



# Mid San Fernando Valley

[www.midsanfernandovalley.org](http://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

## April 26, 2012

**Invocation:** Lisa Long  
**Flag Salute:** Bub Pickup  
**4 Way Test:** Clinton Jones

**Attending Members:** Frank Santucci, Martha Stulman, Rosielee Jones, Clinton Jones, Rich Miller, Lisa Long, Judy Rockey, Jean Mabilon, Roz Dubrow, Renée D'Auria, Robin Kellogg, Sara Vasquez, Carlos Menjivar, Marc Tapper, Barbara Pampalone, Bub Pickup; Beth Ullman

**Guests and Fellow Rotarians:** AG Mel Powell of the Greater San Fernando Valley E-Club, and our speaker

### Please Bring Food Items

So far we've donated about 220 pounds of food to North Valley Caring Services, a food pantry in North Hills. But they still need items for both their food pantry and breakfast program until May. They prefer non-perishable food but do take fresh fruit and vegetables. If you can't (or forget to) bring items to a meeting, you can deliver them to the church: Sepulveda United Methodist, 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. Because of the locked gates it is helpful to call before going or when you are close.

### Announcements:

#### 4-Way Test Essay Contest

Our Monroe High School 4 Way Test Essay contest winners will be honored, with their principal and parents, at our May 3 meeting. The essay winners will read and comment on their papers, and our video students will talk about how they wrote and produced their film. Winners are Leo Romo, Kevin Ortiz, Faisal Shah and Jose Mares.

#### Demotion Party July 8

Just two months left in the Rotary year – must be time to plan Barbara's demotion! It will again be held at Beth's house so we can properly "baptize" Barbara into the cadre of past presidents. Sara will chair the party committee, and got volunteers Rosielee, Martha, Robin, Renée, Judy and Marc to help with set up, clean up, food organization, invitations and any other details that need to be decided.

#### Interactors and RYLA

Rosielee gave us the roller coaster story of how she was finally successful in getting four of our Interactors to

### Calendar

- 5/3 **4-Way Test Essay Awards**, presentations to Monroe High School winners
- 5/10 **Joint meeting**, club assembly, 94<sup>th</sup> Aero Squadron, 16320 Raymer St., Van Nuys
- 5/12, **Sat., Entrepreneurial Training**, 9:00 a.m. – 1:00 p.m. at Rich's office, 7120 Hayvenhurst Ave. #108, Van Nuys
- 5/17 **TBA**
- 5/24 **TBA**
- 5/26, **Sat., Van Nuys Rotary Car Show**, Valley College
- 6/2 **Sat., District 5280 Assembly**, Carson Community Center, 3 Civic Plaza Dr., Carson
- 6/6, **Wed., Bingo Event** at Union Hall (tentative date)
- 6/6 – 6/9, **Wed. – Sat., Rotary Intern'l Convention**
- 6/8 & 9, **Fri. & Sat., District Conference** at the Beverly Garland Hotel, 4222 Vineland Ave., North Hollywood, \$20 + meals
- 7/8, **Sun., Demotion Party**, 4:30 p.m. at Beth's house

attend RYLA this weekend. Whew! Congratulations, Rosie! We know how hard it can be to get the kids to follow through even on things they want, but this will mean more to them than they can even imagine. We look forward to hearing about their weekend, and all the great plans for Interact they'll have as a result.

### Rotary Minute

Sara told us about Holly Ransom, founder (in 2009) of Women Who Lead, a nonprofit organization started to offer strong female role models. Holly had seen in her first year in college how the lack of such models was demoralizing her friends, and organized the group the same year to offer both positive examples and foster leadership skills. Last year, at just 22, she joined Rotary and learned only 2% of all Rotarians are under 30, and just 16% are women (worldwide). She graduates college in June and will become the club president in July. Sara used this article in the April Rotarian (p. 11) as a segue to how our clubs need to change our habits and outreach efforts to reach younger members who can infuse new vision, dedication and energy into Rotary.

Lisa suggested that while we have trouble getting really young folks into our group, we could target their parents and possibly attract a lot of them, based upon all the work we do to help their children and young adults. In particular parents of our future entrepreneurial students, Interactors and possibly our 4-Way Test essay winners.

## District Conference June 8 & 9

Mel shared that this last District 5260 Conference will celebrate not just this year, but our entire district history, with lots of activities, photos and more. Be there! It will be at the Beverly Garland Hotel, 4222 Vineland Ave., North Hollywood. Register online or go to [www.rotary5260.org](http://www.rotary5260.org) and download the form. If you don't have internet access, just ask one of the club officers for a paper copy. Cost is just \$20 plus meals.

## Spring Concert May 19

Lisa announced Community Choir's Spring Concert on Saturday, May 19. There will be two shows, at 4:00 and 7:30 p.m., at the First Presbyterian Church, 10400 Zelzah Ave. in Granada Hills. Cost is just \$20/ticket. Visit [www.coacc.net](http://www.coacc.net) or email [coaccinfo@yahoo.com](mailto:coaccinfo@yahoo.com) for information or reservations.

## Dental Project

Barbara still has some funds for supplies, but says she needs another source for on-going viability. That could be met if some of the patients have insurance that can be billed, providing a steady source of income for the project, and it appears some of the New Horizons patients do. All payments received will be used for the project. Please contact her with any ideas or suggestions you may have.

## Past Member Update

Captains Van and Nathalie Young of the Salvation Army are doing well, and send their regards to everyone.

## Speaker: AG Mel Powell, Membership Development

Mel started with the premise that Membership Is Fun, and proceeded to make hearing about it just that. He told us that a Russian Soyuz spacecraft docked at the International Space Station April 6 to take off three astronauts and leave three in their place. It takes a full team to run the space station, just as it takes a full team to run our Rotary club.



*Barbara Pampalone and AG Mel Powell*

To help us keep a full, active team in play, our Zone Director, Ken Boyd, developed "Ignite", a membership development program tapping multiple sources for new members, including Rotaract clubs. To quote from the materials Mel provided:

"Future Leaders Of The Rotary World... This strategy will help Clubs find young leaders to become members. Each Club in the district will honor three (3) future leaders in two age groups: (Group1) 20 to 29 years and (Group 2) 30 to 35 years. These six will become "future leaders" with an honorary membership. Ask them to recommend (after study) the most pressing needs in the community. The Club will then develop projects to address the identified community needs. Every Rotarian and the future leaders will work on the project. After six months, they will be asked to join Rotary as active members. There are many advantages to this strategy: The honorary member and Club are fulfilling a needed community service. Cost to the honorary members is minimal, and friendships are likely to develop among these leaders. Potential leaders can be found in Rotaract clubs, Chamber of Commerce, etc.

"How to do this?"

- Divide members into groups of five (or 3 or 4).
- Each group submits a candidate to be named as an honorary member.
- Membership Committee reviews qualifications and makes recommendations to the club's Board of Directors
- Club Board of Directors picks six honorees.
- Club properly recognizes these individuals as leaders and honorary members of the Club
- Honorary members are asked to recommend community service projects.
- Club adopts one or two community service project(s) recommended by the honorary members and invites them to participate."

This group operates like a club with a club. One way to get them started is to hold a meeting in which we talk just about Rotary and what projects our club is involved in. The people invited to that meeting are any suggested by our members, but the official invitation should come from the club, hopefully removing any reluctance our members may have and making the invitees feel even more valued.

Another group Mel recommended approaching are Rotary alumni, like Sara. His club has just added Lee Broekman, whom they found through the list of alumni – she was an Ambassadorial Scholar to Amsterdam in 2001. And she immediately showed her initiative: September 11 happened just two months into her stay. On her own, in a foreign country, she organized their largest peace meeting in response to the terror.

Mel also told us about the 15 Tips strategies:

"It is suggested that the Club Membership Chairman and Committee choose four of the following tips, then organize the club to complete one each quarter.

1. Proposal Card... At a club meeting have every member fill out a Proposal Card. Follow-up by assigning individuals to invite the proposed individual to a club meeting or service project.

2. Friends of the Club President... The club president asks three members as a personal favor to propose a new member within a month. When the first one does so,

approach another member the same way so as to always have three members working on a personal pledge to the president.

3. Simultaneous Inductees... Induct several new members into the club simultaneously. This is especially good when they are the same age.

4. Former Members... Encourage the Membership Committee to develop a list of former club members. Ask a current member to invite the former members to rejoin your club or encourage them to join another club.

5. Community Projects... A successful project attracts new members. Encourage club members to invite their friends to participate in a worthwhile community project.

6. Six-Month Plan... Encourage every new member to bring in another new member within six months. A district in Arkansas, USA, experienced 17 percent growth using this plan.

7. Five For One Team... Divide the club into groups of five. Assign each group to bring in at least one new member within three months. Make this a contest with proper recognition for the winning group.

8. Rotary Guest Day... Develop a list of potential members and distribute invitations to those on the list. Host a meal and information evening for those who accept the invitation.

9. Survey... Conduct a survey to help members consider contacts they know who might be potential members.

10. Classifications... The Rotary Club of Trenton, Ontario, Canada, reads a list of unfilled classifications at each meeting. This regular reminder helps club members consider potential members during their daily interaction with a wide variety of people. The Rotary Club of Trenton gained 20 new members through this strategy.

11. Club Forum... Hold a club forum on membership development to discuss ways to seek out potential members. Follow those ideas through.

12. Increase Efforts... Study the results of Zone 25/26 Focus Group Report on increasing generational diversity. Change the club practices to be more attractive to the new generation.

13. Diary... Encourage club members to keep a 24 hour diary of everyone with whom they interact. Select potential members from that list.

14. Contest... Have a club contest to see who can bring in the most members. Reward the top three members with special awards that will instill a desire to compete.

15. Bring A Friend Day... Encourage all members to bring guests to club functions. Designate one meeting a month as "Bring a Guest" meeting.

+ Your Own Ideas... We recognize that there are many great ideas throughout the world. If you have one that could generate new members, we welcome you to formulate your own strategy for your club."

As Mel advised, we need to remember that all of us are on our membership committee. We might even help a club in another part of the world gain members through our projects, invitations and example of being Rotarians. Besides being an AG this year, Mel is our district's Membership Development Chair and on the Zone 25/26 Ignite Team for next year (which has already started work). If you have any questions or suggestions, he can be reached at 818-379-9635 or rotarymelpowell@aol.com.

**Priscilla Pig for PolioPlus:** Thank you to everyone who contributed to PolioPlus today.

**Happy Bucks:** Thank you to everyone who contributed today.

**Raffle:** Robin won the \$5, and Bub won the chance to try for the joker, but pulled the queen of clubs. There are just 11 cards left, and \$969 in the pot!

### **Reminders:**

**May 10 Club Assembly** will include possible new names for the merged club. Please talk to Emilio about any suggestions you may have before then, if possible. Lunches at the 94<sup>th</sup> will be \$17.28 each, to be paid to Frank, who will then pay the Van Nuys club for all of us.

### **Entrepreneurial Training**

Are you going to help teach students how to be good business people? Join us Saturday, May 12, at Rich's office for a half day of training for the instructors.

### **The Rotary Foundation**

Have you made a contribution to TRF annual fund this Rotary year? If not, please consider doing so, and help us reach 100% member participation. If you have not yet received your first PHF, remember that every dollar you contribute will be matched by the club. Contact Emilio for more information, or contribute online at [www.rotary.org](http://www.rotary.org).

### **Merger**

Volunteers are still needed for a variety of positions. Please talk to Sara or Emilio if you are interested in either a board or committee chair slot.

### **Notable Quotable:**

"Talent develops in tranquility, character in the full current of human life. Johann Wolfgang von Goethe, poet, dramatist, novelist, and philosopher (1749-1832)

### **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.rotaryclubgreaterfv.org>

North San Fernando Valley, Thursdays at 12:00 p.m.  
94<sup>th</sup> 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.  
94<sup>th</sup> Aero Squadron  
16320 Raymer St.  
Van Nuys

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

#### 2011-2012 Club Officers:

<b>President:</b> Barbara Pampalone	H 818-882-2395
<b>Immediate Past President</b> Martha Stulman	H 818-708-8947
<b>Administrator &amp; Club Chair:</b> Beth Ullman	H 818-701-6889
<b>Secretary:</b> Rosielee Jones	C 818-703-3201
<b>Treasurer:</b> Frank Santucci	C 818-652-7529
<b>Membership VP:</b> Marc Tapper	H 818-425-6667
<b>Projects VP:</b> Rich Miller	W 818-994-8234
<b>Foundation VP:</b> PDG Emilio Basile	H 818-886-4142
Sara Vasquez	H 818-368-6682
<b>Public Relations VP</b> Robin Kellogg	H 818-993-5378
<b>Bulletin Editor <i>pro tem</i>:</b> Beth Ullman	H 818-701-6889
<b>Community Chair:</b> Judy Rockey	C 818-683-3510
<b>Int'l Chair:</b> Sara Vasquez	H 818-368-6682
<b>New Generations Chairs:</b> Clinton & Rosielee Jones	C 818-609-7105
<b>Vocational Chair:</b> Carlos Menjivar	818-620-2569
<b>Programs Chair:</b> Robin Kellogg	H 818-993-5378
<b>Sgt. at Arms:</b> Renée D'Auria	H 818-882-1659

Beth Ullman  
17426 Napa St.  
Northridge, CA 91325