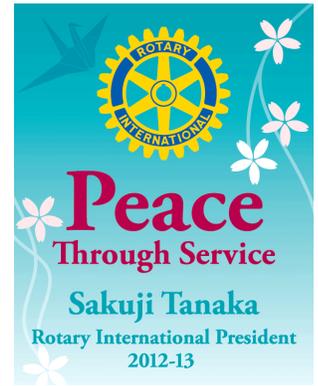


Rotary Club of Greater Van Nuys

www.greatervannuysrotary.org

Service Above Self

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



September 27, 2012

Flag Salute: PDG Les Grossman

Invocation: PDG Emilio Basile

Attending Members: Alice Gauna, Don Reinken, Javier Nunez, PDG Eli Gauna, PDG Emilio Basile, Guy Mangia, Fernando Mareno, Frank Santucci, Jim Tenner, Mauricio Aranda, Ken Worthen, PDG Les Grossman, Marc Tapper, Zoraida Suarez, Marco Padilla, Marina Martinez, Renée D'Auria, Razi Sheikh, Rich Miller, Robin Kellogg, Ron Wolf, Tom Harris, Beth Ullman

Guests: DGE Jim Dyer of the Santa Monica club (213-712-2538; Jim.Dyer@Rotary5280.org), Norman Kaye from the Studio City/Sherman Oaks club (who noted he has 35 years in Rotary with perfect attendance), Jan Goforth, and Mel Powell, president of the E-club of the Greater SFV and our speaker

ANNOUNCEMENTS

Members Update

Patrick's surgery yesterday at UCLA went very well, according to Zoraida, who was in the operating room with him, and PDG Les. Zoraida passed around get well cards for us to sign to let him know we're thinking of him, and will let us know when he's ready for calls or visitors. Please keep Patrick in your thoughts and prayers for a quick recovery.

Clinton was inducted last week into the Football Hall of Fame, Marc reported. Congratulations! We look forward to hearing all about it.

Rotary Meeting Signs

Jim asked for help in changing our Rotary Meets Here signs, which still show Wednesday. PDG Emilio said he has the equipment to easily make the change, and Jim will dig them out of the flower bed.

Harvest Festival October 31

PDG Les told us he still hasn't heard back on our grant application, but due to timing issues has to sign contracts for the jumper and petting zoo. He also passed around the volunteer sign-up sheet. He immediately got all three of our club dentists (Barbara, Guy and Ron Wolf) to agree to work the dental check-up booth. Other volunteers will be needed starting around 5:00 to set up, with lots of help from the congregation. There will be space for a table or

Calendar

- 10/2, Tues. District Breakfast**, Westin LAX, **7:00 a.m.**
- 10/4 Dr. Barry Leonard**, Optometrist
- 10/7, Sun. Multi-Club Food Drive**, Gelson's in Sherman Oaks and North Hollywood
- Pioneer Day**, 11:00 a.m. – 4:00 p.m., at Homestead Acre, Chatsworth
- 10/9, Tues. Valley Community Clinic Roast** of Paul Davis & Alberta Bellisario 5:30 – 7:30 pm at the Woodland Hills Hilton
- 10/10, Wed., Bingo**, 6:30 p.m., 14800 Devonshire St., (Union Hall), Mission Hills (SW corner of Devonshire and Woodman)
- 10/11 TBA**
- 10/13 & 14, Sat. & Sun., Annual Arts and Crafts Show** of the Studio City/Sherman Oaks, 10:00 a.m. – 5:00 p.m.
- 10/18 Assemblymember Bob Blumenfield**
- 10/25 Club Assembly**
- 10/27, Sat. District Foundation Masquerade Ball**, Westin Bonaventure Hotel, 404 S. Figueroa St., Los Angeles
- 10/31, Wed. Harvest Festival**, 5:00, Victory Outreach Church in Arleta (13580 Osborne St., half way between the 5 freeway and Nordhoff
- 11/1 DG Lew Bertrand, Governor's visit SFV Chapter Association of Fundraising Professionals Awards Luncheon** honoring Mike Quiroga and Rotary Club of GVN
- 11/8 TBA**
- 11/15 Joint Service Club Luncheon**

booth with Rotary items in addition to the games, so a volunteer or two will be needed for that in addition to the games, costume judging, slide and petting zoo.

Bingo

Our next bingo game is just around the corner – October 10. Please get tickets from Rich and sell them to family, friends and business associates! Checks should be made out to *Rotary Bingo Project* and given to PDG Emilio, who is tracking the tickets and funds. Contact Rich at rtm@richardtmillerlaw.com or 818-994-8234.

Annual Arts and Crafts Show

Even before our Halloween event, on **October 13 and 14** (Saturday and Sunday), the Studio City/Sherman Oaks club will hold their annual Arts and Crafts Show on the NE corner of Laurel Canyon and Moorpark. Show hours are 10:00 a.m. – 5:00 p.m. This wonderful event features select artisans in a wide variety of fields – a terrific opportunity to start your holiday shopping! Thanks for telling us about this event, Norm. For more information, visit www.rotaryartshow.org, or call Norm at 818-705-1770.

Pioneer Day

Sunday, **October 7**, from 11:00 a.m. – 4:00 p.m. the Chatsworth Historical Society will be presenting their second annual Pioneer Day. This family event has something for everyone, from a chili cook-off to Amerin artifacts to gold panning and needle crafts. It will be held at Homestead Acre, 10835 Shadow Oak Dr. in Chatsworth – park at the train depot and take their shuttle to the site. Requested donation of \$5/adult, \$1/child age 5 and over. For more information, call 818-882-5614, or visit www.historicalsocieties.net.

Donation Collections

Beth reminded everyone that our speaker next week, Dr. Barry Leonard, is the optometrist to whom we've been giving used eyeglasses for Volunteer Optometry Services to Humanity. Thanks to our friends at the Salvation Army, who receive lots of glasses but can't sell them, plus nursing homes and our own old glasses, we've been able to donate well over a thousand pair for use by those in other countries who would otherwise go without. **Please bring any old eyeglasses** you can no longer use to our next meeting so we can give them to Barry!

We will also start collecting any (new) **greeting cards** you may receive or extras you can't use, especially holiday cards, to donate to one or more charities. In the past we have given these to the boys at Pacific Lodge Boys Home (for juvenile offenders), Juvenile Hall, Haven Hills and the Salvation Army.

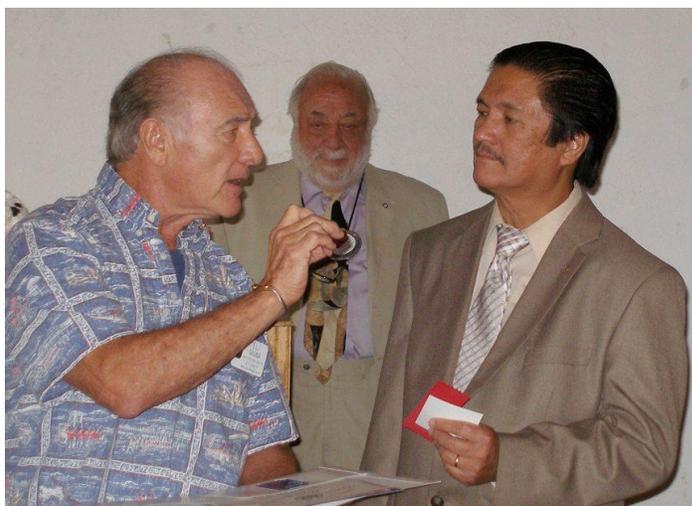
Beth also offered a (plastic) prisoner's ball and chain to anyone wishing to use it for our Halloween event. Robin is going to use it in the interim, but if you'd like it as part of your costume, please let Beth know by October 15; if no one wants it for our Harvest Festival, it will be donated to the Salvation Army. They are collecting **costumes** for use and sale, if you have any that will go unused.

New Members

We were delighted to welcome into the club two wonderful new members today: Fernando Mareno and Marco Padilla. PDG Eli inducted them both with the help of their sponsors, PDG Emilio and Rich, respectively, and a lot of good humor. He told them a little bit about Rotary, including PolioPlus, and the opportunities Rotary provides for networking and Fellowship. Eli also congratulated both Emilio and Rich for bringing in these two new members. Fernando, who is with New York Life, is our newest regular active member; Marco, who is studying to be an attorney, is our first Associate Member under our RI trial program. We look forward to getting to know you both a lot better, and putting you to work. Welcome!



Sponsor PDG Emilio Basile pins Fernando Mareno with one of his own pins as PDG Eli Gauna watches



PDG Eli Gauna presents Fernando Mareno with a second pin as Jim Tenner looks on



Sponsor Rich Miller pins Marco Padilla

Reminders

Congratulations! Paul Davis and his partner, Alberta Bellisario, are being honored by Valley Community Clinic at a roast fundraiser. They have long supported the clinic, which provides free healthcare to thousands of people in the Valley who have few other resources. The "light roast" event will be Tuesday, **October 9** from 5:30 – 7:30 p.m. at the Hilton Woodland Hills (6360 Canoga Ave.) in the Girard Ballroom. Individual tickets are \$75, and can be reserved online at www.valleycommunityclinic.org. RSVP by October 1 to Regina Zeinali, 818-301-6371, or by email to rzeinali@valleyclinic.org/

November 1 will be our **official Governor's visit** from District Governor Lew Bertrand. Please make every possible effort to attend! We look forward to hearing what he has to share about 5280, and his vision of where he wants it to go.

Major Honors to be Awarded November 1 Mike Quiroga will be honored as Philanthropist of the Year and our club as the top organization by the San Fernando Valley Chapter of the Association of Fundraising Professionals at a special luncheon on November 1. Unfortunately that conflicts with the Governor's visit, so we cannot all be at both, but we will have one bulletin editor at each to report back.

Hope of the Valley Mission is in need of clean socks, underwear and suitcases for their homeless daily shower guests. Razors and razor blades are also needed. If you can help provide some of these essentials, please contact Jonathan Leeper at 818-392-0020, or by email to jonathan.leeper@hopeofthevalley.org. Items can also be delivered to the First Presbyterian Church in Northridge, 10400 Zelzah Ave. (between Devonshire and Chatsworth). Their phone number is 818-360-1831.

The **October 27 RI Foundation fundraiser** is a masquerade ball, with auctions. Tickets are \$125 each, but the club will contribute \$25/member or \$50/couple to encourage every one to attend. Let Jim know if you are going – we may end up buying a table or two. Jim has the opportunity drawing tickets – you could win \$500, \$1,500 or \$3,000! Those tickets are just \$10.

Joint Service Club Luncheon Our club will be hosting the annual Thanksgiving Joint Service Club Luncheon this year, on November 15. We need volunteers to check people in and be greeters that day. Please be sure to attend this special, once-a-year event!

We need a **new club logo**, both for our bulletin and our new flag. If you have a great idea of what that should look like, please bring a sketch to a meeting or give it to a board member. There may even be a prize in it for you.

Speaker: Mel Powell, Ignite Membership!

Besides being president of the E-club of the Greater SFV, last year's District Membership Development Chair, and a great friend of our club, Mel is District 5280's representative to our Zone for the new Ignite Membership program, created by RI Director Ken Boyd for the two Zones (25/26) under his guidance.

Mel emphasized five points, the first and foremost being that Membership (Growth) Is Fun! It doesn't need to be a chore, which is unfortunately how we felt when the push came to increase our numbers so we could stay a

district. Second, every member is on the Membership Committee – whoops, Membership TEAM. This is a family and partnership – we're all involved, and so we should all remember number three: Don't Just Stand There, DO Something! The fourth point is membership retention, or as Mel put it, Care and Feeding. When we bring in a new member to our family, we don't want to just drop them into a corner any more than we would a new kitten – bring them into our activities, our discussions, our fellowship. His club is using their recent PolioPlus dance fundraiser to integrate and attract members, stressing how what they raised will help over 10,000 children. We could use our bingo, Halloween and other events to do the same. Number five? Membership Is Fun!

Mel congratulated us on our new and soon-to-be inducted members, but reminded us not to stop there. We should aim for "Each One Reach One", but once we do bring in a new member we should start looking for another and not sit on our laurels. Rotary alumni are a great group to target and they have terrific stories, like Lee Broekman's experience in Amsterdam on 9/11, just two months into her stay. People started expressing their sympathy before she even knew what had happened. Once she learned, she immediately showed her initiative: on her own, in a foreign country, she organized their largest peace meeting in response to the terror.

There are a number of good strategies we can use for building membership. To quote from the Ignite materials:

Future Leaders of the Rotary World... This strategy will help clubs find young leaders to become members. Every club in the district will honor three future leaders in each of two age groups: 20-29 and 30-35. These six will become "future leaders" with an honorary membership. Ask them to study the most pressing needs in the community and recommend which should be addressed. The club will then develop projects to address the identified needs and work on them with the future leaders. After six months, the six people will be asked to join Rotary as active members. There are many advantages to this strategy. The honorary members and club are fulfilling a needed community service, cost to the honorary members is minimal, and friendships are likely to develop among these leaders. Potential leaders can be found in many places, such as Rotaract clubs, Chambers of Commerce, etc.

This group operates like a club within a club. One way to get them started is to hold a meeting in which we talk just about Rotary and what projects our club is involved in. The people invited to that meeting are any suggested by our members, but the official invitation should come from the club, hopefully removing any reluctance our members may have and making the invitees feel even more valued.

Business, Professional; Community Outreach... Every Rotarian has other associations/networking groups with men and women who would make good Rotarians. As Mel asked, "Do you know someone?" in your business, profession or community. Every member is asked to invite a leader in one of their circles to become a Rotarian.

Leadership by Example... This strategy emphasizes true leadership. Club leaders will be expected to bring in one new member in the three months of the Rotary year. President and Membership Director the first month; Membership Committee the second; a Board of Directors

the third. Then each club member is asked to commit to bring at least one potential member to a meeting.

Rotary Alumni, Rotaractors and New Generation...

Too often clubs do not capitalize on the opportunity to bring in people who have already experienced Rotary through RI or Rotary Foundation programs. Many programs involve youth, such as Interact, Rotaract, RYLA and individual college scholarships, as well as Foundation programs like Ambassadorial Scholars and Group Study Exchange. These alumni, whose lives have already been positively affected by Rotary, should be asked to join a club where they can help make those experiences available to others.

As Mel reiterated, we need to remember that all of us are on our membership committee. We might even help a club in another part of the world gain members through our projects, invitations and example of being Rotarians. If you have any questions or suggestions, Mel can be reached at 818-379-9635 or rotarymelpowell@aol.com.



Don Reinken and Jim Tenner present Mel Powell (center) with a book to sign for Tierra del Sol and certificate of thanks for being our speaker

PolioPlus

Thank you to everyone who contributed to Priscilla Pig for PolioPlus this week.

Notable Quotables: "Let not the problem that needs to be solved be more important than the person who needs to be loved." Soraya Deen

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

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

Director, Public Relations

Raul Castillo C 818-636-9125

President Van Nuys Rotary Foundation:

Donald Fetherolf H 818-986-1460

Bulletin Editor pro tem:

Beth Ullman H 818-701-6889

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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

Vocational Chair: *Open*

Sgt. at Arms: *Open*

Happy Bucks

Thank you to everyone who contributed to Happy Bucks this week, including Marina for the birth of her first grandson, PDG Les for Patrick's successful surgery, Marc for Clinton's induction into the Football Hall of Fame, and Jim for his granddaughter winning a field goal kicking contest in college – against 4 men, and all of them being barefoot.

No Opportunity Drawing This Week