



Mid San Fernando Valley

Service Above Self

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



September 29, 2011

Flag Salute: Rich Miller
Invocation: Clinton Jones

Attending Members: Renée D'Auria, PDG Emilio Basile, Barbara Pampalone, Frank Santucci, Rosielee Jones, Rich Miller, Jean Mabilon, Clinton Jones and Marc Tapper

Guests and Visiting Rotarians: Lisa Long, who has been a visitor to our club 4 times now, and Jim O'Conner, a retired math teacher who was active in youth baseball

Announcements

Miles of Quarters

Marc Tapper, Renee D'Auria, and Martha Stulman attended the West Valley Boys & Girls Club's "Miles of Quarters" fundraising event held at the Westfield Topanga Mall on Saturday, September 24. This is the second year the Mid San Fernando Valley Rotary Club has supported this event. Below are some photographs provided by Marc.



L to R: Gary Thomas, Chairperson of the West Valley Boys & Girls Club; with Rotarians Marc Tapper, and Martha Stulman presenting West Valley Boys and Girls Club Executive Director Jan Sobel with a check.

Bingo

Mid San Fernando Valley Rotary board members signed off on paperwork required by the State of California before they can approve our Bingo license. The processing time is usually about two weeks.



Group of West Valley Boys & Girls Club teens work to put quarters in an exact pattern at Westfield Topanga Mall. This draws the attention of shoppers and encourages more donations.

John Alexander, PDG

The funeral for John was held Tuesday, Oct. 4, and gave evidence of how much he had meant and given to Rotary and all of us. To the last he was full of ideas for wonderful Rotary projects. May his legacy live on in all of us, and our memories of him spur us to do good works in the world.

St. John Eudes Fundraiser

The Mid San Fernando Valley Rotary Club's Board of Directors has voted to participate in St. John Eudes fundraiser, November 12 and 13 at 9901 Mason Ave. in Chatsworth in Fr. Grill Hall. The church has waived the \$300 table fee and will allow us to keep 80% of the funds we raise. A committee was formed to handle all the details. Emilio will chair the committee, and both Clinton and Irene volunteered to serve on it.

The following charities will benefit from the proceeds of the fair: Homeboy, Good Shepherd Sisters, St. Andrew's Abbey and SJE's Hispanic Ministry. Go to <http://sjemissioncircle.org> for more information, or email Lisa at outreachkidz@aol.com or Melissa at mizbizevents@gmail.com. You can also reach Lisa by phone at 818-666-5450.

Rotary Minute: Barbara Pampalone

On her trip to Wisconsin, Barbara learned that her brother, Jim, is heading with a group to Honduras to "service" some water filtration systems in Danli. When hearing this, Barbara told him she had seen the filter cement when it was just cement and not yet painted. "There were at least 50 in a field. That was before they were painted and filled with sand. As big as this world is, I think it is amazing that my brother is going to the town that I visited in about 2004! Our club had sent a dental chair, unit, light, x-ray machine and sterilizer for their dental clinic. While there I became involved with a \$50,000 project to reduce the diarrhea in the area. Now a friend of Jim's has built a school in a town about 10 miles from Danli, and he offered to get scholarships for students who wanted to go to high school in Danli. They needed transportation and uniforms, which were provided. In exchange for this, the students are performing community service, under the watchful eye of Jim and the others who are going there, as they service those water filters."

Speaker: Marc Tapper, Membership

Marc Tapper, the Membership Chair of the Mid SFV Rotary Club, guided the club members through the 2 R's of Membership: Recruitment and Retention.

He noted that our club has an advantage in this formula as our member retention has been very strong over the years. This is primarily due to the number of projects we are active in and our members' level of enthusiasm.

How do we do it? As soon as someone joins our club we give them a job, whether it is as a greeter, sergeant-at-arms or as member of a committee. We also assign a mentor, someone who has been a long time member to teach them what Rotary is really about. Said Marc, "The key to this is one word: INVOLVEMENT."

The next phase, recruitment, requires participation from everyone. It is here where our club needs to beef up our efforts. Marc reviewed the three steps to successful recruitment: Identify, Invite and Keep Inviting.

Marc talked with club members about where to find prospective Rotarians, e.g. networking events, family, friends, colleagues, houses of worship, groups and associations, etc.

How can you identify a future Rotarian? What qualities should you look for? Here is a short checklist. Are they:

- Doers?
- Movers and shakers?
- In a life transition?

Find out what their hot button is—what is it that will want them to become involved—and hit it.

Once you have identified an individual as someone who will make a good Rotarian, invite them to join our club for lunch—the first time is on us.

Invite them back again—explain that they have to attend three meetings before they can join Rotary.

Marc sees recruitment as an extension of a marketing campaign. And as he explained the four basic steps to any successful marketing campaign is Awareness, Interest, Desire, and Action.

"If our club members concentrate on the first two—Awareness and Desire—the rest will follow naturally", Marc concluded.

Reminders:**New Horizons Golf Tournament**

Join us on October 10, 2011 for the 10th Annual New Horizons Miniature Golf Tournament at Sherman Oaks Castle Park, 4989 Sepulveda Blvd., Sherman Oaks. We may also have a short presentation on New Horizon's Toastmasters program. Please arrive about 5:30 p.m. to help set up for 6:00 start. If you've never joined us for this event before it's packed full of fun, pizza, trophies, medallions and lots of smiling faces.

Possible Club Merger

Beginning in October, the Van Nuys club will hold evening get-togethers at the 94th Aero Squadron, 16320 Raymer St. in Van Nuys from 6:00 to 7:00 p.m. This special meeting time will take place every Wednesday in October in lieu of their regular luncheon meeting. This is a great opportunity for us to get to know the members of that club.

Mid SFV Member Honored by BPW

Robin Kellogg, owner of Robin Kellogg Associates, a writing and editing service for businesses, and a member of the Mid SFV Rotary club, will receive a Woman of Achievement award for her community involvement at a luncheon Saturday, October 15 at the Grand Vista Hotel in Simi Valley. The luncheon will be held during the group's district conference, which kicks off National Business Women's Week.

Robin serves as vice president of the BPW's Greater San Fernando Valley club and is member of BPW of California's state legislative review committee. She is a member of the North Valley Chamber of Commerce, where she serves as secretary on the Board of Directors, and the Greater San Fernando Valley and Chatsworth Chambers of Commerce. Other networking activities include JNET, Let's Do Business, and Sweet Charities.

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: Judy won the \$5 and Marc won the chance to pick the joker out of an ever-decreasing deck of cards, but pulled the 9 of spades. The pot is now \$440.

*Robin Kellogg
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Northridge, CA 91324*