health and Welfare. The Centre supplies support services to national amateur sport governing bodies.

Gus MacFarlane has had a very active career in both amateur and inter-collegiate sport. He has been selected to appear in the 1970 and 1971 editions of "Community Leaders of America" in recognition for past achievements. This year Gus was honored by the National Association of Basketball Coaches of Canada. The Canadian Association of University Athletic Directors has made him an Honorary Member. He is a member of the International Platform Association.

He is a graduate of McGill University in Montreal. From 1957 to 1970 he held a number of positions at Mt. Allison University, Sackville, N.B. including Director of Athletics and Physical Education, Physical Education and public speaking Lecturer, and Football and Basketball coach. He has held many other administrative positions in a variety of Canadian sporting circles.

HOWARD CASPER

A young aggressive lawyer who as an undergraduate attended Temple University (Philadelphia) on a soccer scholarship and received his Doctor of Law Degree from Villanova University.

He has been very successful in representing various labor unions particularly the Teamster's Union as well as representing 150-175 professional athletes in many sports.

He has represented in the hockey world such stars as Jim Harrison (Toronto Maple Leafs), Mickey Redmond (Detroit Red Wings), Bobby Clarke (Philadelphia Flyers), and in particular Bernie Parent of the Toronto Maple Leafs who has verbally agreed to what press releases state is a \$750,000 contract with the Miami Screaming Eagles of the new World Hockey Association.



SPECIAL GUEST SPEAKER

ROGERS LEHEW

Rated as one of the top executives in the CFL, Rogers Leheuw this year enters his eighth season as General Manager of the Stampeders Football Club. Taking over the reins of office after Jim Finks resigned in 1964 to return to his native land, Rogers has enjoyed every minute of his work since that day. His entry into the Calgary football scene came in 1959 when he was invited to attend the Stampeders training camp that year as a guest coach; Rogers stayed on to become assistant to manager Finks and coordinator of Minor Football in the city.

Prior to coming to Calgary, Rogers Leheuw had found success in both academics and athletics at the University of Tulsa. After his graduation, he continued with his football activities by coaching a Tulsa High School to an undefeated season in 1950. The following year Rogers gained his Master's Degree in Educational Administration, followed by a tour of duty with the US Air Force. In 1963 he returned to Tulsa University as an assistant coach, where he remained until his move to the Calgary Stampeders.

His football knowledge and recruitment abilities are without equal as demonstrated by the success of his teams which have missed the playoffs only once. His career as General Manager climaxed in 1971 when the Stampeders brought home the elusive Grey Cup after making it to the finals in 1968 and 1970.

Always interested in community affairs, Rogers has served with many organizations in the city, including a term as president of the North Hill Rotary Club. Having spent much of his youth in the oilfields of East Texas, it was only natural that Rogers and his family settled quietly and quickly into the business and social stream of Canada's Oil Capital.



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PREVIOUS SPORTSMEN OF THE YEAR

1954	Eugene 'Musty' McGill
1955	Mrs. Rose Kohn
1956	Father Jim Whelihan
1957	Lloyd Turner
1958	Art Davis
1959	Pete Egan
1960	Frank Woodman
1961	Harold Brandreth
1962	Jerry Trudel
1963	Jimmy Condon
1964	Jack Bannerman
1965	Stu Peppard
1966	Bob Freeze
1967	Ed Corbett
1968	Les Ferguson
1969	Doug Kyle
1970	Ward Steckle
1971	Charlie Scott

CALGARY BOOSTER CLUB HOCKEY SCHOOL

RENFREW AND ROSE KOHN ARENAS

July 29 — August 7
August 9 — August 18
August 21 — August 30

Head Coaches:

George Kingston, University of Calgary
Gord Cowan, University of Calgary

For further information contact:
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