



Mid San Fernando Valley

Service Above Self

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



June 30, 2011

Flag Salute: Sara Vasquez
Invocation: Rosielee Jones

Attending Members: Barbara Pampalone, Roz Dubrow, Rich Miller, Rosielee and Clinton Jones, Sara Vasquez, Martha Stulman, Frank Santucci, Marc Tapper, Robin Kellogg and Beth Ullman.

Guests: Retired Deputy Attorney General for California John Venegas (Barbara's guest); Casa Esperanza Executive Director and Honorary Member of the North SFV Rotary club Martiza De Artan, and Casa Esperanza Youth Advisor Sky Hutchason.

Visiting Rotarians:
PDG and Honorary Mid SFV member Jay Saltzman

Announcements

Members Missing in Action

Richard Conrado, a long-time member of our club and part of FEMA (Federal Emergency Management Association) is once again on the road. This time he's dealing with the effects of flooding and tornado damage in the Missouri area. He sends his good wishes and thoughts. We wish him well.

DC Binders

Beth Ullman, this year's District Awards Chair, put the binders containing all the projects submitted for this year's awards out for everyone to look through. Seeing what other clubs have done for projects is a great source of ideas, and inspiring for what we can accomplish together.

No Meeting This Week/Demotion Party Sunday

Please take note that our club will not meet Thursday, July 7, 2011. We are taking the day off as we are holding our demotion party on Sunday, July 10th. For those who need to make up meetings, the Demotion Party counts as a make up. Remember to bring your swimsuits, appetites and good cheer to Beth and Alan Ullman's house, 17426 Napa Street in Northridge, beginning at 5:00 p.m. If you need directions, please contact Beth by email (bethullman@yahoo.com) or phone (818-701-6889).

Membership/PR Seminar

The first district seminar of the year is coming up on the morning of July 16th at New Horizon's Sam's Club, 15725 Parthenia St., North Hills from 8:30 a.m. - 11:00 a.m. The

Calendar

7/7	DARK
7/10, Sun.	Martha's Demotion Party , 5 p.m. 17426 Napa St., Northridge
7/14	Dave Weeshoff , San Fernando Valley Audubon Society: Conservation, Education and Recreation in the Valley for 105 years
7/16 Sat.	Membership and PR Seminar , New Horizon's Sam's Club, 15725 Parthenia St., North Hills
7/21	Davin Hope , Senior National Trainer for renowned sales guru Tom Hopkins
9/22	District Governor Tom Hardy

Seminar will focus on District Membership and PR. Come listen to Rebecca Weaver talk about New Generations and explain how to recruit younger members. Membership Chair Mel Powell will talk about Membership Development including recruitment, retention, etc. Then meet Marc Leeka, a past president of LA 5 and an active member of the District 5280 team, who will discuss how clubs can be more effective in advertising their club activities. Robin Kellogg will wrap this segment up by passing out materials and citing websites that may be helpful in making this happen.

Scholarships for Pasadena City College

Marc Tapper announced that the head of the Department of Communication/Arts at Pasadena City College inquired whether our club would be willing to provide scholarships for students attending the college. Marc has been involved with the Communications/Arts program at the school for several years.

Associate Member Pilot Program

As you know, we are one of only two clubs in District 5260 to have the opportunity to participate in one of several new pilot programs from Rotary International. The Associate Member Pilot Program is geared toward recruiting younger members, who may be no older than 40. Members may forgo club dues and only pay for their meals each week. The hope is that once they have the finances to become a full-fledged member, they will. We are hoping to schedule a seminar to introduce members to this program in the near future.

Speaker: Maritza De Artan from Casa Esperanza
Maritza began her talk by reading a poem based on an old Native American story about two wolves, representing the good and the bad in all of us. The morale of the story is whichever wolf you feed is the one that wins the final battle.

This poem is indicative of the internal battle that goes on in all of us, and how putting Service Above Self can help us all lead better lives.

Martiza has enjoyed being an honorary member of the North SFV club and credits her experiences there with helping her improve her public speaking talents, which she needs as executive director of Casa Esperanza.

Like many community projects, Casa Esperanza was established in 1993 by the Immaculate Heart Community out of a need to create a safe haven in the community. At the time, Blythe street in Van Nuys was one of the most crime-ridden streets in Los Angeles. Beginning in the apartment of one family, the organization now provides educational opportunities and charitable resources free of charge to 300 families a year. Since 2007 it has been housed in a 14,000 square foot facility. Maritza credits Councilman Tony Cardenas for helping to find funding for the building and the computer lab. She added that the Van Nuys Rotary club donated four computers to the center.



L to R: Sky Hutchason, Martha Stulman and Maritza De Artan

Casa Esperanza tries to ensure that the children work at their grade level. The challenge, Maritza admitted, is that many of the parents are illiterate in their own native language. The program's focus is after-school enrichment and their success rate according to Maritza is over 96%.

"The kids in the program stay out of gangs and graduate high school," she stated. She beamed when she described one client who is excelling in college and running track.

The center's Operation Read program, which helps children perform at their grade level and provides them with school supplies, is fully funded through the Probation Department. As Youth Director, Sky provides youngsters in the area with a Math club, peer counseling, arts/crafts programs, knitting and Friday night movies.

Casa Esperanza also offers numerous programs for adults in the neighborhood. These include: Diabetes Awareness, Financial Literacy, Parenting, Arts and Crafts, Personal Development, Stress and Anger Management, Domestic Violence and much more. The programs provide residents with information and parenting techniques in a relaxed environment where they can meet to share thoughts and experiences.

In addition, Casa Esperanza also holds several special events throughout the year including:

- Community Clean-Ups: Special items such as T-shirts, caps and backpacks are given to participants.
- Summer Camping Trips: Thanks to North Valley YMCA at Porter Ranch and the North San Fernando Valley Rotary Club, they are able to send about 20 students to Camp Willow in Big Bear each year.
- Field Trips: Several field trips are coordinated during the year to provide the children with entertainment and education.
- Holiday Celebrations: Immaculate Heart High School and Van Nuys Rotary Club support Casa Esperanza in giving away Thanksgiving food baskets to over 100 families. These baskets are packed with potatoes, rice, beans, canned food, and chicken. The Thanksgiving baskets are always appreciated by the residents as economic struggles make it difficult to ensure food in the home. Yearly Posadas take place to celebrate Christmas and provide an opportunity for the community to gather. Residents gather to sing and eat while over 400 children receive gifts from Blythe Street's Toy Drive.
- Grants: Casa Esperanza is currently partnering with the Youth Police Institute on a grant from the U.S. Department of Education to set up community computer labs.

If you are interested in making a difference in this community, please call (818) 786-1076. Maritza's email is: maritza@casaesperanzaih.org. You can reach Sky at sky@casaesperanzaih.org.

Reminders:

Jones Chiropractic Offers Body Scans in July

Drs. Rosielee and Clinton Jones are offering full body scans in their offices 16555 Sherman Way, Suite C in Lake Balboa (Van Nuys) on July 9. If interested, please contact them (818-782-0022) to schedule an appointment. The scans offer early detection of a multitude of ailments.

Northeast Los Angeles Club Sponsors Concert

The Rotary Club of Northeast Los Angeles is holding its second annual fundraiser, "2011 Enrichment through Service Youth Concert", Saturday, July 9 at the East West Players in Little Tokyo. The performance, which starts at 7:00 p.m., will feature Vivace students from the Los Angeles County High School for the Arts. Tickets are \$25 each. Proceeds will go toward local charities, Polio Plus and Japan Relief. For more information visit their website at www.nelarotary.org, or call 818-527-6352 (527-NELA).

PolioPlus

Thank you to everyone who contributed to Priscilla Pig for PolioPlus this week.

Happy Bucks

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

Opportunity Drawing

Marc Tapper won the \$5 this week. Jay Saltzman won the chance to pick the joker out of an ever-decreasing deck of cards for half the pot totaling \$209. (Correction—last week the pot was \$181 not \$81). Jay chose the ace of hearts. Better luck next time!

2010-2011 Club Officers:**President:**

Martha Stulman H 818-708-8947

Immediate Past President & Public**Relations VP:**

Robin Kellogg H 818-993-5378

Administrator:

Emilio Basile H 818-886-4142

Secretary:

Sara Vasquez H 818-368-6682

Treasurer:

Frank Santucci C 818-652-7529

Membership co-VPs:

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Marc Tapper H 818-992-8211

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Foundation VP:

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Barbara Pampalone H 818-882-2395

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