



Mid San Fernando Valley

Service Above Self

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



March 31, 2011

Flag Salute: Rosielee Jones, D.C.

Invocation: Brenda Manke

Attending Members: Brenda Manke; PDG Emilio Basile; Roz Dubrow; Beth Ullman; Marc Tapper; Renie D'Auria; Rich Miller; Frank Santucci; PDG John Alexander; Robin Kellogg; Carlos Menjivar; Rosilee Jones, D.C.; Clinton Jones, D.C.; Barbara Pampalone; Martha Stulman

Visiting Rotarians: Jim Tenner, Van Nuys Rotary Club

Visitors: Al Feldman, Jamshid Javidi and Star Tomlinson, our speaker, were guests of the club.

Announcements:

Denny's/Coco's Fundraiser

Proceeds from our fundraiser at Denny's and a Coco's during the week of March 21-27 to fund school trips for the Early Education Centers at Gledhill, Joan Elam, Nobel and Northridge Elementary Schools raised \$162.59.

Bingo Fundraiser April 29

The Mid SFV Rotary club will join the North SFV Rotary club to sponsor a bingo event at their Union Local 300 hall, 14800 Devonshire St. in Mission Hills (corner of Sepulveda and Woodman) from 6:00 p.m. to 9:00 p.m. Admission is \$20 and includes 15 bingo cards. Additional cards are available for \$2.00 each. A Chinese auction will also be held. Tickets will be available on site. Hotdogs, drinks and snacks will be available for purchase. Proceeds from the event will support community projects in the San Fernando Valley and the Union Scholarship Fund. RSVP to Emilio Basile at 818-262-6028 or via e-mail to emilio@embasile.com.

Dodgers PolioPlus Event

Join District 5280 at Dodger's Stadium on April 30 and help Rotary in its quest to eradicate polio. The game between the Dodgers and the Padres begins at 7:10 p.m. Seats are infield reserve, behind the press boxes. Meet the Dodgers! Purchase a \$10 ticket and win a chance to visit with the team on the field during their warm up and batting practice. Dodger memorabilia will also be raffled off. Net profits will be credited to the clubs for PolioPlus.

Calendar

4/7	Martin Cooper , Cooper Communications, and author of "Mulholland"
4/14	Gail Meyer , Moving Matters
4/14	Board Meeting
4/23 Sat.	Track Meet , Birmingham H.S., on Victory at Balboa
4/30 Sat.	Rotarians at Work Day
5/10	District Awards Due
5/14 Sat.	CLM , New Horizons, Sam's Café, 15725 Parthenia Ave., North Hills, CA, 8:00-11:00 a.m.
5/19	GSE Team , Joint Club Meeting
5/23-26	RI Convention New Orleans
6/9-12	District 5260 Conference , Long Beach, Hilton Hotel and Executive Center, 701 W. Ocean Blvd.

Joint Club Meeting for GSE Team

On May 19, the Mid San Fernando Valley Rotary Club will join the Northridge/Chatsworth Rotary Club, North San Fernando Valley Rotary Club, and Granada Hills Rotary Club for a joint meeting. The program will be the visiting GSE team from Peru.

Van Nuys Club Track Meet

This is the 32nd year of the Van Nuys Rotary club's track meet, scheduled for Saturday, April 23. Student athletes from high schools throughout the Valley are invited to attend the event. If you want to help out that day and haven't signed up yet, please let us know so we can alert the Van Nuys club.

Japan Earthquake Relief Fund

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. Since this is a special fund, donations are not eligible for Paul Harris points, but they do count toward your total RI Foundation contribution.

Reminders:

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.

The Simi Valley store at 2910 Tap Canyon Rd. – off the 118 freeway at Tapo – has also decided to participate. While you're purchasing something at either store, pay for a children's book, which will be donated to Reach Out and Read. Come to the store on Saturday, April 9 or 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.

Rotary Food for Thought by John Alexander

I have been in Rotary for 42 years. To some that may seem like a long time, but those years have been filled with experiences and adventures that I will always remember because they helped shape my life in Rotary, my home life and how I dealt with people in business as well as socially.

Many years ago in Atlanta, GA, I attended my first Rotary International Conference. As an incoming President, I attended as many meetings as possible. I learned a lot about Rotary at that convention, but most of all I met a Rotarian, an older gentleman, who introduced himself to me. He said, "Hi young man, my name is Buzz." We spoke for an hour or more. Buzz was very knowledgeable about Rotary, and I thought to myself that this man must have been the most dedicated man I've ever met. Before we parted, he gave me a pocket-sized booklet entitled "Little Lessons In Rotary." Who was this man? He was Charles "Buzz" Tennent, a Past RI President (1957-58). I still have that booklet and find it very useful.

There is one sentence in that booklet that has always meant a lot to me and has helped shape my thinking about Rotary and its administration. That sentence is, "You can't play the game if you don't know the rules." This is so true. The best clubs succeed in part because they make sure they know and follow the rules.

Speaker: Star Tomlinson

Star Tomlinson, owner of THE DRAIN CO., spoke to us about two causes near and dear to her heart: The Patricia Henley Foundation, started by her mother, and Cover Those Toes, established by Star in late 2010.

"My mother was the first person to take on Philip Morris as an individual and win," said Star. That was in 1997, a year after a precedent case lifted immunities for the tobacco industry and just after Patricia was diagnosed with lung cancer.

Upon receiving the news from her doctor that she only had months to live, she was intent on going home to die. But then something happened. Patricia heard that there were toxic chemicals in cigarettes and when she found out how many, and that the tobacco companies were fully aware of it, she got angry.

Patricia started smoking at age 15, in an era that did not require tobacco companies to put warning labels on their packages. Instead, they targeted teens, seducing them with sexy, glamorous imagery. Star, like her mother was smoker until her eight-year-old daughter told her that if Star died of cancer, she wouldn't come to her funeral. That's when she quit. "I thank her every day for saving my life," noted Star.

At age 51, after receiving her diagnosis of terminal cancer, Patricia took up the cause to force the tobacco industry to stop targeting children and to force them to clean up their product.

There are more than 4,000 chemicals in tobacco smoke and at least 69 of those chemicals cause cancer. They include arsenic, methanol, paint, cadmium and butane, among others. Ammonia, another key ingredient, creates the same environment in the brain as free-basing does.

Patricia began her campaign by writing to Oprah Winfrey asking for her help in letting others know the dangers of smoking. Then she went to court. Five years later, she won the case and used the award money to start her foundation—The Patricia Henley Foundation. Although she wanted to impart her no smoking message to children, she felt that because she smoked it was hypocritical. Instead, her foundation began helping teens express themselves through the creative arts.



Martha Stulman (L) with Star Tomlinson

Since her mother's death, Star became determined to take her mother's story directly to school-age children and expand on the dangers of smoking cigarettes. She hopes to partner with an organization that already works

with children. If you know of any organizations who may be good partners for Star, please let her know. At the meeting we suggested SOS, which teaches good nutrition to students in a mentoring program, and the Boys and Girls Club.

In addition to this, Star has started her own organization to provide shoes and socks to needy families in the San Fernando Valley. As she does not have nonprofit status, she has been passing the donations along to M.E.N.D. (Meet Every Need with Dignity). Her goal this year is 10,000 pairs of shoes. Let's try to help her make it.

Star can be reached at (818)344-1114 or service@thedrainco.com.

PolioPlus: Thank you to everyone who contributed this week.

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

2010-2011 Club Officers:

President:	
Martha Stulman	H 818-708-8947
Immediate Past President & Public Relations VP:	
Robin Kellogg	H 818-993-5378
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