

Fred H. Peacock

November 23, 1916 - February 15, 2010



Fred Peacock - Rotarian
May 17, 1964 - February 15, 2010



Olympian Frank King and Fred celebrate 2010 Olympic Torch Relay - Rotary January 21, 2010. Fred was a part of the 1960's Calgary Olympic bid team.

Our esteemed friend and fellow Rotarian Fred Peacock passed away peacefully in the morning of February 15, 2010. He will be remembered as a brilliant entrepreneur, a war veteran, a dedicated public servant, a great Ambassador for Alberta and a devoted family man. His wife Ursula passed away in 2008; they were married 64 years. Our condolences go out to Fred's daughters Leslie and Jane and son Brian and their families.

Fred was born in Liverpool, England and emigrated with his family to Calgary arriving in the spring of 1917 at the age of six months. He was raised in Calgary, attending Crescent Heights High School then led by one William (Bible Bill) Abrehart who had an inspiring influence over honor student Fred. Fred had a passion for chemistry, transportation and economics and he headed off to the University of California at Berkeley to study chemical engineering. The outbreak of WWII brought Fred back to Canada where he joined the Royal Canadian Air Force and trained as a pilot. He was top of his class and was tapped to serve as a pilot instructor. In 1945 he finally got his chance to serve overseas, too near the end of the War to see much action. Fred was discharged after the War with the rank of RCAF Squadron-Leader.

Following his wartime service Fred built T.H. Peacock Ltd. into a nationally-prominent automotive parts and service company, sold to Acklands in 1969. He never forgot his passion for chemistry and economics, leading Peerless Chemicals to develop the first phosphate-free detergent which unfortunately couldn't command retail shelf space. By 1971 Fred was ready to retire to Salt Spring Island and take up writing and painting, it was not to be. Peter Lougheed talked Fred into running for the PCs in the Calgary Currie riding against entrenched Socred Fred Colbourne. Fred Peacock won by a "landslide 400 votes" (his words) and leaped right into Lougheed's Cabinet as Minister of Industry and Economic Development. It was the perfect stage for Fred to tackle two of his pet interests – "value-added" and transportation – issues which proved to be pivotal in Alberta's economic development. He is credited with

broadening the Alberta economy through the development of 'value added' programs that turned logs into paper and natural gas into petrochemicals, the latter of which has grown into a multi-billion dollar industry employing hundreds of Albertans.

Fred Peacock's distinguished public service career also includes creation with Peter Lougheed of the Alberta Opportunity Company, and the formation of Alberta Energy (now Encana). As Alberta's Agent General for South East Asia in Hong Kong, he was instrumental in attracting investment to Alberta's oil and gas industry (Husky Oil.) He is a co-founder of Westac and The Van Horne Institute (for International Transportation and Regulatory Affairs), an affiliate of the University of Calgary. Fred's dream of a Transportation Studies Major program was launched in the Geography Department of the University of Calgary in the fall of 2006, another realization of his great vision.

Bob Jenkins introduced Fred to Rotary in 1964. His wide range of friends from business, government and community service made him a natural for the Program committee where he served for many years - one year he arranged nearly all the programs himself! When asked to introduce "Mr. Martin" to the Club Fred was eager; he knew rising Liberal Politician Paul Martin well. When he arrived at the head table and sat beside Ray Martin, Leader of the Alberta NDP, not really his type of Politician, he was a bit taken aback but as usual rose to the occasion. Fred was a dedicated Rotarian for over 45 years and a cherished friend of many of our members.

His fellow Rotarians will miss Fred's infectious smile, his wit and his quick quips; but his vision and entrepreneurial legacy will live on enriching Alberta and Canada for generations to come.

Rest in peace with pride Fred.

(written by Mel Gray www.rotarycs.org)