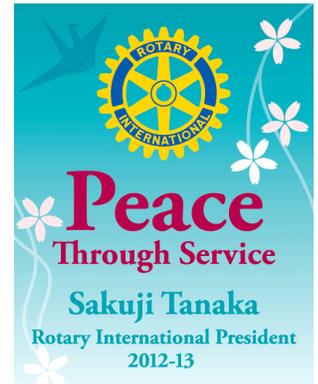


Rotary Club of Greater Van Nuys

www.greatervannuysrotary.org

Service Above Self

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



May 16, 2013

Flag Salute: James Tenner

Invocation: PDG Eli Gauna

Attending Active and Honorary Members: PDG Eli Gauna, Barbara Pampalone, Don Fetherolf, Judy Coates, Renée D'Auria, Marie Valencia, James Tenner, Ron Wolf, Mauricio Aranda, PDG Les Grossman, Zoraida Suarez, Robin Kellogg, Marc Tapper, Steve Bertolino, Rosielee Jones, Wynne Ritch, Rich Miller, Dave Friedman, Alice Gauna, Elaine Bern, Mike Quiroga, PDG Emilio Basile, Paul Davis, Pete Satuloff, Roz Kogler, Jean Mabilon, Tom Harris; Beth Ullman

Guests: past presidents PDG Joe DiFatta, Paul Korb, LJ Fay, Bob Scott, Charles Bloomquist, Ted Knox, Don Stout, Shindi Seecutt, John McDaniel, Leon Nitz, Ron Morgan, Sam Saifi, Neil Shapiro, Barry Wolfe and David Honda, **Plus** Sally Knox (Ted's wife), Lisa Marie Valencia (Marie's niece), Antoinette Mabilon (Jean's wife), and Millie Jones, from Mitch Englander's office

Honoring Past Presidents

After President Jim Tenner greeted everyone, PDG Emilio Basile led the recognition of all past presidents, noting that among them are several PDGs, and that our merged club has an impressive 12 PDGs to our credit. Jim noted that Ron Wolf and Don Fetherolf also have the distinction of having over 50 years of perfect attendance. Emilio had all past presidents stand, then, as he called the names, say what years they were president and how many terms they served. Almost everyone in the room had served at least once, and a few 3 or 4 times.

PDG Emilio then announced the names of all those past presidents, including several PDGs, who are now deceased, as Beth and Marc put a rose in one of the two vases for each of the 90 names.

ANNOUNCEMENTS

Bingo

Our next game is just a few days away, **May 22**, and we still have lots of tickets to sell! Please contact Rich or Marco at 818-994-8234 to volunteer to help or get tickets.

June 1 Fundraiser

PDG Les Grossman reminded us there are just a few days left to sell tickets for our reverse raffle fundraiser –

Calendar

- 5/23 **Nora Maclallen**, Vision to Learn
Recognition: Tierra Del Sol
- 5/22, **Wed. Bingo**, 6:30 p.m. at Union Hall, 14800 Devonshire St. (SW corner at Woodman)
- 5/30 **Kelly Mathews**
- 6/1, **Sat. Reverse Raffle Fundraiser**, 6-10 p.m., Union Hall, 14800 Devonshire St.
- 6/6 **Open**
- 6/13 **Open**
- 6/20 **Open**
- 6/27 **Open**
- 7/13, **Sat. Demotion Party**

he needs the list of buyers by May 26th. Please get your tickets sold and the information needed to Les ASAP.

Remember, if you are buying tickets as part of a group as well as for yourself, after you get your tickets please let Les know which number(s) have been assigned to which people. You may also want to write the names on the tickets themselves. This will avoid any confusion or problems if one of your tickets is the winner. (Tickets will be given to buyers after the money has been received by Les, who will keep a list of ticket numbers and their owners.) You can list multiple ticket sales on a single form, which you can download from our website or get from Les.

Prizes include the \$10,000 first prize, a \$500 second, and a 32" screen TV third. For anything except the \$10,000 grand prize, the ticket must be presented at the event. The money raised will fund many of our major projects and scholarships. In addition to the reverse raffle, entertainment and buffet, the event will also have a silent auction and a "Chinese" auction. Please note the event is open only to friends, family and other Rotarians, not the general public, for legal reasons.

Club Publicity

Robin showed us a wonderful ad she placed in this week's LA Times (Tuesday, May 14 on page A6) to attract new members. It highlights the key Rotary areas of fighting hunger, stopping disease and encouraging literacy, then invites readers to visit www.socalrotary.org to find a club near them. This ad will also run in next week's paper – look for it! You'll be impressed.

SPEAKER: Kathy Bennett, Crime Novelist

PDG Joe DiFatta introduced our speaker, Kathy Bennett. Named Officer of the Year in 1997, Kathy spent 20 years as an LAPD officer and even more years before that as an LAPD volunteer. When she left the force she decided to write, using all her experience and police training to create realistic characters, situations and dialogue in crime novels that have won critical acclaim. Barnes & Noble even selected one of her first two books as one of just 14 (out of thousands to consider) they named the best electronic (Nook) books of the year.

So far Kathy has published as e-books [A Dozen Deadly Roses](#) (her first) and [A Deadly Blessing](#). A literary agent persuaded her to let him try to publish her third book, [A Deadly Justice](#), through a regular publisher, so it has yet to be released. But she's already working on a fourth, having written 20,000 words or so of the usual 100,000 in a novel. Kathy says her books, unlike real life police work, always have a happy ending, "the bad guys get theirs."

Kathy explained why she decided to publish and sell online, versus the usual print media. Both methods require authors to do a lot of promotion, but the financial returns vary a great deal. Print publishers give authors just 6% of the cover price, which can be quite small (e.g., just 18 cents for a \$3 paperback). Plus it can be 18 months from the time the book is finished until it finally hits store shelves. When publishing and selling online, an author can start getting paid the first week, and get paid a lot more – typically 35-75% of the book's price. So even selling at the same \$3, an author would earn \$1.05 to \$2.25 per sale – six to eight times as much – and see the money almost instantly. That makes even selling a book online as low as \$.99 more profitable than the usual paperback.



Kathy Bennett and her books

The introduction of the Nook and Kindle was a game-changer for the publishing industry. At least 23% of all books are now available online – \$7 billion per year, and growing. Kathy suggested if we want to help our favorite

authors we should leave a review on their websites. Even a negative review is helpful! People want to see if they agree. Websites, Twitter and blogs all offer new ways for authors to connect to readers. With specialized software they can even give their fans an electronic signature for their collection. It's a brave new world.

In answer to questions, Kathy told us that there have been some major changes in police work. For example, in the 1970's going out, making and writing up a drunk driving arrest would take a total of just about an hour. Today just one of the many forms that simple arrest requires takes 3-4 hours to fill out. Report writing can take an entire day, significantly reducing the time our police officers are available on the street.

Visit www.KathyBennett.com to learn more about Kathy and her books.

REMINDERS:

Bulletin Editor Needed

Starting July 1. If you are interested in the job, or helping with it, please let Rich know. You can create your own format, use the existing one, or borrow one from another club. This is your chance to be creative and provide some great club service.!

No Happy Bucks or PolioPlus collection today

Opportunity Drawing

Congratulations to Elaine Bern, who won half of \$100.

Notable Quotables

"To see ourselves as others see us is a most salutary gift. Hardly less important is the capacity to see others as they see themselves." Novelist Aldous Huxley (1894-1963

"I am careful not to confuse excellence with perfection. Excellence I can reach for; perfection is God's business."
Michael J. Fox

As You Plan Next Weekend, Remember



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

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

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

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

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: 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

Director, Public Relations *Open*

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

*Beth Ullman
17426 Napa St.
Northridge, CA 91325*