



Mid San Fernando Valley

Service Above Self

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



April 7, 2011

Flag Salute: Barbara Pampalone

Invocation: Debbie Navarro

Attending Members: Roz Dubrow; Renie D'Auria; Rich Miller; Frank Santucci; PDG John Alexander; Rosielee Jones, D.C.; Clinton Jones, D.C.; Debbie Navarro; Jean Mabilon; Robin Kellogg; Barbara Pampalone; Beth Ullman

Visitors: Bub Pickup, Director of Visiting Angels (818-855-1263) and a building mate of Rich's, and Martin Cooper, a longtime friend of Marc Tapper and our speaker, were guests of the club.

Announcements:

Hillel Trip to Cuba

Robin shared photos and stories of the successful trip to Cuba by 25 Hillel students plus staff to bring medical and other supplies to the Jewish Community there. They run the country's only free pharmacy, open to anyone in need, and help supply many other necessities. Among other places, the kids visited an impoverished local clinic and a bakery – where ration cards were needed just to purchase a loaf of bread.

Bingo Fundraiser April 29

Please invite your friends and families! On April 29 the Mid SFV Rotary club, the North SFV Rotary club and Union Local 300 are holding a bingo event at the union 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. (Donations needed! Please let Rich or Beth know if you can contribute something.)

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 (the one we'll be joining in 2012) 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

Calendar

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, New Horizons, Sam's Café, 15725 Parthenia Ave., North Hills
5/23-26	RI Convention New Orleans
6/9-12	District 5260 Conference , Long Beach, Hilton Hotel and Executive Center, 701 W. Ocean Blvd.

\$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.

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 at New Horizon's Sam's Café, 15725 Parthenia St. in North Hills. 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.

Speaker: Martin Cooper, President of Cooper Communications and author of "North of Mulholland"

If you ever wanted to know about the history of the San Fernando Valley and didn't know who to ask, now you do. Martin "Marty" Cooper, principal at Encino, CA-based Cooper Communications, and columnist for the San Fernando Valley Business Journal, has compiled his columns about the valley into a book called "North of Mulholland."

To pique our interest even more, Marty showed us a presentation he put together with snapshots of the Valley before it was developed. Here's just a bit of what we learned:

The San Fernando Valley is:

- The headquarters of entrepreneurship with more companies of less than 50 people than anywhere else in the United States.
- The home of post-production work.
- The Valley is the entertainment capital for television, radio and gaming.
- For every dollar the Valley contributes to the City of Los Angeles it gets 76 cents in return.
- Until World War II the valley was largely agricultural.
- The Klu Klux Klan paraded down Van Nuys Blvd. on September 15, 1966; Glendale served as its headquarters for years.
- The RKO Ranch was used for movie production from 1929 through 1959. It was located off Balboa, Louise and Burbank.
- Birmingham Veterans Hospital which served veterans returning from World War II is now Birmingham High School.

Now for some trivia. Let's see who was paying attention during the presentation.

1. The Hotel Cecil in Burbank was the first hotel in the Valley circa 1888. What did it feature?
2. What was the first cannery in the Valley?
3. When was the first theatre in the Valley opened?
4. Did wheat grow in the Valley?
5. What kind of cart did some milkmen use circa 1910?
6. What was the original name of the Los Angeles Daily News?
7. Why did the Valley communities choose to become part of the city of Los Angeles between 1913 and 1920? Which community chose not to join Los Angeles?
8. When did the San Diego Freeway open?
9. What is the oldest car dealership in the Valley? When did it open?



President pro tem Robin Kellogg with Martin Cooper

10. What was the first Valley community to have a semi-professional baseball team?
11. What was the original name of Woodland Hills?
12. What was the original name of Bob Hope Airport (circa 1920)? What famous aviator took off from the airport?
13. What did communities in the valley use to "hide" their business districts during World War II?
14. What is the only Fortune 100 company in Los Angeles? Hint: It's located in Burbank.

Answers:

1. "Sanitary Outdoor Bedrooms". Likely not a draw today.
2. Bonner Fruit Co. in Van Nuys.
3. 1900 in Burbank.
4. Yes, it grew in the southern part of the San Fernando Valley.
5. Dog drawn carts.
6. The Van Nuys News.
7. To have access to the water brought into the Valley by Mulholland. All the valley communities became part of Los Angeles except for the City of San Fernando.
8. 1962.
9. Casa de Cadillac opened in 1948.
10. The City of San Fernando.

11. Gerard.
12. It was originally called United Airport and Amelia Earhart flew her plane out of the airport.
13. They used tarps that looked like housing communities from the air.
14. Disney.

Martin closed his presentation by selling soft and hard bound copies of his book. Proceeds will go the Boys & Girls Club of the West Valley of which he is a board member and New Horizons. Martin is also Chairman of VICA's Board of Governors, and a member of the boards of the Valley Economic Alliance and the LAPD's West Valley Jeopardy Foundation. He is immediate past president of Los Angeles' Quality and Productivity Commission, a member of the Motion Picture Academy and an Honorary Fellow of the Harry Truman Library. His most recent honors include the Harmon Ballin Community Service Award from VICA and being named the UCLA Extension Distinguished Instructor for 2010.

Martin can be reached at (818) 789-5454 or email him at mcooper@coopercomm.net

Rotary Food for Thought by John Alexander

Are your new members learning about Rotary? Rotary education is a process in which a new member with the motivation to serve his fellow man discovers the "What, Why and How of Service Above Self."

Their teachers are those Rotarians who recognize in them the necessary motivational qualities and abilities and then do their best to inspire, instruct, and guide them in the principles of Rotary. How are your new members informed about Rotary? Have they:

- become well acquainted with existing members?
- attended a board meeting?
- considered assembly, conference or convention attendance?
- maintained good meeting attendance?
- been given some significant task to do in Rotary?

What's New in the World of Rotary

Did you know that in 2009, 16 countries accounted for 93% of the world's new leprosy cases? The prevalence of the disease is highest in Southeast Asia, followed by the Americas, Africa, the Eastern Mediterranean and Western Pacific.

To curb some of the cases in China, District 3450 which encompasses Hong Kong, Macau and Mongolia launched the Liangshan Leprosy Project. The project launched by the Rotary Club of Hong Kong South more than a decade ago, maintains nine centers staffed with full-time doctors, nurses and community development officers. Besides treating the patients, the project trains patient's relatives in trades such as beekeeping, pig farming and embroidery. The effort is supported by the Kadoorie Charitable Foundation in Hong Kong.

The first few months are crucial for a new member. Rotary education is both theoretical and applied. Be sure your club maintains an appropriate balance between the two aspects of Rotary education: Club Bulletins and Club

Programs. Club bulletins should strive to contain Rotary information reports on international news, districts new and club activities. Club programs should contain programs that talk about Rotary activities in the Avenues of Service.

There are plenty of Rotarians available who can present excellent Rotary-centric programs. To find them ask other clubs, district leaders and fellow club members.

PolioPlus: Thank you to everyone who contributed this week.

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

Raffle: Rich won the \$5 (still lucky!) and John Alexander won the chance to pull the joker out of the brand-new deck, but pulled the 4 of clubs.

Photos from District Assembly

Below are some photos from our District Assembly, April 2 in Lancaster; courtesy of Beth Ullman.



District Governor Elect Tom Hardy speaks to attendees at the Assembly.



New member Clinton Jones, D.C. and takes a break with club member and long-time Rotarian John Alexander.



Veggie burger, anyone? Members of the Lancaster and Palmdale clubs serve lunch to attendees at the Assembly.

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
Membership co-VPs:	
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
Programs co-Chairs:	
Debbie Navarro	H 818-838-7218
Robin Kellogg	H 818-993-5378
Sgt. at Arms:	
John Alexander	H 818-899-2045
Bulletin Editor:	
Robin Kellogg	H 818-993-5378

Robin Kellogg
 18604 Stare St.
 Northridge, CA 91324