



Mid San Fernando Valley

www.midsanfernandovalley.org

Service Above Self

Meeting at Denny's restaurant
Thursdays, 12:10 p.m.

16575 Sherman Way, Van Nuys, CA



Reach Within to Embrace Humanity

December 8, 2011

Invocation: Bub Pickup

Flag Salute: Renée D'Auria

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

Guests and Visiting Rotarians: Rev. Frank Rivas of the Emerson, MN Unitarian Church, and Dawn Handler, our speaker

Announcements:

Salvation Army Store Grand Re-Opening

On January 19, at 9:00 a.m., the Salvation Army (TSA) Canoga Park store will re-open! Fully refurbished and remodeled after suffering major water damage, the store is set to open January 19. You are invited to join business and community leaders for the ribbon cutting – help celebrate the return of this important piece of the Valley's economy. It has been much-missed by both collectors and those who rely on the store for a reliable source of clothing and household goods at prices they can afford.

What else can we do to help? **Please support TSA** with donations, which are down in this uncertain economy. Items of all kinds, from knick-knacks to cars, are needed. Look for sites where donation boxes (5x5 feet) can be placed, or one of the donation trailers. Boxes can be serviced (emptied) daily, if need be, to prevent undue clutter or overflow. Currently there are only 3 such sites in the Canoga Park center's area, compared to more than 30 in the Glendale area.

Judy also asked us to consider sponsoring a donation drive in January. TSA would do the work; we would spread the word and get a location for the event. Churches are especially good choices as they have a "captive" audience, will often allow the Captains to speak to their congregations during services to promote the event, and have the space and parking needed. Lisa suggested we also ask churches for their remainders after they hold one of their own rummage sales. Great idea!

Four centers have closed in the last 10 years due to a shortage of funds. It would be a real loss to both the community and beneficiaries of the rehabilitation program to lose any more. Besides being a local employer and disaster recovery supplier, for many in this difficult economy the Salvation Army is their only or main source of household goods.

Calendar

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| 12/15 | Soraya Deen , Promoting Dialogue in Difficult Times |
| 12/17 Sat. | Operation Gratitude packing day, The Armory (on Victory at Louise)
Holiday Party & annual gift wrap at Les Grossman's home, 6:00 p.m.; RSVP to Emilio or on-line for address |
| 12/20, Tues. | Board meeting , 5:30 p.m. |
| 12/22 | DARK – Enjoy your holiday! |
| 12/29 | DARK – Enjoy your holiday! |
| 1/5 | Nathan Wolfstein , Disaster Services Preparation in the SFV |
| 1/12 | Alice Muntean , trip to Fiji |
| 1/5 | Melanie Bickelman , Newborns in Need |

More good reasons to support the Salvation Army: It is the only other organization that works with the US government on a national basis (besides the Red Cross) to assist victims of disasters. They provide clothing, food, emergency shelter and household goods. They are not government funded in any way, getting all their support from donations or sales of donations. And they are a non-profit, unlike Goodwill, which gets most of its funding for its employee training program from the US government.

If you have any questions or ideas you'd like to share, please contact Captain Judy Rockey at 818-683-3510.

(Editor's note: My apologies; this story was inadvertently omitted from last week's bulletin.

Christmas and New Year's Eve at the Salvation Army

It's that time of year, and we will again be stepping in to set up, serve and clean up so the men in residence at the Salvation Army Adult Rehabilitation Center (ARC) in Canoga Park can enjoy dinner with their families. Judy is coördinating the schedules, and said she still needs some volunteers for Christmas day (10:30 a.m. – 12:30 p.m. or 11:45 a.m. – 1:45 p.m.) and New Year's eve from 2:30 – 4:30 p.m. or 5:00 – 7:00 p.m. 4-5 Persons are needed for each shift, to help set-up, serve or clean up. Judy is also looking for someone who can play keyboard for the Beneficiary Christmas Eve Party (a fun sing-a-long!) from 8-9 p.m. on the 24th, so if you, or someone you know, can fill that bill, please let her know. Judy can be reached by email at judith.rockey@usw.salvationarmy.org, or at 818-683-3510.

Special Presentation

With obvious delight and a bit of fanfare, PDG Emilio Basile presented Jean Mabilon with his Paul Harris Fellow plus 3 pin today. As Emilio said, that represents 30,000 children immunized, plus so much more, as a direct result of Jean's generosity. Congratulations, Jean!



PDG Emilio Basile and Jean Mabilon

Update on Nobel Early Education Center Fundraiser

Sara announced that the December 6 fundraiser for Nobel here at Denny's was a nice success, and possibly the first of many such events. Denny's is giving the school 15% of every dinner check (with flyer).

The money raised will be used for classroom materials and supplies. If you weren't there for dinner, you can still help by donating age-appropriate supplies, such as large crayons, construction and drawing paper, large pencils, etc. For more information, please contact Sara at 818-368-6682.

Membership

Marc reminded each of us to bring more guests, and to give him the name and contact information of anyone we think would be a good Rotarian – he or one of the other committee members will invite them to a meeting.

District Holiday & Foundation Party, Dec. 10

Jean and Antoinette Mabilon, Renée D'Auria, Rich Miller, Barbara Pampalone, Martha Stulman, Sara Vasquez with her son, Alex, and Beth Ullman all enjoyed the good food, good talk and lively auctions at this year's – and our district's last – holiday fundraiser. Because the district is being dispersed, all monies raised are being sent to the annual programs fund of The Rotary Foundation, and the first \$10,000 were matched with an additional \$10,000 from the district's foundation.

Auction goodies included a ride in Rich's single-engine Cessna 182, a beautiful baby quilt hand-made by Martha (for which PDG Les Grossman was the lucky high bidder), a 7 way necklace and Dom Pérignon champagne from Beth, and Christmas entertaining items from Judy. As usual, our club went over and above what was asked of us! Too bad we didn't win the 7 days stay in the mansion

on the beach in Maui... That would have been a great way to end the year!

But we got something maybe even better – a \$3,000 matching District Simplified Grant for our portable dental clinic! With these funds, the equipment needed for any number of volunteer dentists in the valley to service those at shelters, the mission, the Salvation Army and New Horizons (where it will be stored) can soon be purchased.



Barbara (center, in red) and other club presidents accept their District Simplified Grants

Immediate past RI Director John Blount was our keynote speaker. With humor and insight he shared his unique perspective of Rotary's history and current direction in the face of numerous world-wide challenges. But above all his optimism came through that we can and will continue to make positive changes in our world.



Sara Vasquez with her son, Alex, being interviewed

4 Way Test Essay Contest

Sara has already heard from Monroe High School that they would like to hold another 4 Way Test Essay Contest

this year, and she believes Frost Middle School will, as well. If you'd like to help with this wonderful challenge for kids, please contact Sara.

Rotary Minute

Judy commented on an ad from The Rotarian that said "split a candy bar" with someone and save a child. For just half the cost of a candy bar, we can provide vaccines through PolioPlus. It is that easy, and costs that little, to provide critical vaccines to the children who need them. So share that candy bar and between you send TRF the cost of just one, and save two children from polio.

Bingo: Rich let us know he is still waiting on the tax exempt letter from the state. Frank is working on that, from home, as he continues to recuperate from his hip replacement surgery. Hope you're doing great, Frank!

More Congratulations!

On behalf of the nominating committee, Beth recommended Sara Vasquez be our club president next year. She was elected enthusiastically and unanimously. Next week we'll elect the club secretary. These two positions need to be filled by December 31 each year for RI to put together the annual directory of clubs. Congratulations, Sara! You'll be great.

If you are interested in any board or committee position for the coming year, please email / talk with Sara.

Speaker: Dawn Handler, Handy Gal, Social Marketing

Dawn is not just an expert in social marketing, she has broad experience in a number of related fields, from the film industry to the world of couture. But it is for her skills at business promotion on the internet that Robin has been most grateful, and the reason she invited Dawn to be our speaker.



Dawn Handler and Barbara Pampalone

Dawn explained that businesses often don't present a coherent and consistent image to the world; modern social media like blogs, Twitter, email and websites need to be

cohesive and connected for greatest impact and success. First we have to determine our audience: who are we trying to reach? What does an ideal customer look like? Or need? What do they do well? Where can we be of help? How much will they spend on our product? What industry are they in? Where are they located? Approaches will vary greatly if they are local, national or international.

Next we need to design a consistent approach to reach those ideal customers. Our message in ads, emails, websites, blogs, FaceBook and Twitter should be in concert, not conflict.

Target your chosen clients by making them your audience. Educate people in your area of expertise; invite people in. Don't worry about "giving away" your product – you'll prove yourself knowledgeable and worth doing business with, and develop good relationships. Educational offers and gifts in your emails, ads, etc. can link to your own website or blog, as well as those of others. FaceBook is a great way to get your message out without being abrasive; you can ask a question and those that answer are indicating their interest. Or they can link to your electronic gift, such as an on-line article or video demonstration.

There are a great many ways to provide information and other things your clients might appreciate. These are just a few:

- Podcasts – basically a scripted radio program, with Q&A, it is conversational and informational, and can be put on YouTube for wide dissemination.
- Articles of general or specialized interest.
- Links to your blog or those of others in the field with useful information.
- Videos – instructional or informational, preferably short.
- Webcast recordings.
- Event invitations.
- Check lists.
- Self analysis tests.
- Analysts' reports.

These should all include a link to those sites you want your clients to visit, whether your own product website or an outside evaluation blog that mentions your company; your FaceBook (FB) page or an event listing that you'll be at.

Create a strategy for lead generation, including networking, follow-up, leads from others, events, etc. FB is especially easy to do this with. You can post a question, such as "Did you see...?" and depending on the response, suggest the reader meet or talk with you.

Use LinkedIn to bring folks closer, remembering they don't want to do business usually with strangers. Put some of yourself into all your on-line information, from hobbies to events you attend to family and pets. It's not just business. Your photo and all other on-line aspects should be welcoming, so smile at the camera or video cam, write your information in a concise but friendly manner, and be casual while also being professional.

There are some easy ways to expand your market with on-line lists. Use interest / focus groups, LinkedIn, FB and the like, but don't overlook joining civic action campaigns,

the press corps, Yelp (which has on-line product and service reviews by actual customers) and others. Ask your customers to rate you on Yelp, and add a link to that review on your various sites. Even offer them a gift for doing so, which you send before hand, so they feel obligated to follow through. Join Judy's Book, Angie's List and Craiglist. Get on CitySearch and YP (on-line Yellow Pages). Search engines constantly sweep these pages for listings, so getting on them can significantly improve your SEO (search engine optimization) numbers, as Robin has found since working with Dawn. That, in turn, will help your site(s) rise to the top of the lists when a potential customer looking for your product or service enters a word search on Google, Yahoo or other search engine.

While Dawn says she is primarily an image consultant, focusing on local aspects of her clients' businesses, she will also help with basic web design and other marketing tasks. Her favorite part seems to be helping a client differentiate themselves, such as a local insurance agent looking for some way to stand out among the hundreds vying for business in the Valley. She gave him a cause: distracted driving. He became an authority in that area of insurance, giving talks to schools and organizations, and then people thought of him when they thought of insurance – which greatly increased his business.

You can reach Dawn at 310-499-0224 and via email at dawn@myhandygal.net, or visit her website: www.myhandygal.net

Correction, Knitting Communities Together

In last week's bulletin I erroneously said Sara Miller donated 50 baby afghans with matching hats – the number was actually 15. I also said Sara was a Holocaust survivor, but that is actually Kitty Saunders, who donated 150 knit scarves. My apologies for the errors.

Reminders:

Register for December 17 Holiday Party

Please register online to attend our joint club holiday party on December 17, our club's celebration with the Van Nuys and North San Fernando clubs, via the top left link on www.sanfernandovalleyrotary.org, our club website. Also available then 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. Remember, we will be incorporating our annual gift wrap for a local charity into the joint holiday party; this year it's Casa Esperanza.

Exchange Student Needs Activities & Housing

Leo Baum, our Rotary exchange student from Germany, is still in need of activities for the holidays and housing for part of his stay here. You don't need to be a Rotarian or to have children in your home to participate in this wonderful cultural exchange. He is attending Daniel

Pearl Magnet High School, which is next to Birmingham High School on Balboa north of Victory. School vacation starts December 19. If you can help, please let Barbara know. You can reach her by phone at 818-882-2395, or by email at pampalone@dslextreme.com.

PolioPlus: Thank you to everyone who contributed to PolioPlus today.

Happy Bucks: Thank you to everyone who contributed today, including Rosie, who said her grandkids loved the Calabasas club Penny Party, and she'd like to see us do one. These contributions go into our general fund for expenses and projects that aren't self-supporting.

Raffle: Jean won the \$5 and the chance to try for the joker, but pulled the 10 of hearts. The pot is now \$623!

Notable Quotable:

"The most dangerous of all falsehoods is a slightly distorted truth." Georg Christoph Lichtenberg, scientist and philosopher (1742-1799)

"It is not what we do, but also what we do not do, for which we are accountable." Moliere, actor and playwright (1622-1673)

Happy Holidays!

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 Robin Kellogg	H 818-993-5378
Bulletin Editor pro tem: Beth Ullman	H 818-701-6889
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: Renée D'Auria	H 818-882-1659