



ROTARY CLUB OF TORONTO WEST INC.

13th Annual Rotary Youth Impact Awards 2012

Frank D. Selke

Rotary Toronto West Youth Impact Awards

Lifetime Achievement Award for Exemplary Achievement

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2005 Molly Johnson

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2003 Michael "Pinball"
Clemons

2002 George Chuvalo

2001 Diane Dupuy

2000 Murray Dryden

Frank D. Selke is known professionally for his work in the media, as a television personality on Hockey Night in Canada (HNIC) in the 1960's and as an executive on the production end of the HNIC telecasts in the 1980's and 90's. His most exemplary achievements, however, occurred through his long association with Special Olympics in Canada, one that began in 1969. That year Frank, as President and General Manager of the California Golden Seals, authorized the hockey club's sponsorship of a Special Olympics floor hockey team from the Bay Area, that participated in an international floor hockey tournament that was part of the inaugural Special Olympics Canada National Games.



In the mid-1980's Frank was recruited by Harry 'Red' Foster, founder of Special Olympics Canada, to serve on the Board of Directors of the Ontario chapter which at the time was in financial disarray. Frank was elected Chairman of the Board in 1988.

With his extensive contacts in the business world in Toronto, Frank was instrumental in attracting community support for the struggling organization. He was also the key influence in securing television coverage of Special Olympics during HNIC telecasts, including one 5 minute segment during the 1983 Stanley Cup Finals. These initiatives served not only the interest of Special Olympics Ontario but exposed millions of people in Canada to the Special Olympics movement.

By the end of Frank's Board tenure in 1990 the Ontario Chapter was on a firm financial footing and delivering programs throughout the province through a well-organized regional structure. Frank was then asked to join the Board of Special Olympics Canada, and when he took early retirement from Canadian Sport Network in 1992, he was asked by Special Olympics Canada management to give the organization two or three days a week to help build a strong corporate sponsorship base. In his capacity as Executive Vice President Frank became the face of Special Olympics to the business community in Toronto.

Special Initiatives and Outcomes

The extensive corporate sponsorship program of Special Olympics Canada owes much of its success to Frank's initiative, particularly his ability to forge and nurture personal relationships, and to persuade prospective supporters of Special Olympics on the value of the work the organization carries out for people with an intellectual disability. He was a master not only at selling the cause but in thanking supporters regularly and sincerely, in





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countless letters and reports and personal meetings. The result of his efforts: the corporate sponsorship programs have been the major factor enabling the growth of national programs of benefit to all the provincial and territorial chapters and to thousands of youngsters and adults enrolled in Special Olympics.



Frank has been an ardent ambassador of and advocate for people with an intellectual disability throughout the forty-one year lifetime of Special Olympics in Canada. He has befriended countless Special Olympics athletes and their families from all across Canada, has accepted numerous invitations as a guest speaker at various functions for no financial consideration whatever, and been a loyal friend and mentor to Special Olympics staff members at the national office.

In 1991 Frank was awarded the Canada Volunteer Award by the Minister of National Health and Welfare, the Hon. Benoit Bouchard followed a year or two later with the Canada 125 Award, in both cases for his contributions to Special Olympics across Canada.

In recognition of his commitment to the movement Frank was inducted into the Ontario Special Olympics Hall of Fame and later named honorary coach of Special Olympics Canada's national team for the 2003 World Summer Games in Dublin, Ireland.

From 1991 to 2006 Frank was a member of the Hockey Hall of Fame Selection Committee following his famous father who was a founding member of the Hockey Hall.

Frank was also a founding Governor of the Etobicoke Sports Hall of Fame in 1993 and was elected as a Builder in 2004.

