



Mid San Fernando Valley

Service Above Self

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



March 17, 2011

Flag Salute: Renie D'Auria
Invocation: PDG John Alexander

Attending Members: PDG Emilio Basile, Jean Mabilon, Capt. Judy Rockey, Roz Dubrow, Beth Ullman, Barbara Pampalone, Marc Tapper, Sara Vasquez, Renie D'Auria, Rich Miller, Frank Santucci, PDG John Alexander; Robin Kellogg

Visitors: Kevin Taylor (kevntaylr@gmail.com), guest of the club, is a music industry talent representative looking for ways to get more involved in the community.

Announcements:

District Assembly April 2

We're going to carpool! Join our club and the rest of the district at our annual District Assembly, being held this year at Desert Christian Schools, 44648 15th St. W, Lancaster, 9:00 a.m. to 3:00 p.m. It is free to all Rotarians and guests, lots of fun, and a great place to learn – all incoming officers and Avenue of Service Chairs will have break-out training sessions to help them prepare for next year. Please let Martha know if you plan to attend, so she can turn in our headcount, or sign up on the district website: www.rotary5260.org.

Rotarians at Work Day

April 30 will be our third national Rotarians at Work Day. Our club has two great projects planned: we'll again help the Van Nuys club with the Birmingham H.S. track meet for kids who normally don't get to compete, and we'll be working with the Audubon Society to clean up the Sepulveda Basin Wildlife Reserve, a project we've wanted to do for over a year. The track meet will be all day, with shifts available at different times, while the clean up will be just from 9:00 a.m. 'til noon. Judy promised to have 6 of the beneficiaries help in the basin.

As in past years, we encourage all Rotarians to wear the logo proudly. Rich has hats for those who haven't yet gotten one (no charge), and Beth has the Rotarians at Work tee shirts in a variety of sizes, \$5 each. Please wear one or both while you work!

Bingo Fundraiser Update

Rich reported that a license is required to have a bingo fundraiser, with a 60 day waiting period after application. We are working with the North Valley Rotary club and the Local 300 Union for this event, and so may

Calendar

3/24	Richard Cortes , Rotaract
3/31	Star Tomlinson , Cover Those Toes
4/2	District Assembly , Desert Christian Schools, 44648 15 th St. W, Lancaster, 9:00 a.m. to 3:00 p.m.
4/7	Martin Cooper , Cooper Communications, and author of "Mulholland"
4/14	Gail Meyer , Moving Matters
4/30 Sat.	Rotarians at Work Day
5/10	District Awards Due
5/23-26	RI Convention New Orleans
6/9-12	District 5260 Conference , Long Beach, Hilton Hotel and Executive Center, 701 W. Ocean Blvd.

use the union hall. An alternative is the Knights of Columbus hall, where they already have a bingo license. To help plan and execute this fundraiser, please contact Rich, Beth or Emilio.

Additional Items

Toastmasters will hold a special event on April 14, when renowned speaker, trainer, author and coach Mike Rounds presents "Find Your Voice, Find Your Message and...Deliver It!" The event will be held at Corky's Restaurant, 5043 Van Nuys Blvd., Sherman Oaks, CA 91403 from 6:00 to 9:00 p.m. Cost is \$15 which must be paid in advance. Please mail your payment by April 4 to Marcia Bruce Bush, P.O. Box 803370, Valencia, CA 91380. Checks can be made payable to Motivated Toastmasters. For further information contact Bette Martin at bette@necessaryorganizing.com or call (818) 753-2927.

The North Valley Chamber of Commerce, of which our club is a member, is holding a mixer tonight. We can attend mixers as members, but cannot promote our own businesses when doing so unless we hold an individual membership as well. To give members enough notice to be there, we will make sure we know when the mixers are scheduled and add the schedule to our bulletin.

Also tonight will be a meeting of the new Woodland Hills Sunset club, at the very nice Himalayan Restaurant. They meet at 6:00 p.m. on Thursdays, if you know anyone who needs an evening club in that area.

Our last joint club meeting was so successful, we are

starting the planning for another. Emilio suggested it be at a different venue, and mentioned The Village at Northridge. Please contact Rich with any suggestions.

Japan and Pacific Islands Disaster Relief

Rotary International has set up a special fund to help with rebuilding efforts necessitated by the devastating 8.9 earthquake and tsunami that hit Japan last week. Several of our members were at the CLM and pledged donations, which Rotarian Bud Cashen, of the Woodland Hills club, promised to match if made that day. If you would like to participate, please contact Beth, who made a pledge for both herself and the club. Because this is a special fund, donations are not eligible for Paul Harris points, but they do count toward your total RI Foundation contribution.

Reminders:

Fundraisers for LAUSD Field Trips

During the week of March 21-27, visit one of three Denny's in the area including the one at which we hold our meetings (16575 Sherman Way, Van Nuys). The other Denny's are listed on the flyer. You can also go to the Coco's at 22200 Sherman Way in Canoga Park. Show the server the flyer and we'll receive 15% back to give the Early Education Centers at Gledhill, Joan Elam, Nobel and Northridge Elementary Schools. If you didn't get a flyer, or need more, please contact Sara. The fundraiser we held at McDonald's a few weeks ago, which benefited the Lemay Early Childhood Center, raised \$721. This is enough to rent two school buses to take the children on a field trip.

Reach Out and Read Fundraiser

Border's bookstore at 6510 Canoga Ave., Canoga Park, has set aside March 1 through April 30 for a Spring Book Drive to benefit Reach Out and Read, which provides physicians with books to give out to low income families. While you're purchasing something at the store, pay for a children's book, which will be donated, to Reach Out and Read. Come to the store on Saturday, April 23 from noon to 2:00 p.m. and view a display of the doctor-recommended books. There will also be free stickers and bookmarks as long as supplies last.

To find out more about Reach Out and Read, contact Debbie at 818-838-7218, debbie@rorlosangeles.org, or visit her website: www.rorlosangeles.org.

District Conference

This year, our District Conference will be held June 9-12 at the Long Beach Hilton. Reserve your spot by April 30 and save half of the \$35 conference registration fee. Sign up for all the meals and receive an additional \$25 discount. Make certain to reserve your hotel room by Monday, May 9 for the special room rate of \$115/night. Registration forms are included in the March District newsletter, and are now on the district website as well: www.rotary5260.org.

Speaker, Craft Talk: Frank Santucci, World Financial Group

Frank has had a wide variety of careers, starting with the U.S. Army, into which he was drafted on Dec. 7, 1955

– the 14th anniversary of the bombing of Pearl Harbor. He did his basic training at Ft. Dix in New Jersey, not much fun in the winter. During those eight weeks he volunteered for guard duty as a way to keep warm – the guard shacks were heated! From there he was sent to Georgia, where he got into a radio and teletype school. But when the instructor asked who could type and he raised his hand, having taken typing in high school, he found himself five minutes later outside mowing the grass. Most of the class was spent just teaching the men how to type.

While there, Frank was also a trumpet player in the base band. When he got orders sending him to Korea, he went directly to the Colonel in charge of the base and argued the band couldn't spare him, so couldn't his orders be changed. Turns out they could, and he stayed there, and in the band, until his discharge.

Those of us lucky enough to attend a performance of the Los Angeles Symphonic Winds, an orchestra comprised of 100 musicians, including Frank, know how skillfully he still plays the trumpet.

After the Army, Frank was a gandy dancer for three years. Turns out that's not a stage performer, but a rail worker who places and fixes the rail ties, using the hand-propelled cart we've all seen in old movies to travel along the tracks.

In 1963 Frank started another three-year stint, this time in radio, then three more handling cameras in television production. From there he joined a company selling transmission equipment. When that company was sold to Ampex, he moved with the new parent to northern California, staying 10 years.

By 1982, Frank decided to start his own video equipment company, which he moved to southern California in 2001 as Santucci Video, a company he still owns and operates. In fact, since he started in 1961, this year marks his 50th anniversary in the television industry. Some years later he added Pets & U Photography, now closed in the face of the exploding digital camera market.



Frank Santucci with president stand-in Beth Ullman

Marc Tapper and Frank met in 2004, and soon after Frank became a member of our club, then president in 2007. It was at PETS (President Elect Training Seminar) that he met another incoming president, who worked in the financial market. When looking for a new job, he contacted her, and about 18 months ago joined the same company: World Financial Group. While Kristine Mason, our Jan. 20th speaker, talked about insurance, his topic and area of business is a related product: annuities.

Just in case he hadn't done enough different things, in 1978, when he was between jobs, Frank got his pilot's license. He still loves to fly, and has gone up with both Marc and Rich, but doesn't fly on his own much anymore. The other fun activity he keeps up is his trumpet playing. We're all invited to hear him at the next Los Angeles Symphonic Winds concert, May 22.

Frank asked some excellent questions to learn what we might already know about annuities. He explained that his business is helping families and companies plot a plan for their future. Most people aren't aware of all the different elements that need to be considered for the wide variety of circumstances they could face, including natural disasters.

Even just considering cash flow, basic needs expense management and debt management, many folks are out of control, often with huge credit card debts. He works with another company that can help put things back in order, by arranging payment plans and getting reductions of the debts to as little as 50 cents on the dollar.

In preparing for disasters, Frank advises having 3-6 months' expenses in cash on hand – ATM's may not be working, banks may not have access to their records or even be open, and cash may be your only means of exchange. Obviously a disaster of the magnitude we are seeing now in Japan is something we hope never to be faced with, but we all know it could happen, and most of us remember the first, difficult days after the Northridge earthquake.

Frank also helps with more normal future planning for retirement, and estate management. One vehicle that is especially good for retirement and building a special purpose nest egg (like for college tuition) is an annuity. Annuities are investment vehicles that you pay into for a fixed amount of time (or in one lump sum), which pay out a fixed monthly / annual benefit upon your retirement, with a guaranteed acceleration rate, such as 2% per year, for the rest of your life. No matter what happens in the stock market. Ideally you live so long you get paid many times what you invested.

For more information about annuities, or any of his many interests, contact Frank at 818-652-7529 (cell) or frank915@earthlink.net.

PolioPlus: Thank you to everyone who contributed this week.

Happy Bucks: Thank you to everyone who contributed this week, including Jean for his birthday, even after we sang "Happy Birthday" to him. Guess we weren't too badly off-key!

Raffle: Marc won the \$5 and Jean again won the chance to pick the joker out of an ever-decreasing deck of cards with a chance to win half of the \$508 pot. He chose another 5, this time of spades. There are just 26 cards left.

2010-2011 Club Officers:

President:	
Martha Stulman	H 818-708-8947
Immediate Past President & Public Relations VP:	
Robin Kellogg	H 818-993-5378
Club Administrator:	
Emilio Basile	H 818-886-4142
Secretary:	
Sara Vasquez	H 818-368-6682
Treasurer:	
Frank Santucci	C 818-652-7529
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Rich Miller	W 818-994-8234
Marc Tapper	H 818-992-8211
Projects VP:	
Beth Ullman	H 818-701-6889
Foundation VP:	
Emilio Basile	H 818-886-4142
Community Chair:	OPEN
International Chair:	
Barbara Pampalone	H 818-882-2395
Vocational Chair:	OPEN
Youth/Interact Chair:	OPEN
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Debbie Navarro	H 818-838-7218
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