



Mid San Fernando Valley

Service Above Self

Meeting at Denny's restaurant
Thursdays, 12:10 p.m.
16575 Sherman Way, Van Nuys, CA



November 3, 2011

Flag Salute: Bub Pickup
Invocation: Marc Tapper
4 Way Test: Renée D'Auria

Attending Members: Carlos Menjivar, Lisa Long, Sara Vasquez, PDG Emilio Basile, Judy Rockey, Bub Pickup, Renée D'Auria, Rich Miller, Barbara Pampalone, Frank Santucci, Marc Tapper, Robin Kellogg, Rosielee Jones, Clinton Jones, Jean Mabilon and Beth Ullman

Guests and Visiting Rotarians: Scott Pafford of the Glendale Sunrise club and Rebecca Olkowski, our speaker

Corrections: Judy Rockey led the flag salute last week, and Rich Miller gave the invocation. My apologies for the mix-up.

Announcements:

Attend Joint Luncheon November 10

Remember – go to the 94th Aero Squadron, 16320 Raymer St., Van Nuys, for next week's meeting. We will **not** be at Denny's! And make sure the hosting club knows you'll be there – register to attend on our website, www.midsanfernandovalleyrotary.org. You do not need to log in first, just click on the upper left lunch spot.

Emergency Disaster Services Meeting

Also November 9, at 9:00 a.m., will be an Emergency Disaster Services meeting, Salvation Army Canoga Park ARC (on Roscoe at Canoga), in Capt. Tim Rockey's office. For more information on that planning meeting, please contact either Capt. Judy Rockey (818-683-3510) or Nathan A. Wolfstein, email NAW1111@aol.com; work number 818-388-6664.

Register for Holiday Parties

Please register online to attend the District Foundation and Holiday Luncheon December 10, and our joint club holiday party on December 17. Our annual district gala will be at The Castaways in Burbank this year, on December 10, and Frank has tickets! For just \$45 you can socialize, have a fabulous meal, and get some awesome auction wins. Speaking of which, we are also looking for items to donate. Join the rest of your club and district in this last 5260 celebration. To register online go to the Events section of the main page on the district website: www.rotary5260.org. For our club's celebration with the

Calendar

- 11/9 Wed., 9:00 a.m. **Emergency Disaster Services** meeting, Salvation Army, Canoga Park
- 11:30 a.m. **Barbara Pampalone** to be honored by the Chatsworth Camber of Commerce
- 11/10 **Joint Meeting** with the Van Nuys and North SFV clubs, 94th Aero Squadron, 16320 Raymer St., Van Nuys
- 11/12 & 11/13 **Sat. & Sun. Fundraiser at St. John Eudes church**, Fr. Grill Hall, 9901 Mason Ave., Chatsworth
- 11/16, Tues. 6:00 p.m. **Jill Painter**, Daily News Sports Writer, Abe's Deli (meeting of Business & Professional Women, men welcome)
- 11/17 **PDG Emilio Basile**, Foundation
- 11/20 Sun., **Salvation Army** holiday crafting 1:00 – 4:00 p.m.
- 11/22 Tues., 11:30 a.m. **Fellowship Lunch** at The Courtyard by Marriott in Sherman Oaks
- 11/24 **No meeting – Happy Thanksgiving!**
- 12/1 **Jorge Vasquez**, Oceans and Climate
- 12/3 Sat., 3:00 – 10:00 p.m. **MAPS fundraiser**, at ONEgeneration Senior Enrichment Center, 18255 Victory Blvd, Reseda
- 12/6 Tues. 5:00-8:00 p.m. **Fundraiser for Nobel Early Childhood Program** at Denny's
- 12/8 **TBA**
- 12/10 Sat., **District Holiday & Foundation party** at The Castaways, 1250 E. Harvard Rd., Burbank, 11:30 a.m. **registration**
- 12/15 **Alice Muntean**, on her trip to Fiji
- 12/17 Sat., **Holiday Party & annual gift wrap** at Les Grossman's home

Van Nuys and North San Fernando clubs, sign up via the top left link on www.sanfernandovalleyrotary.org, our club website. Also available there is the address and a map link. The price is \$20, but our website does not have the credit card payment feature, so we need to pay at the door or in advance. If you need help, please ask Emilio or anyone who has already registered online. You can also give Emilio a verbal RSVP for the December 17 event, and mail in your reservation for December 10 to Marsha Floyd. Remember, we will be incorporating our annual gift wrap for a local charity into the joint holiday party; this year it's Casa Esperanza.

Barbara Pampalone to Be Honored

On Wednesday, November 9, our very own president, Barbara Pampalone, will be honored as one of just 5 Legends and Heroes by the Chatsworth Chamber of Commerce at their 6th annual luncheon, 11:30 a.m. – 1:30 p.m., at the Porter Valley Country Club. Tickets are \$40 per person. For more information, call 818-341-2428.

Joint Service Club Fellowship Lunch November 22

This annual event, hosted by Kiwanis, Van Nuys Rotary and the Greater San Fernando Valley Chamber of Commerce, is in honor of Thanksgiving, unity, and fellowship. The three organizations rotate who is the key host each year and this year it is the Chamber. This year's lunch will be Tuesday, November 22 at The Courtyard by Marriott in Sherman Oaks at 11:30 a.m. In honor of the meaning of Thanksgiving and in celebration of the Chamber's 100th Birthday, we will be honoring our non-profit members' "#1 Volunteer" at the event so we can thank them for helping our non-profit members succeed.

Your Rotary Pin – Wear It Daily With Pride

Remember the day you were inducted into Rotary and how proud you felt when you received your Rotary pin? You beamed with pride knowing your Rotary pin would identify you as a Rotarian belonging to an organization of influence and prestige. While many members wear their pin proudly, too many have fallen out of the habit of wearing it everyday.

The Rotary pin was designed as a gear wheel to be worn by Rotarians as a lapel pin. The design has evolved into our official emblem. It's worn exclusively by Rotarians, members of a Rotary Club. They are business and professional leaders, united worldwide, who provide humanitarian service, encourage high ethical standards, and help build goodwill and peace in the world. Rotarians venerate our motto, "Service above Self".

Receiving your Rotary Pin is a significant step in your transition from citizen to Rotarian. Wearing your pin makes a statement that you have been called to a special purpose to serve others. Service is more than an ideal in Rotary – it is a responsibility of membership, nourished by friendship and fellowship that grows within the breasts of its members. Rotarians are dedicated to the Ideal of Service: thoughtfulness and helpfulness to others.

Honor Rotary by wearing your Rotary Pin everyday so that everyone you meet will know you are a Rotarian, and when asked about it you can tell them what Rotary is and what Rotary does. Your pin will remind you to be faithful to our service mission. Enjoy the distinction of being a Rotarian, and wear your Rotary Pin with pride...everyday!

PRID Elmer Jordan, Rotary Club of Calabasas

Rotary Minute

PDG Emilio Basile gave us a Rotary history quiz, asking questions like which RI president was never a club president or district governor, and why; what was the real first Rotary project (*not* the outdoor bathrooms); what aspect of PolioPlus has become a model for other vaccine deliveries, and how much has Rotary contributed in goods and services to PolioPlus. Answers: Paul Harris, because the structure wasn't there at the time; buying a horse for a

country doctor whose animal – and only means of getting to patients – had died; cold transport for vaccines previously difficult to deliver to remote areas of the world, and \$8.5 billion, including the labor for immunization days. Be very proud of both Rotary and your hand in all that!

MAPS Holiday Fundraiser December 3

Visit the Festival of Trees to kick-off your holiday season. Come see the many trees uniquely decorated by talented individuals and groups, check out the trees, wreaths, gingerbread village and hand-made Hanukkah items, all for purchase, and enjoy the varied entertainment. Children can make a wish with Santa or create in the Kids Korner, and everyone can enjoy holiday food and drink, all to benefit charities that help our local seniors. From 3:00 – 10:00 p.m. at ONEgeneration Senior Enrichment Center, 18255 Victory Blvd, Reseda. Tickets are available online at www.svffestivaloftrees.org. Adults are \$5 (\$10 after 11/27/11), children and seniors \$5; children under 2 free.

Speaker: Rebecca Olkowski, Word Press Blogging

Robin introduced her friend Rebecca as a person who can help with almost any online marketing problem one might have. Owner of SharpBizImage.com, Rebecca taught herself how to create blogs, make them look like websites, and add the elements needed to bring traffic to a site. She can do the set-up and design as well as writing.



Barbara Pampalone and Rebecca Olkowski

A voice-over actor for 30 years (usually of kids, in lots of cartoons, especially anime), Rebecca was suddenly widowed 10 years ago and left with two young children. She went into sales and did very well, earning several cars, then marketing, in which she also did well. A year ago she decided to create her own on-line business based on what she likes to do, which includes creative writing. She taught herself how to create blogs and has become quite expert at it. She gets a chuckle when she hears others comment that if you want something created on-

line, such as a website, to ask someone in their twenties.

Rebecca says blogs aren't just for kids, or people keeping an on-line diary or opinion site, almost every business can use a blog to increase revenues! In fact, many websites are actually blogs in their structure – interactive sites where visitors can add their comments, shop or connect to other information. Regular websites are more like a company brochure, where you hope a customer calls. Blogs are interactive, able to collect information from potential or existing customers.

Thanks to Goggle's recent algorithm changes, creating a good blog that you update frequently, with links to related websites or other information you offer, can gradually move you to the top of the list when people search on your topic.

Most people are on FaceBook – about 80% of those who are on networking or social sites. But there are major issues with using FaceBook for business. Companies would rather take their customers to a quieter, more private site. Links on your FaceBook page to your blog can help you do that. And with the software now available for blogs, you can manage those contacts.

Rebecca recommends writing 300-700 word articles that will generate hits (based on key words) in Google searches by your potential clients. That will drive traffic to your website. Do that several times a week and you could even move up past companies that pay to have their links in the top 10 search results.

Where can you host a blog? There are several free sites, including www.blogger.com, owned by Google, and www.wordpress.com, but since those are free, the hosting sites have veto power over your postings and could take your page down altogether. If you host it yourself you might pay \$80/year, but would be able to post anything legal that you wish. And you can still use the software capabilities of Wordpress, or hire someone to set the blog up for you. You can also manage standard websites with Wordpress. It's highly optimized, and allows you to add videos, photos and audio files.

Keeping your site active and clean (remove bad posts and prevent spam) isn't the only thing you need to be successful; you also need to differentiate your site and offerings from those of others. What niche can you serve? Highlight one aspect that is desirable but not really common, and make sure your page has the related words, so it will come up in a search for that product or service. You can find out how often a term is searched using the Google ad keyword tool. This works even for non-profits.

Offer site visitors or buyers something for free, whether an on-line lesson or interesting information. Add links to other websites that your customers might find of interest. Some of those might even pay you for doing that, usually as a small percentage of whatever the customer buys. This affiliate marketing is a great, easy way to increase your income. It costs nothing but brings in revenue. Commission Junction, Franklin Covey and many others offer these commissions. If you have an electronic product you can offer, like a Kindle book, you can make it easy for your vendors and customers to link to your site for quick sales, as well.

Ultimately the key driver of success comes from answering a few questions: What quick fixes can you offer

for sale in an area that excites you? Will people pay for it? Check Amazon and EBay for viable niches. Can you blog at least weekly for three years? It takes time to become known and trusted by site visitors before they become buyers.

For help or more information, contact Rebecca at 818-515-7880, rebecca@sharpbizimage.com, or on Twitter @rebeccaolkowski.

Reminders:

St. John Eudes Fundraiser

Emilio will have a sign-up schedule for us at the next meeting. For more information, contact Lisa Long at outreachkidz@aol.com, by phone at 818-666-5450, or go to <http://sjemissioncircle.org>.

Salvation Army Canoga Park ARC Committees

Capt. Judy Rockey announced that the Salvation Army Advisory Council is now forming committees, and invited all interested members and their friends and family to join one, or help in other ways. New places for both donation boxes and to park the collection trailers are also needed. If you know of a site in our area, please contact Judy, Beth, or Nathan A. Wolfstein, who is the council's chair. (Capt. Judy Rockey, 818-683-3510; Nathan A. Wolfstein, 818-388-6664, email NAW1111@aol.com; Beth, 818-701-6889, bethullman@yahoo.com.)

Possible Club Merger

The Van Nuys club has officially changed their meeting time to Wednesday evening get-togethers at the 94th Aero Squadron, 16320 Raymer St. in Van Nuys from 6:00 to 7:00 p.m. For \$10 you are treated to delicious hors d'oeuvres and great company. These meetings are good opportunities for us to get to know the members of that club so please try and stop in one Wednesday.

Fifth Annual Cooper Reading Challenge

The Boys and Girls Club of the West Valley has kicked off its Fifth Annual Cooper Reading Challenge. Between now and December 1, children of the Club will read age-appropriate books and write a review in order to qualify for a trip to Barnes & Noble bookstore in Woodland Hills. At the bookstore, each child will have \$25 to spend on one or more books for themselves or family members.

Last year, more than 200 children earned the privilege to select one or more books at a local bookstore, all funded through community donations.

The Reading Challenge began five years ago in celebration of Cooper Communications' 25th anniversary. The event, in which Cooper Communications provided \$25 for each of 25 youngsters in its first year, has grown exponentially; this year's goal is to underwrite the costs of books for 225 children.

To make the excursion even more memorable, Barnes & Noble will give the children a 20 percent discount on their book purchases, and even treat them to snacks and goodies while they shop.

For more information contact The Boys & Girls Club of the West Valley, 818-610-1054, or visit their website at www.wvbgc.org.

New Member Presented 4 Way Test and Certificate

When Lisa Long was inducted she had to leave immediately to visit her mom in the hospital, without her Four-Way Test or certificate commemorating her induction, so Barbara presented these to her at today's meeting.

PolioPlus: Thank you to everyone who contributed to Polio Plus this week.

Happy Bucks: Thank you to everyone who contributed to Happy Bucks this week.

Opportunity Drawing: Renée D'Auria won the \$5, and Marc again got the chance to find the joker, but pulled the queen of diamonds. The pot is now over \$520.

Notable Quotable:

When a man is wrapped up in himself he makes a pretty small package. John Ruskin, author, art critic, and social reformer (1819-1900)

Faced with the choice between changing one's mind and proving that there is no need to do so, almost everyone gets busy on the proof. John Kenneth Galbraith, economist (1908-2006)

*Robin Kellogg
18604 Stare St.
Northridge, CA 91324*

2011-2012 Club Officers:

President:	
Barbara Pampalone	H 818-882-2395
Immediate Past President	
Martha Stulman	H 818-708-8947
Administrator & Club Chair:	
Beth Ullman	H 818-701-6889
Secretary:	
Rosielee Jones	C 818-703-3201
Treasurer:	
Frank Santucci	C 818-652-7529
Membership VP:	
Marc Tapper	H 818-425-6667
Projects VP:	
Rich Miller	W 818-994-8234
Foundation VP:	
PDG Emilio Basile	H 818-886-4142
Sara Vasquez	H 818-368-6682
Public Relations VP & Bulletin Editor:	
Robin Kellogg	H 818-993-5378
Community Chair:	
Judy Rockey	C 818-683-3510
Int'l Chair:	
Sara Vasquez	H 818-368-6682
New Generations Chairs:	
Clinton & Rosielee Jones	C 818-609-7105
Vocational Chair:	
Carlos Menjivar	818-996-7337
Programs Chair:	
Robin Kellogg	H 818-993-5378
Sgt. at Arms:	H 818-882-1659
Renée D'Auria	
Parliamentarian:	
OPEN	