



# Mid San Fernando Valley

Service Above Self

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



## August 27, 2011

**Flag Salute:** Roz Dubrow  
**Invocation:** Clinton Jones

**Attending Members:** Reneé D'Auria, Roz Dubrow, PDG Emilio Basile, Sara Vasquez, Carlos Menjivar, Barbara Pampalone, Marc Tapper, Rosielee Jones, Robin Kellogg, Jean Mabilon, Judy Rockey, Clinton Jones, Beth Ullman and PDG Jay Saltzman (our Honorary Member, from the Woodland Hills club)

**Guests:** Liat Cohen (Marc's wife), Peggy Mala (Barbara's sister), Bub Pickup (our soon-to-be newest member) and Ray Carlson, our speaker and member of the Rotary Club of Altadena.

### Announcements

#### First Chatsworth Evening Meeting

Barbara Pampalone presided over a prospective club, (Chatsworth Evening) at her home. About 10 to 12 people are interested in joining, if such a club is chartered. One of those prospective members is our former member Keith Murchland. We'll keep you posted on what happens with this club.

#### Update on John Alexander

Sara and Clinton updated us on PDG John Alexander's condition. Last time we met, John was hospitalized. He was released and sent home a few days later, but test results put him right back in the hospital. Clinton said he spoke to the doctor who told him John needs 24/7 care. Clinton also mentioned that John's brother was making arrangements to come out to visit with him.

#### Update on Dr. Robert Scott

Jean Mabilon told us that Robert Scott had been hospitalized recently, but is currently back at his Thousand Oaks retirement community. We missed him at the demotion party and are glad to hear he's doing better.

#### Fireside Chat

Our President Barbara Pampalone held a fireside chat at her home on Sunday, August 28. Barbara showed a PowerPoint presentation about Rotary to a group of 4 new members or soon-to-be members and 3 additional "old-timers". Thanks, Barbara. You always give even the veterans some interesting new piece of information.

### Calendar

9/1	<b>Al Feldman</b> , Income Tax Planning
9/8	<b>Chuck Iacobellis</b> , Value & Purpose, "Fundraising"
9/10	<b>District Meeting, New Horizons' Sam's Café</b> , 15725 Parthenia St., North Hills, CA, 91343, 8:00 a.m. – 11:30 a.m.
9/15	<b>Lisa Long</b> , Mission Circle Ministry at St. John Eudes Parish
9/22	<b>District Governor Tom Hardy</b>
9/29	<b>Marc Tapper</b> , Membership

### PolioPlus Matching Grant

PDG and Honorary Mid SFV club member Jay Saltzman announced that Rotary has reached \$185 million of its \$200 million matching grant goal. He added that only 790 cases have been reported worldwide this year. We're this close! Let's not stop now.

### Rotary Minute:

Ray Carlson, our speaker, gave our Rotary Minute today. Ray had a Project Booth at R.I.'s L.A. Convention in '08. A Filipino-American took a brochure and decided he should bring the Job Creation program to the Philippines. In July he started a Rotary E-club here connecting it to a club in Manila. They have 40 members including an RI Past President, and meet face-to-face once a month. Dues are 5,000 pesos, about \$10 a month. "I'm telling my Nigerian friends to hook up with a club in Nigeria and start their own E-Club," noted Ray.

### Proposed Idea: Merging Clubs

PDG Emilio Basile mentioned again that the Van Nuys and the North San Fernando Valley clubs have made inquiries about merging with our club. However, Emilio cautioned those clubs that there are many aspects that must be considered, this should not be entered into lightly, and we should consider having joint meetings to see how our members' personalities blend. No action has been taken yet and this is still under discussion.

**Speaker:** **Ray Carlson**, "Job Creation through Entrepreneurship Education for New Generation Youth"

Ray began his talk by telling us that he and his wife will celebrate their 60<sup>th</sup> wedding anniversary in December.

"Keeping busy in Rotary will do that for you," said Ray, "it inhibits dementia, too."

When did Ray realize the importance of entrepreneurial literacy to job creation? It was during the Los Angeles riots that followed the Rodney King police beating. Ray, who at the time was in the film distribution business, was returning from Poland on a Matching Grant project, where he had been presenting management training films that had been dubbed into Polish. He remembers seeing the fires raging and feeling a need to do something in his own backyard. (King lived in Altadena at the time)

Ray remembered his experiences years earlier with Junior Achievement and decided to contact them. They trained him and assigned him to Charles W. Eliot Middle School in Altadena to teach middle school children how to write a business plan. Ray wasn't happy with the plan provided by JA so he created his own one-page, fill in-the-blanks, business plan, suitable for 8<sup>th</sup> graders.



*Rotarian Ray Carlson with Barbara Pampalone.*

"When I taught the class, I would hold up a bill and say this is a million dollar bill. If you finish high school, you'll likely make \$25,000 more a year and over the course of your lifetime that will amount to \$1 million dollars." That caught their interest, but then he got them even more interested when he held up another bill and said if you get a college degree you'll make an additional \$25,000 a year. He really got their attention when he held up a sheet of \$1 million dollar bills and said his brother, who started his own business, makes \$1 million each year. Ray chuckled, saying he knows there's no \$1 million bill in the U.S. currency, but, he noted, it made an impression with the students.

One student at the school, a young woman named Jasmine, couldn't think of a business she wanted to pursue. Ray asked her what she liked to do. She told him she walked her neighbors' pit bulls and bragged that she could walk three at a time. Ray showed her how she could develop this into a business. He even helped her create a poster and business cards. Jasmine, who Ray said was extremely shy, ended up presenting her business plan to the entire class and then to Ray's Rotary club.

Which brings us back to Ray's original premise, that

jobs are the Number One need in the world today, no matter where you live.

There are currently 15 million individuals without jobs in the U.S. today. In California and Nevada that number is 3 million. The U.S. needs to create 130,000 new jobs a month just to keep up with the population growth. Worldwide, 100 million new jobs per year are needed.

Ray noted that there is no peace in the world unless you create jobs, noting the riots in Europe and other areas of the world. He said, "Entrepreneurs create jobs, jobs create hope, and hope creates peace."

One example of the growing need is the lack of business creation in California over the past few years. In 2008, California was the #1 state in the nation for job creation with 32,829 new jobs. In 2009, California fell to second place with 12,529 jobs, and in 2010, that number plummeted to 4,632 jobs lost, putting us in last place among all the states.

Again Ray stressed the necessity for entrepreneurship, noting that his club sent an entrepreneurial training team to Kaduna and Owerri, Nigeria, where 1,800 youth were impacted. A new goal is, in addition to training youth, to train 100 teachers per year who will each train 100 students. This means 10,000 young people per year will be trained. By 2020 and doubling the numbers trained each year, Nigeria will potentially have 1 million New Generation young people who are trained to think outside the box. This same goal is set for the Philippines. The E-club Ray spoke of is going to the Philippines in 2012 as a project to help make this a reality.

Rotary International has recently embraced the concept that Job Creation & Entrepreneurship should be a new Service Area of Focus locally and globally.

- Sending vocational training teams to countries like Nigeria and the Philippines to train New Generation youth and also teachers who will in turn train their students how to create business plans
- Strong development of local entrepreneurs, especially women.
- Train youth locally in public schools, using business-savvy Rotarians

For more details about Ray's entrepreneurial training program, contact him at (800) HIT FILM (448-3456), [ray@rotapreneur.com](mailto:ray@rotapreneur.com).

## Reminders:

### Miles of Quarters

The Boys & Girls Club of the West Valley will hold their 5th Annual Mile of Quarters event on Saturday, September 24, 2011 at the Westfield Topanga Mall, 6600 Topanga Blvd. in Canoga Park from 10:00 a.m. to 6:00 p.m. If you've never seen the event, it's a treat. The kids fill mats with end-to-end quarters that stretch out for a mile. The event will also include magic shows, a deejay, dignitaries, and other entertainment throughout the day. Money raised at the event will support programs for needy youths at the Boys & Girls Club of the West Valley. One foot of quarters equals \$3.25. That means if the entire mile is filled,

\$17,160 will have been raised. Last year's event filled the entire mile, a total of 63,000 quarters! For more information contact: Jan Sobel at (818) 610-1054 or on her cell at (818) 577-7737. See the flyer attached to this newsletter.

**PolioPlus:** Thank you to everyone who contributed to Polio Plus this week.

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

**Opportunity Drawing:** Robin won the \$5. Beth won the chance to pick the Joker out of an ever-decreasing deck of cards. She chose the two of hearts.

#### 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 &amp; Bulletin Editor:</b>	
Robin Kellogg	H 818-993-5378
<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	818-996-7337
<b>Programs co-Chairs:</b>	
Robin Kellogg	H 818-993-5378
<b>Sgt. at Arms:</b>	H 818-882-1659
Reneé D'Auria	
<b>Parliamentarian:</b>	
PDG John Alexander	H 818-899-2045

*Robin Kellogg  
18604 Stare St.  
Northridge, CA 91324*