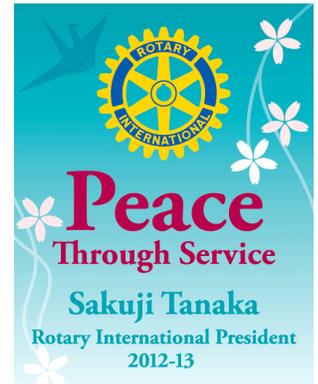


Rotary Club of Greater Van Nuys

www.greatervannuysrotary.org

Service Above Self

Meeting at 94th Aero Squadron
Thursdays, 12:10 p.m.
16320 Raymer St., Van Nuys, CA 91406



June 20, 2013

Flag Salute: James Tenner
Invocation: PDG Emilio Basile

Attending Members: Barbara Pampalone, Mauricio Aranda, Don Fetherolf, Judy Coates, Renée D'Auria, James Tenner, Don Reinken, Marina Martinez, Frank Santucci, Guy Mangia, Jean Mabilon, Jan Goforth Marco Padilla, Pete Satuloff, Elaine Bern, Wynne Ritch, Rich Miller, PDG Les Grossman, Renée D'Auria, PDG Emilio Basile, Robin Kellogg, Roz Kogler, Don Reinken, Razi Sheikh, Tom Harris; Beth Ullman

Guests: Maria Korling; Mike Kreps, Dept. Mgr. of Joseph A. Bank in Sherman Oaks on his 3rd visit (818-907-1008); Dennis Gorman, a property manager and guest of Rich's; Shannon Rains, Area Manager, and Kevin Luperchio of Tierra Del Sol, with honorees Yirby Vanegas and Englebert Peraza; and Jackie Mendelson, our speaker

ANNOUNCEMENTS

Sad News and Memorial Service Information

Michele Pincus and another friend of Patrick Fahey's came to the club before the meeting to let us know of Patrick's death, following a stroke. He had persevered through a number of very serious health problems, over the last few years, including cancer, but always stayed in touch and participated as much as possible. He will be greatly missed. Patrick's memorial service will be held Wednesday, June 26 at 11:30a.m., at Morongo Moravian Church in Banning, 11440 Potrero Road (at Potrero and Foothill Roads) on the Morongo Indian Reservation. The church's phone number is 951-849-3067.

New Member Proposed

Mike Kreps has been proposed for Active membership in our club by Rich Miller, who would be his sponsor. His potential classification is Retail Sales. If no objections are presented to the board within seven days of the publication of this newsletter, Mike will be accepted for membership.

Bingo

It's official – our next game will be at Birmingham Charter High School (NE corner Balboa and Victory) on July 24. Start letting everyone know! This new venue will hopefully attract much larger crowds, and greater success.

Calendar

- 6/27 Kelly Mathews
- 7/4 Dark
- 7/10, Wed. **Board meeting**, 6:00, Rich Miller's office, 7120 Hayvenhurst Ave.
- 7/11, Thu. **Demotion Party** 6:00 – 9:00 p.m. (no regular meeting) Galpin Ford, 15505 Roscoe Blvd., second floor, Van Nuys
- 7/16, Tues. **District Breakfast**, 8:00 a.m.
- 7/24, Wed. **Bingo**, Birmingham Charter High School, 6:00 p.m. (NE corner Balboa and Victory)
- 8/14, Wed. **Board meeting**, 6:00, Rich Miller's office, 7120 Hayvenhurst Ave.
- 8/31, Sat. **Van Nuys Airport Community Day**, 7:30 a.m. – 6:00 p.m.
- 9/11, Wed. **Board meeting**, 6:00, Rich Miller's office, 7120 Hayvenhurst Ave.
- 10/6, **District Picnic**, 8:00 a.m. – 2:30 p.m.

Club de Cuba Fiesta for the Boys & Girls Club

Mark your calendars for the 9th Annual Club de Cuba fiesta! Join the Club for an exciting event Friday, June 28th, at the Warner Center Marriot Hotel. They will transform the outdoor Urban Oasis into a Cuban nightclub and casino. Enjoy a fabulous reception with dinner, dancing, exciting prizes and auctions, and lots of casino gambling – including a poker tournament. Tickets to the event are \$100 per person or \$150 if you would like to participate in the poker tournament. This includes hors d'oeuvres, specialty cocktails, dinner, gambling, casino cash, and entertainment. There is limited seating to participate in the poker tournament and each buy-in is \$50, so be sure to tell your friends to sign up as soon as possible if they'd like to play.

For more information, or to purchase tickets, please contact President / CEO Jan Sobel at 818-610-1054 or j.sobel@wvbgc.org.

RECOGNITION

Shannon Rains, Area Manager of Tierra Del Sol, told us about today's honorees, Yirby Vanegas and Englebert Peraza. Yirby was just given a Service Above Self award by the Valley animal shelter last week in recognition of his dedication and care in giving over 100 hours of volunteer service there. Shannon told us how he takes care of the

animals both there and for Pets for Vets, then read the award plaque, which highlighted some of his many wonderful qualities in working with both the animals and the staff. Yirby is studying to be an animal care professional through Tierra's Nexus program.

Englebert, according to Shannon, was very shy when he first started coming to Tierra Del Sol, but he has really overcome that! He volunteers at a development institute that offers opportunities through technology to those in need, as well as at the Wilkerson Senior Center, where he put on a talent show, and he gives speeches that are so moving and well-written that he does very well with them in speech contests. Shannon noted that even when he finishes 4th, he's the one people come up to afterward to talk about what an impact his words had on them.

Mauricio gave both of our honorees a certificate to frame and \$50 a gift certificate.



L-R Shannon Rains, Yirby Vanegas, Englebert Peraza, Kevin Luperchio and Mauricio Aranda

SPEAKER: Jackie Mendelson, ArabicaDabra Coffee (with excerpts from Robin's articles)

Robin Kellogg introduced our speaker, Jackie Mendelson, whom she has known and admired for several years. For 30 years Jackie worked in the non-profit world, including working with the WHO and as an executive for a U.S. based nonprofit setting up AIDS clinics in the U.S. and around the world, before settling at home and starting her coffee business, ArabicaDabra. All the work except growing the beans is performed by companies here in the Valley. When Jackie contemplated retirement several years ago, she didn't see herself settling into an active senior community or becoming a full-time volunteer. "I didn't want to 'retire', I wanted to 'rewire'", she said. She has certainly done that!

Jackie showed us a PowerPoint presentation of her company's evolution and impact. Named ArabicaDabra Coffee because of the Arabica coffee bean and the magic that it does around the world, her tagline is "Coffee with a Conscience". With her non-profit experience she wanted it to do good, but realized she did not want it to be a 501(c)(3); this way she has full flexibility to help wherever help is needed, without the red tape.

While with the NGO (non-government organization), she helped set up clinics in Africa, South America and India, meeting clients and their families along the way. After a while their stories began to have the same

common thread: once clients' health improved and they were living longer, due to the autoimmune boosting drugs they received, they needed to get back to work.

Most of the clinics she helped establish were in the tropics, near the equator, where most coffee is grown. A coffee drinker since she was 6 (it was the only thing that soothed her tonsillitis), she had been interested in the different types and flavors of coffee she found in her travels, and began thinking about the connections that could be made for the patients to help them. Her goal became to establish "social entrepreneurship" to give an economic boost to these working poor. As Jackie put it, she "provides an exquisite bag of coffee and puts the money into the non-profit work" she chooses.

She learned from the farmers that one coffee tree, which takes 4-6 years to mature, produces just two pounds of coffee per year. In order to keep their farms sustainable; farmers had to sell all their produce. That's why although they grew the more desirable Arabica beans, they only drank Robusta beans, and instant, at that. Jackie realized the opportunities these farmers and their families could develop if they only had access to the right resources.

In Uganda Jackie saw first-hand the kind of service Rotary provides to help communities. The local Rotary club helped her with the AIDS clinic there. In Honduras a local club raised money to buy two vehicles for the clinic. These experiences gave her ideas and some contacts for developing her company in a way that it could also do good in the world.

Seeing the devastating poverty in the communities where she set up clinics was an eye opening experience for Jackie. She witnessed women in these communities, particularly widows, pushed to the far edges of society, and wanted to give them hope. Starting with providing two looms to two widows (and later a teacher so they could know how to use them), Jackie set about making a difference in the lives of those living in extreme poverty. The women were provided the raw materials by Touch of Hope Foundation with which she has a relationship. The Foundation also paid the women for their labor at the same rate paid to commercial weavers in that area. They are now producing waistcoats, which are being sold through the Foundation.

Since its inception in 2010, ArabicaDabra Coffee Co., LLC has devoted a portion of its net proceeds to farming families, widows and others who need a little help from the outside world to improve their lives. Many live in desolate areas of India and Africa, places where traditional NGOs do not venture. Through her contacts in those regions, Jackie tries to fill the economic gap with the purchase of looms, pigs, goats and bicycles.

A significant percentage of her proceeds to date have gone to help families in the Indian State of Manipur, where Jackie says she witnessed the most severe poverty she had ever seen. "They have nothing. I didn't have to look any further than that." Her purchases there include:

- Two pigs, one each for two women, who have successfully reared them. Both pigs have had litters of piglets. Each woman has kept one piglet and sold the others, allowing them to support themselves and greatly improving their self-confidence and status in

the community.

- Through Touch of Hope, a bicycle for a man who previously walked from village to village educating people about the causes of HIV. The bicycle has saved the man, who also works full-time job at a local church, hours in travel time, allowing him to now reach 4-5 villages a day.

We then learned a little history – and some fascinating factoids. Jackie told us how coffee had first come to the attention of humans, in approximately 800 C.E. when goat herders in Ethiopia (the only place it's indigenous) noticed their goats jumping around with lots of energy after eating the berries on a coffee tree. Hard to believe, but here's the photo she showed us of goats (I count 8) in the branches of coffee tree, eating the berries. Who knew they were that nimble?



Coffee today is the second most traded commodity in the world, second only to oil. And it is gaining in popularity, particularly in Asia. There are over 100,000 coffee houses in Japan alone. If you have a choice, opt for the Arabica bean, which is 70% of coffee on the market; the Robusta bean has more caffeine and is the usual culprit if you find coffee makes you jittery or upsets your stomach.

Did you know coffee is really a type of cherry? The pit is the “bean”. In most cases the fruit is processed off and used for compost – it is quite sour. There are different ways of processing the fruit and beans depending on the locale where they are grown – some need more drying time, others longer roasting.

In some ways coffee is like wine – people hold coffee tastings the way they hold wine tasting events; the flavor and finish of beans grown in each area is distinct, and each has its aficionados. The Arabica coffee beans used in ArabicaDabra Coffee come from all corners of the world, from Ethiopia, Tanzania and Sumatra to Brazil, Costa Rica, Guatemala and India. Clients can choose among several exotic varieties: Sumatra (regular and decaf), Costan Rican, Tanzania Peaberry, Ethiopian Yirgacheffe, Brazil Decaf, Afro Asian Fusion, Guatemalan and Monsoon Malabar, which can be purchased separately or through the “Magic Club”, which delivers a pound of coffee to clients’ doorsteps every month.

Jackie is writing a book on the various uses for coffee,

and shared a number of tips with us, such as using coffee grounds to hide scratches on furniture, or to feed rose bushes, or as a paste to get rid of cellulite (recently highlighted on the internet). Recipes using coffee as a flavor enhancer can be found on her website. Use grounds outside the house to repel ants and to charge up your compost heap.

In the UK they have actually developed a car engine that uses grounds for fuel! So far the car can go up to 65 mph; they’re working to make it 85. And she showed us some rather nice furniture, platters and bowls made from coffee resin. It is even a good bath for your dog, repelling fleas and de-odorizing in the event of a skunk attack.

ArabicaDabra coffee hit the shelves of Whole Foods Markets in Tarzana in 2011. Jackie sought out this affiliation because the organic food chain has an ethos similar to her own. Since the first store took it on, she has gotten on the shelves in other Whole Foods Markets in the area, including Woodland Hills, Venice, Westwood and Sherman Oaks. In the store 12 ounces sells for \$14.99, but you can buy a full pound from Jackie directly or from her website for \$14.

Selling premium coffee from farmers who are given a fair share of the profits was only part of the dream. Jackie wants her customers to understand that their purchase of her coffee beans means that they, too, are giving back. To reinforce this message, she refers to her customers as “coffee patrons”. ArabicaDabra is also committed to supporting other like-minded companies that want to help change the world. Jackie encourages people to “be the change” by buying local, buying from small businesses and supporting businesses who care about the world we live in.

Jackie doesn’t limit her work to foreign countries – she leaves next week to help set up clinics in Rockaway, NY, to serve 4-5,000 undocumented victims of Hurricane Sandy who have no health care.

For more information or to buy some delicious coffee, visit the website, www.tastymagic.com; send Jackie an email: jackie@tastymagic.com, or call 800-318-8119.



Jackie Mendelson and Robin Kellogg

REMINDERS

Bulletin Editor(s) Needed!

Steve Bertolino has offered to do 2 bulletins a month – can you help by doing one or more as well? We need people to write the bulletin starting July 1. If you are interested in helping, please let Rich know. Be creative and provide some great club service!

Demotion Party July 11

Are you ready to celebrate? Stand up and be counted! We need to know how many plan to attend our upcoming demotion party so we make sure the right amount of food and wine is ordered. This year's party will be extra-special, with a private tour of the Galpin classic car collection in addition to everything else. You can register for the party on our website, or just let Emilio know, if you don't have internet access. At just \$35 per person we hope this is affordable for everyone, and hope to see you all there. **** N.b., Robin is looking for anyone who is interested in helping her roast Jim. ****

PolioPlus and Happy Bucks.

Thank you to everyone who contributed to our drive to eliminate polio, and to PDG Emilio for Happy Bucks in honor of Barbara, who put a story of the front page of our club website – the first he didn't

Opportunity Drawing

Congratulations to Marc, who won half the \$55 pot.

Notable Quotables

"A hungry man is not a free man." Adlai Stevenson, statesman (1900-1965)

"Having been unable to strengthen justice, we have justified strength." Blaise Pascal, philosopher and mathematician (1623-1662)

Meeting Information for Nearby Clubs

Calabasas, Tuesdays, 12:15 p.m.
Wolf Creek Restaurant
26787 Agoura Rd.
Calabasas, CA 91302

Granada Hills, Thursdays at 12:10 p.m.
Porter Valley Country Club
19216 Singing Hills Dr.
Northridge, CA 91326-1716

Greater San Fernando Valley **E-Club**, Mondays at 12:00 p.m., online 24/7, www.rotaryclubgreatersfv.org
4th Sunday of every month 12:30 – 2:00 p.m. at Denny's
5525 Sepulveda Blvd.
Sherman Oaks, CA 91411

Northridge/Chatsworth, Tuesdays at 12:00 p.m.
The Olive Garden
19724 Nordhoff Pl.
Chatsworth, CA 91311

2012-2013 Club Officers:

President:	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
President-Elect:	Rich Miller	W 818-994-8234
Director, Administration:	PDG Emilio Basile	C 818-634-4043
Secretary:	Robin Kellogg	H 818-993-5378
Treasurer:	PDG Emilio Basile	C 818-634-4043
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
Director, Public Relations	<i>Open</i>	
President Van Nuys Rotary Foundation:	Donald Fetherolf	H 818-986-1460
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 818-788-8838
New Generations Co-chairs:	Rosielee Jones	W 818-782-0022
	Mauricio Aranda	W 818-634-4043
Programs Chair:	Mauricio Aranda	W 818-634-4043

Studio City-Sherman Oaks, Tuesdays at 12:10 p.m.
Sportsmen's Lodge Hotel
12825 Ventura Blvd., Vista Room
Studio City, CA 91604

Tarzana Encino, Tuesdays at 6:00 p.m.
John O'Groats
16120 Ventura Blvd.
Encino, CA 91436

West San Fernando Valley, Thursdays at 7:15 a.m.
Gables 818-347-2437
20920 Ventura Blvd.
Woodland Hills, CA 91367

Woodland Hills, Wednesdays at noon
Woodland Hills Country Club
21150 Dumetz Rd.
Woodland Hills, CA 91364