



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

March 22, 2012

Flag Salute: Renée D'Auria
Invocation: PDG Emilio Basile

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

Guests and Other Rotarians: Max Kellogg and Valerie Yu, our speaker

Announcements:

For Next Week's Club Assembly

On March 29 our club will be voting on whether or not to pursue a merger with the Van Nuys and NSV clubs. Even if you cannot attend, you can still vote. The board approved, for this vote only, the use of a proxy (giving someone else the right to vote for you) and absentee ballots – letting either Rosielee or Barbara know which way you wish to vote. You can choose either way to vote, or vote in person at the meeting. Just don't get left out!

2011 – 2012 Proposed Budget

PDG Emilio, our incoming treasurer, gave everyone a copy of a proposed budget for next year. If you did not get a copy, please ask him to email or mail one to you. This budget is based on not merging, and has estimated dues of \$270 for the year/person. Emilio will hand out additional information at the assembly, detailing a budget in the event we do merge, and comparing the two. Key elements are the projects that received the most votes from club members and ways to raise funds to cover those and potential new projects.

RYLA (Rotary Youth Leadership Awards)

This year's RYLA camp weekend will be in April, so all interested students must submit their applications no later than March 31. Rosielee told us not only is the Interact at Chaminade H.S. going well, but 4 students there want to attend RYLA. With luck there will again be a couple of extra slots from clubs with only one or no students to nominate, and all 4 of ours will be able to go. Rosielee is following up today to make sure they all turn in their applications.

This year's event will take place in the mountains of Arrowhead, Friday, April 27-Sunday, April 29, 2012. The cost for each attendee is just \$180 per person. Low enough for clubs to send 1 to 2 additional students. It truly

Calendar

- 3/29 **Club Assembly**, including merger vote
- 4/5 **TBA**
- 4/12 **Bob Phillips**, Captain and Safety Officer, Civil Air Patrol U.S Air Force Auxiliary
- 4/28 Sat., **Van Nuys Track Meet**, Birmingham H.S. *Rotarians at Work Day*
- 5/26 Sat., **Van Nuys Rotary Car Show**, Valley College
- 6/2 Sat., **District 5280 Assembly**, Carson Community Center, 3 Civic Plaza Dr., Carson
- 6/8 & 9 Fri. & Sat., **District Conference** at the Beverly Garland Hotel, 4222 Vineland Ave., North Hollywood, \$20 + meals

is a life-changing weekend for the students that attend, and well worth every penny.

Students will participate in a jam packed, three-day leadership seminar in one of the most pristine settings in Southern California. Through experiential learning exercises they will gain more understanding on topics such as teamwork, cooperation, creativity, compassion and communication. The Rotary Avenues of Service and 4-Way Test are also incorporated into the program.

Boys & Girls Club

Marc passed around an invitation to the Vegas-style fundraiser coming up next week, Friday, March 30, at the Warner Center Marriott. Tickets are \$100/person. In addition to this special event, the Boys & Girls Club is celebrating its 20th year this year of "impacting lives" through their music, sports, language and academic programs. All year long they will be fundraising with the theme "20 Years, \$20". Marc also offered to give us tours of the facility whenever we might like.

Food Needed – Please Bring Items to Meetings

So far we've donated about 160 pounds of food to North Valley Caring Services, a food pantry in North Hills. Keep up the good work! They still need items for both their food pantry and breakfast program until May – just 6 more weeks. They prefer non-perishable food but do take fresh fruit and vegetables. Besides bringing food, if you can help with transportation we are taking turns dropping off the donations. Their office, located on the Sepulveda United Methodist church site across the street from Green Arrow, is open Monday – Friday from 8:00 a.m. – 4:00 p.m. Office Manager Jennifer Rodriguez is at 818-891-0481 x23, and Yvette Pineda, Executive Director, x24.

District Conference June 8 & 9

Remember to register for this year's, and last, 5260 District Conference. It will be held at the Beverly Garland Hotel, 4222 Vineland Ave., North Hollywood. It is close by and just a day and a half, so it should be easy for all of us to attend at least part of this celebration and transition. You can register online or download the form from the district website: www.rotary5260.org. Cost is just \$20 plus meals.

Speaker – Valerie Yu, American Cancer Society on Proposition 29, the California Cancer Research Act

Valerie is a very active volunteer and intern of the American Cancer Society, in addition to being a full time student earning her master's degree in social work at CSUN.

The thrust of Prop 29 is to fund more cancer research and prevention by increasing the tax on cigarettes by \$1 / pack, raising \$800 million each year based on current sales. Of that amount, 75% would go into researching a wide variety of diseases, including emphysema, lung cancer and heart diseases caused by smoking. 20% would go to cessation and prevention programs, such as 800 NO-BUTTS, a free program. Quitting is not easy, especially with the increase in addictive nicotine in modern tobaccos, and organized programs have proven very effective in helping motivated individuals stop smoking.

Of the remaining funds, \$23 million, 3%, would go to law enforcement to prevent sales to minors, and 2% to administration. There is a nine-member council of cancer center directors, disease advocacy groups and chancellors of the University of California system that acts as part of a checks and balances system.



Barbara Pampalone and Valerie Yu

Prevention is focused on children since it's estimated the tobacco industry spends \$1 million each *hour* on advertising that targets kids, and 90% of all daily smokers

started by age 18. Cigarette advertising can be subtle, from strategically placed paper ads to getting favorite actors to smoke in TV shows (like the cigars even Elaine smoked in "Seinfeld") and movies, in an attempt to make smoking appear sophisticated.

Valerie suggested a new program similar to the old DARE program in schools is needed to keep kids away from both tobacco and drugs. She'd also like to see something like that at CSUN, since smoking is allowed on campus, though not within 20 feet of doors or windows. It may be the high number of foreign students, compared to a campus like Pierce, which does not allow smoking, is one reason it's not banned at CSUN.

We do know the restrictions placed on tobacco advertising and prevention programs have significantly reduced the number of smokers nationally (now 20%) and particularly in California and Utah, the only two states so far to achieve the 12% or less rate federal target. From the NPR (National Public Radio) health blog, dated July 14, 2011:

"In California, health officials estimate that 1 million lives have been spared and more than \$86 billion have been saved in care for tobacco-related illness over the past two decades. Officials say the credit goes to aggressive antismoking campaigns and health promotion in the state.

"California has always been in the forefront", says Colleen Stevens, who heads the Tobacco Control Branch of the California Department of Public Health. Back in 1988 California taxpayers agreed to put a 25 cent tax on every pack of cigarettes. 'No one had ever done this before,' says Stevens. The money was earmarked to pay for medical care for tobacco related illness. But it also funds tobacco research and tobacco control programs both in schools and local communities.

"Today the California state tax on a pack of cigarettes is 87 cents. That's quite a bit lower than the \$2 in taxes charged by many other states. But California has reaped the benefits of other interventions over time, says Stevens. In addition to the tax, California became the first state in the nation to ban smoking at indoor work sites and restaurants in 1995 and then in bars in 1998, which was 'absolutely unheard of at the time,' says Stevens.

"Many people thought mandating smoke-free environments in bars just 'went too far,' Stevens says. But today, she points to 'a whole generation of 30-somethings who have never been to a smoky bar.' It's expected now, she says, 'that you can go to a bar and have a glass of wine and not come out smelling like smoke!' It all adds up to a social norm where tobacco is simply not acceptable.

"The decline in smoking in 2010 was found among all races, including African Americans, Hispanics and Asians. Smoking among high school students decreased, and rates for both men and women declined across the board.

"Unfortunately, men still smoke more than women, as do African American men and women and Hispanic men. The most significant decrease occurred among adults ages 25 to 44.

"The health benefits are apparent and dramatic. Stevens says lung cancer rates are going down three times faster in California than in any other state. And California is the only state, she adds, where lung cancer

rates are actually going down among women. Rates of heart disease and other tobacco related illnesses have also declined."

The American Cancer Society researches most cancers, but focuses on the 4 most common. They also help fund other research groups and doctors working on other cancers and in related areas.

Prop 29 supporters include American Cancer Society, American Heart Association, Lance Armstrong Foundation and American Lung Association. Per the No on 29 website, the opponents are Californians Against Out-of-Control Taxes and Spending; major funding by Philip Morris USA and R.J. Reynolds Tobacco Company.

Reminders:

Woodland Hills Fundraisers

Saturday, March 31, the Woodland Hills Rotary club is holding a fundraiser at the Santa Anita Turf Club. If you attend, you can even get an 8:30 a.m. tour of the track facilities – the races start at noon. If you are taking the tour, please remember jeans and shorts are not permitted in the Turf Club. For more information, contact Robin.

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

Happy Bucks: Thank you to everyone who contributed today. These contributions go into our general fund for expenses and projects that aren't self-supporting.

Raffle: Bub won the \$5 and Jean won the chance to try for the joker, but pulled the 8 of spades. There are just 15 cards left, and over \$850 in the pot!

Notable Quotable:

"A man may be very industrious, and yet not spend his time well. There is no more fatal blunderer than he who consumes the greater part of life getting his living." Henry David Thoreau, naturalist and author (1817-1862)

"Man is most nearly himself when he achieves the seriousness of a child at play." Heraclitus, philosopher (500 BCE)

Meeting Information for Nearby Clubs

Calabasas, Tuesdays, 12:15 p.m.
Wolf Creek Restaurant
26787 Agoura Rd.
Calabasas, 91302

Granada Hills, Thursdays at 12:10 p.m.
Porter Valley Country Club
19216 Singing Hills Dr
Northridge CA 91326-1716

Greater San Fernando Valley **E-Club**, Mondays at 12:00 p.m., Online 24/7, <http://www.rotaryclubgreaterstfv.org>

North San Fernando Valley, Thursdays at 12:00 p.m.
94th Aero Squadron (with the Van Nuys club)
16320 Raymer St.
Van Nuys

Northridge/Chatsworth, Tuesdays at 12:10 p.m.
Porter Valley Country Club
19216 Singing Hills Dr.
Northridge CA 91325

Studio City-Sherman Oaks, Tuesdays at 12:10 p.m.
Sportsmen's Lodge Hotel
12825 Ventura Blvd. Vista Room
Studio City CA 91604

Tarzana Encino, Tuesdays at 6:00 p.m.
John O'Groats
16120 Ventura Blvd.
Encino CA 91436

Van Nuys, Thursdays at 12:00 p.m.
94th Aero Squadron
16320 Raymer St.
Van Nuys

West San Fernando Valley, Thursdays at **7:15 a.m.**
Coco's on Victory and Topanga **CORRECTIONS**
Topanga

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 818-620-2569
Programs Chair: Robin Kellogg H 818-993-5378
Sgt. at Arms: Renée D'Auria H 818-882-1659

Beth Ullman
17426 Napa St.
Northridge, CA 91325