



*Royal City Men's Club*

*RCMC Newsletter*

*June 2025*

**June 5<sup>th</sup>.**

## **Professor Timothy Dewhirst: Marketing Sports Teams**

### **Presentation:**

The presentation will cover sports and entertainment marketing with a focus on the NHL. We will discuss the branding strategies of various teams and their brand equity, NHL expansion and the emerging prominence of sunbelt teams, the points system used for determining which teams qualify for the playoffs, and the playoff format used. The subject matter should be timely with the Stanley Cup finals underway.

### **Bio:**

Timothy (Tim) Dewhirst, Ph.D., is Professor in the Department of Marketing and Consumer Studies and a Senior Research Fellow in Marketing and Public Policy at the Gordon S. Lang School of Business and Economics.

Tim has served as a visiting scholar in the Faculty of Medicine at the University of California, San Francisco during 2004 (as a Canada-U.S. Fulbright Scholar), University of Sydney's Medical School in Australia during 2013, and Hanyang University's Department of Advertising and Public Relations in South Korea during 2016. Tim has taught courses pertaining to basic principles of marketing, marketing and society, sports, arts and entertainment marketing, and marketing communications at the undergraduate level, as well as research methods, marketing theory, and marketing management at the graduate level. His general research interests include brand strategy, business ethics, marketing and public policy, marketing communication and advertising, and sports and entertainment marketing.

Tim is Associate Editor of the journal, Tobacco Control, and he serves on the Editorial Review Board for the Journal of Public Policy & Marketing.

In terms of outreach, Tim has been a frequent contributor to The Toronto Star and The Globe and Mail, which are Canada's two largest newspapers based on circulation. He serves on the Board of Trustees (Vice-Chair) for the Art Gallery of Guelph, while also serving as a coach for the Guelph Minor Baseball Association (GMBA) as well as the Guelph Minor Hockey Association (GMHA).



**10am. To be followed by Live Questions.**

**June 19<sup>th</sup>.**  
**Annual General Meeting**

**9am: Coffee and Socializing**

**9:30am: Annual General Meeting (members in good standing  
may vote)**

**10am: Round Table Discussions**

**11:30am: Annual Members Luncheon (For members that have paid  
for lunch in advance)**



**9:30am to 12:30am**

## *Messages : Future Meetings*

### Meetings for July

July 3<sup>rd</sup>. 2025

**Annette Turner: The Troubles in Ireland**

July 17<sup>th</sup>. 2025

**Phil Alt: Breezy Breakfast history /What It's Like to be a City Counsellor**

July 31<sup>st</sup>.

**T.B.A.**

### *Coffee/Breakfast 10:am*

June 12<sup>th</sup>. And 26<sup>th</sup>.

#### **Coffee/Breakfast**

**RCMC Live Coffee Morning**

**9:30am at**

Uptown Grill  
694 WoolwichSt.

The Boathouse  
116 Gordon Street

### *Activities & Events*

**June 19<sup>th</sup>.**

**Annual Members Luncheon**

**July 7<sup>th</sup>.**

**Halton Railway Museum**

**See activities desk for more details**

### *Other News*

There is a new What's New section on the Home page of our website. This will give you quick links to any new information which has been posted on the website.

If you have any new content for the website, please send to Ritchie Zelk at [edna.ritchie@sympatico.ca](mailto:edna.ritchie@sympatico.ca)

### *Membership*

Please send any updates to your entry in the Membership Directory, including any change in email address, to **Martin Alderwick**; 519-763-6939  
[malderwick6939@gmail.com](mailto:malderwick6939@gmail.com)

**Members are encouraged to invite male friends and acquaintances to our meetings.**