

# Arden Arcade

Chartered, February 23, 1955

Pledge by Danny Curtola  
Invocation By Jed Van Wagener

July 14, 2015  
Volume 1, Issue 2

Guests: Steve Lyle, friend of Prez Steve and our speaker. Erica from Sac Stae Criminal Justice Program helping Prez Steve.

Prez Steve found a Songs for Rotary book that he threatens to use if meetings get too dull. Prez Steve also announced that Phil Kozycz is making a wooden board to highlight Bell Ringers.

Al Cady announced his housewarming party on July 31st at 3pm at 3510 Dutch Way. All are invited. Michael Caplan is making paella.

Prez Steve announced 2 July Birthdays: Dave Dahmen (7/17), and Phyllis Green (7/20).

Prez Steve also announced anniversaries with Arden Arcade Rotary: Jason Borg (16), George Prather (21), Roy Vogel (28) and Stan Nicolaus (50!) Stan is currently recovering from Knee surgery! Feel better soon, Stan!

Joel became a Bell Ringer and told Prez Steve he was doing a great job! Tim Cahill announced the birth of his granddaughter, with hopes and wishes for a long and healthy life filled with love for her.

Bruce Stimson won 5 raffle tickets for telling a joke about the Dallas Cowboys!

Prez Steve explained tat Stan Atkinson is recovering from a minor hip bruise and will present his program at a later date. Next week we have whiskey tasting!

In September we will have a Refresh Rotary with the new coach of the Sacramento Republic.

The Petersen Cup is on September 25th. The committee is in the process of contacting sponsors and players. There is a link on the Rotary web-site. The dimple drop this year will have 3 predesignated balls that if they hit the bottom of the hole the owner receives \$25,000. The tickets will be available for sale in 2 weeks. This year, instead of CHRS receiving all the funds from the Dimple Drop, all the proceeds of the tournament will be split 50/50 (including the Dimple Drop.)

SCIP is having a Community Appreciation Dinner on Thursday at Swanston Park. They will have awards for Arden Arcade Rotary, Walmart and Sam's Club.



**ROTARY CLUB OF  
ARDEN ARCADE**

Arden Arcade 2015-2016



Steve Turner,  
Club President

Paul King, President Elect

Stewart Nelson, Secretary

Christine Hock, Treasurer

Tom Goode, Controller

Past President, Joel Archer

Danny Curtola, George Prather, Tim Martin  
Membership

Matt Ross, Public Relations

Jeri Petersen, Arden Arcade Foundation

Matt Ross/Stam Affonso, RI Foundation

Rob Ford, Club Service

Mike Grace,/Jeri Petersen, Community Service

Mike Caplan/Carolyn Ewing, International  
Service

Al Cady/Stam Nicolaus, Sergeant at Arms

Patt McCormick, Newsletter Editor

Attendance: Jed Van Wagner

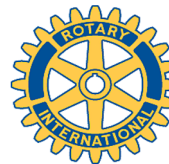
(916) 435-1754

[jsjhm@gmail.com](mailto:jsjhm@gmail.com)

## RAFFLE

**1st Pot \$20—Sheila  
Romero won \$5 but did  
not pull the Ace!**

**2nd Pot- \$422—Marshall  
Hendon won \$5 but did  
not pull the Ace!**



## ROTARY CLUB OF ARDEN ARCADE

Bill Hambrick announced that on August 1st, the Auto Museum does the Cruise on Fulton Avenue. We need volunteers to help direct cars to the parking areas. It is a short time commitment but a very fun party!

Jeri reminded us that we like to collect toiletries for the Dyer Kelly students that may need some help with that type of product. Anything is helpful Jeri will have a collection box available.

Christine announced she purchased some magnetic Rotary pins and they are available for \$5.

Steve introduced Steve Lyle from the California Department of Food & Agriculture. Prior to becoming their media spokesperson, he worked in broadcast news for 15 years. Steve wants to talk with us about the "Modern Communication"—the "New Media." Things like the internet, you tube, blogs, twitter have changed the way we receive information. His warning is handle all communications with care. The influence media can make has become more democratic—everyone has a voice. Everyone is a photojournalist. Anything said or done in public can and will go viral.

It used to be that management had the final say in what went into the media, now everyone can populate the media. Even with Public Affairs, they no longer have to wait until the media picks up a story, they have the ability to distribute directly to their stake holders through current and accurate databases.

Risk communication is a science based discipline. Steve ascribes to the teachings of Dr. Vincent Covello, the founder of the Center for Risk Communication. Dr. Covello worked with Rudy Giuliani before 9-11, so when the disaster struck he was prepared to speak about it because he had memorized phrases and talking points that then came back to him in time of crisis. Risk is the treat of loss, real or perceived that we value. Risk Communication is the exchange of information about risk. Facts alone are insufficient to address public fears and concerns, less than 5% of public fear is driven by facts. 95% is driven by risk perception factors. In a high risk situation, people are less interested in facts, they want you to show concern, caring. People need 50% care and empathy, 15-20% competence and 15-20% honesty. People give you 30 seconds to know you care— your goal is to build trust and credibility, enhance knowledge and understanding.

Rule of 3—develop 3 key messages, state the 2nd most important last, deliver the most important first. When people are upset, they focus on the first item said and the last. 27-9-3 template. 27 words (total), 9 seconds, 3 messages. This is the key to risk communication. Success comes from anticipation, preparation and practice. Stay on the message, repeat your message often using different word or thought order.

How do you deal with a wayward question? Steer it back to the message points being delivered. Stay out of the weeds and focus on the message. Perception is reality—that which is perceived as real is real out there.

Thank you, Steve, for a very interesting presentation.

### Incoming Programs:

July 21st: JUS Spirits

July 28th: Hidden Gems

TBA: Stan Atkinson on Charles Manson

Softball: Held at the Sacramento Softball Complex at 3450 Longview Drive

July 20th—7:30pm

July 27th Playoffs start at 6:30pm

Softball update: we won last night 17-5, and are now tied for 2nd. Next week is the final regular season game with playoffs starting on the 27th.



Phil Kozycz



President Steve



Al Cady



Joel, Al



Erica



New Grandpa, Tim Cahill



Speaker, Steve Lyle



Jeri Petersen



Bill Hambrick



Sheila not winning the pot



Steve Lyle



Christine Hock