

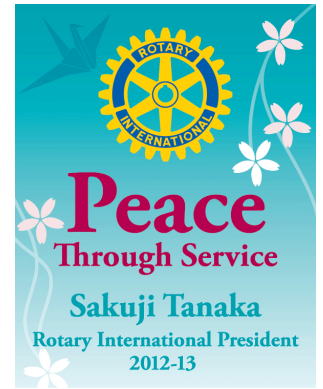
Rotary Club of Greater Van Nuys

www.greatervannuysrotary.org

Service Above Self

Meeting at 94th Aero Squadron
Thursdays, 12:10 p.m.

16320 Raymer St., Van Nuys, CA 91406



July 26, 2012

Flag Salute: Guy Mangia

Invocation: PDG Eli Gauna

Song: Judy Coates

Attending Members: Martha Stulman, Mauricio Aranda, Renée D'Auria, Paul Davis, PDG Eli Gauna, Alice Gauna, Judy Coates, PDG Les Grossman, Tom Harris, Robin Kellogg, Jean Mabilon, Javier Nuñez, Barbara Pampalone, Rich Miller, Mike Quiroga, Don Reinken, Razi Sheikh, Jim Tenner, Ron Wolf, Roz Kogler, Leo O'Biecnas, Don Fetherolf, Peter Satuloff, Raul Castillo, Guy Mangia, Rosie Jones, Clinton Jones, Marina Martinez; Beth Ullman

Guests: Jan Goforth, Van Nuys Airport PR, standing in for Diana Sanchez; Deborah Davis and Joan Tenner, Jim Tenner's guests; Nancy Porter; Max Kellogg, and Holly Ransom, our speaker

ANNOUNCEMENTS

Thank You, Mike!

Last year a young girl from Bolivia, born with two club feet, arrived in Los Angeles in a wheelchair. Over the next nine months she underwent a series of surgeries at Shriners' Hospital that transformed her from a cripple into a happy and active little girl, able to walk onto the plane taking her home. During those nine months she stayed with and was taken care of by Mike Quiroga and his



Jim Tenner and Mike Quiroga

Calendar

- 8/2 TBA
- 8/9 Frank Baños, Hypnotherapy
- 8/13, Mon., 6:00 p.m. Bingo planning meeting, Rich's office, 7120 Hayvenhurst Ave. #108, VN
- 8/16 Ken Craft, Hope of the Valley Mission
- 8/18, Sat., E-Waste Collection Fundraiser, 9:00 a.m. – 3:00 p.m., LA Valley College
- 8/22, Wed., Board Meeting, 6:00 p.m.
- 8/23 Shelley Bell, Laughter Yoga
- 8/25, Sat. Afghanistan Dental Clinic Fundraiser dinner at Barbara's house
- 8/30 Anthony Marks, Current Pharmaceutical Problems
- 10/10, Wed., Bingo, 6:30 p.m. Union Hall
- 1/9, Wed., Bingo, 6:30 p.m. Union Hall
- 4/10, Wed., Bingo, 6:30 p.m. Union Hall

family. Today, Co-President Jim Tenner presented Mike a check to help defray some of the expenses he incurred, along with the club's thanks for his extraordinary role in this long-term project, a tremendous example of Service Above Self.

Bingo – Planning Meeting 8/13 (*change from 8/1*)

Our next bingo game is scheduled for October 10, but a number of players have asked if we would hold another sooner and schedule them more often than once a quarter. Rich announced a meeting to discuss that and other items will be held at his office – *new date* – Monday, August 13 at 6:00 p.m. Please RSVP to him at 818-994-8234 or by email to rtm@richardtmillerlaw.com.

E-Waste Collection – It's a Win-Win-Win

Mauricio reminded us that August 18 is our next E-Waste Collection Fundraiser, from 9:00 a.m. – 3:00 p.m. at LA Valley College. It will be in Lot B, where the car show was held. Please, spread the word! If you need printed flyers contact Mauricio at 818-634-4043. Everyone with email should have gotten an electronic copy, but if you didn't or if you need another, please let Beth know (bethullman@yahoo.com). Email them to your friends, put

a stack where your customers can grab one and pass them out to the community – you'll help them safely get rid of toxic items that can't be trashed and earn money for the club by recycling resources.

Rotary Knitting Communities Together

Barbara showed us the 96 preemie caps created for our project by Debbie Fornoff, a patient of her who has Down's Syndrome. Though faced with her own challenges, this wonderful woman is still finding a way to give back to the community and help others. Thank you!

Grant Application

PDG Les reported that Javier got the letter of support we needed from the church and he is submitting the Harvest Festival project for a district community grant. We need to send it in with our \$500 and the district will give us \$1750 for this great event. With 43 grants available and over 60 clubs competing, we want to be among the first.

Afghanistan Dental Clinic Fundraiser

Barbara passed out flyers for the Evening in Kabul dinner fundraiser to be held at her home August 25 from 5:00 to 9:00 p.m. This event is in support of the Afghan Dental Relief Project that the Mid SFV club has helped Dr. James Rolfe with, starting in 2006, by raising funds to ship significant amounts of dental equipment in a container that then became the first clinic building.

As Dr. Rolfe observed, "In a country of some 30 million, the number of people who have seen a real dentist, even once in their lifetime, is miniscule. What passes for dental care often amounts to a barber ripping out sore teeth without anesthetics." There were, when he started, only 134 dentists in the entire country and a handful of X-ray machines.

With the support he has gotten from other dentists, Rotary and others, Rolfe established a clinic that the U.S. government is using as a model. It has more X-ray machines than the whole country used to, and does more than just provide free dental care to the Afghan poor. He and other international dentist volunteers train orphans and widows, who traditionally have no economic means of support, in dental assisting, hygiene and lab technology. The widows or girls are then able to treat other females, who are not allowed to go to male doctors, while becoming self-sufficient and less vulnerable to those who would prey on them.

The August 25 event will include a wonderful dinner with authentic Afghan food, an exhibit of paintings by artist Betsy Noorzay and a presentation by Dr. Rolfe of the work that has been accomplished to bring dental health to Afghanistan. Please help support this project by attending (ticket price is \$35, payable by check or cash), getting others to attend, and / or donating an item for the silent auction. RSVP by August 23 by calling 818-882-2395 or email Barbara at bpampalone@gmail.com.

Membership Development

Rich, our Membership Director, asked for volunteers to be part of the membership committee, while observing that *all* of us are at least ex officio members. Growing the club is everyone's responsibility. Clinton was the first to volunteer – can you join them?

Speaker: Holly Ransom, President of the Rotary Club of Crawley, Australia

Jim told us that he was so impressed with the article in the Rotarian about Holly that he sent her a letter – a real, paper, letter – which started their correspondence and led to his inviting her to visit our club. At only 22 she is the youngest ever woman president of a large club in the world, a club that is not yet two and a half years old but has already been recognized as Australia's top fund raising Rotary club.

Holly is in California to attend LEAP, the Leadership Excellence Accelerating Potential program at UCLA, run by a professor who is connected with a professor of hers in Perth. She said we're the first American Rotary club she's visited, and was interested in the differences between her club and ours. Hers is just three minutes from downtown Perth, Australia, and a 20 hour flight from here. They're the ROC Club, joking that it's because they're rock stars.

The club was created as an independent group by Rotarians who had tried, unsuccessfully, to find ways to bring young people into their clubs. They recognized that the 1.2 million membership number worldwide has not been growing, that only 3% of members are under 30, and, in Australia, only 12% are women. Service Above Self is the universal message of Rotary, but over the decades that has had a lot of layers added that often block getting to and acting on that core. The founders surveyed the community, asking if they knew of Rotary at all, and if so, what they think it's about. Among those who had heard of Rotary, the answers were not at all flattering: it was seen as old, white and male. Only the Youth Exchange program got any good marks. As a result, even those who knew about it self-selected not to join.

The decision was to create a new club by going after young women and minorities. They changed many things, based on what might turn people off coming in the door or dissuade them from returning after a first visit, with a lot of input from the first members and the community. They meet on the university campus and don't do a pledge of allegiance, sing songs or levy fines. Anything that would make someone uncomfortable and wasn't essential was dropped. If it couldn't be dropped altogether, it was revamped to make it more acceptable. They picked breakfast for the meeting time both for the convenience of their young professionals and because it's the cheapest meal, again making it as easy as possible for their chosen demographic to join. Attendance does not require make ups if these busy, often traveling, members can't make a meeting, though they're encouraged to attend.

Communications are different, too. Last week they launched a new website, www.rotarycrawley.org.au. It's said that Gen Yers have a 7 second attention span, so you need to grab their attention quickly. Besides a website, they also use FaceBook, LinkedIn, Twitter, and other digital resources, including their own YouTube channel. (Next week her interview with Jim should be on YouTube.)

They built their own traditions rather than adopt those of others. Their sponsoring club is 85 years old with 60 members, and some of them admitted that they almost didn't join because of the fines, but now they like that tradition. Rather than turn off people at the beginning, ROC just eliminated that tradition.

Their new traditions include offering membership scholarships, funded by local businesses. Awardees, who have to be under 25 and meet financial criteria to qualify, are given two years of dues, the first year's meals and half the second year's meals. They also must agree to attend at least 50% of the meetings, take an active leadership role and contribute to the community through projects.

Some leadership scholarships are awarded to Ph.D. candidates from other countries, or those from indigenous groups in Australia. There are 18 scholarship recipients: four new were granted yesterday; by the end of the Rotary year four others had graduated, thanks to doing well in their jobs, and all became full members. So far no scholarship recipients have left the club after graduating from the program.

Holly shared that the young members want to learn from those who are older, noting that mentorship is a big part of what Rotary has to offer. To help take advantage of that and attract the young members who need it, the club holds public presentations (which non-members pay to attend) on marketing, public speaking and business leadership skills, drawing 50 – 60 people each session. These seminars are mandatory for the scholarship recipients. Those 18 are getting a lot of help from the other 100 members of their club.

ROC isn't just giving money to its youngest members: in their first two years they raised over \$815,000, making them number one in the Pacific – Australian Region. The club is 50% female, 30% under 30 and 70% are new to Rotary. Besides the founding "mothers and fathers", the other experienced Rotarians are mostly people who had dropped out years ago and found their way back to Rotary through this new club.

Holly first learned of Rotary in 2010, and her initial response was "I can't afford it." But she attended, and her imagination and desire to make a difference were engaged when she saw a video of Rotary's statistics and learned of the scholarships. Her mentor, a young 78, says he's more

Gen Y than she is, and she believes it. She says he's very tech-savvy – a skill needed today if the overall decline in membership is to become growth, and changes are to be made that draw in younger members.

Last year Holly became her club's president-elect, going through the normal PETS training and mentoring she was told she'd need. Much of the PETS training was frustrating, like the two hour class on how to use FaceBook (as she says, she's a "digital native"), but there were some very good parts, as well. She was inducted June 25 as president of her club, which she describes as "extraordinary", with "wonderful leadership and activities". She talks enthusiastically about it to her friends, who ask her "Why Rotary?"; friends who are now joining. And enjoying remarkable speakers, such as the Business Man of the Year and someone who climbed Mt. Everest. Interest if the club is so high they will probably have to put a cap on membership and start a waiting list.



Holly Ransom and Jim Tenner



Holly Ransom, President, Rotary Club of Crawley

There are still some things she'd like to change within Rotary. As she told Past RI President John Blount, RI needs to help drive membership from the international and national level, not just keep pushing it back to the clubs. Most don't have a clue as to how to attract young members. Luckily several Australian districts are very progressive. As she continued to answer questions, Holly said her club's leadership structure is flatter than usual – she has 30 direct reports, with just 9 on the board. Projects and positions are co-led by one experienced Rotarian and one new member. They are fortunate to have the head of the area's largest radio network and chief of staff to a politician in the club, among other community leaders, which helps keep activities member-driven and allows them to tackle some demanding projects.

To bring in young members without the usual problems, her club's founders set up a satellite club. She suggested doing something different with the satellite group, such as setting up coffee meetings every two weeks instead of the usual weekly meal meetings. They might merge into the existing club, or grow separately.

Javier got a laugh when he said at the one Rotary meeting he'd attended in Australia, in Sydney, he'd been surprised to find breakfast was just toast and vegemite.

Holly explained what it is and offered to send him some – but said most Americans don't care for it. She hadn't brought any with her, but did line her suitcase with chocolate covered biscuits. When she had to report that to customs upon arriving in California, the agent told her "Oh, you are very welcome here!"

And we agree – she is very welcome to visit again. Holly is hoping to come back to California in 2014 for graduate school before getting her law degree, but invited us to visit her before then. We predict she'll go far in both business and Rotary. Holly can be reached by email at holly.ransom@gmail.com, or visit www.hollyransom.com to learn more about her.

Jim presented Holly with a Rotary T-shirt we all signed, after Don gave her a book to sign for Casa Esperanza.



Don Reinken and Holly



Holly and Jim with the T-shirt we all signed

Priscilla Pig for PolioPlus

Thank you to everyone who contributed to Priscilla today. Remember, we will be drawing a member's name periodically and that person will receive Foundation credit toward a Paul Harris Fellow for the amount collected.

Opportunity Drawing

This week Don Fetherolf won half of the \$95 pot..

Notable Quotables:

"It is the mark of an educated mind to be able to entertain a thought without accepting it." Aristotle, philosopher (384-322 BCE)

"It is the certainty that they possess the truth that makes men cruel." Anatole France, novelist, essayist, Nobel laureate (1844-1924)

2012-2013 Club Officers:

Co-Presidents:

Martha Stulman H 818-708-8947
Jim Tenner H 818-241-9435

Immediate Past Presidents

Barbara Pampalone H 818-882-2395
Don Reinken H 818-368-3341
Razi Sheikh C 818-621-4841

Director, Administration:

PDG Emilio Basile H 818-886-4142

Secretary: Robin Kellogg

H 818-993-5378

Treasurer: Razi Sheikh

C 818-621-4841

Director, Membership:

Rich Miller W 818-994-8234

Director, Projects:

Mauricio Aranda W 818-634-4043

Director, Foundation:

PDG Les Grossman H 818-757-0157

President Van Nuys Rotary Foundation:

Donald Fetherolf

Director, Public Relations

Raul Castillo

Bulletin Editor pro tem:

Beth Ullman H 818-701-6889

Community Co-chair:

Marie Valencia H 818-929-7118

Int'l Co-chair:

Zoraida Suarez W 818-788-883

New Generations Co-chairs:

Rosielee Jones W 818-782-0022

Mauricio Aranda W 818-634-4043

Vocational Chair:

Programs Chair:

Mauricio Aranda W 818-634-4043

Sgt. at Arms: