



Mid San Fernando Valley

Service Above Self

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



July 14, 2011

Flag Salute: Jean Mabilon
Invocation: Robin Kellogg

Attending Members: PDG Emilio Basile, Renie D'Auria, Carlos Menjivar, Barbara Pampalone, Rosielee Jones, Clinton Jones, Sara Vasquez, Martha Stulman, Frank Santucci, Jean Mabilon, Marc Tapper, Robin Kellogg and Beth Ullman.

Guests: Lillian Goldstein, a friend of Barbara's and guest of the club; Al Feldman, and Dave Weeshoff, our speaker

Visiting Rotarians: James Tenner of the Van Nuys club

Announcements

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 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.

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. We have to finalize some of the details at our board meeting, which we scheduled for 5:30 next Tuesday, July 19, at Rosielee's and Clinton's office. At a later date we will schedule a seminar to introduce members to this program.

Speaker: Dave Weeshoff, San Fernando Valley Audubon Society: Conservation, Education and Recreation in the Valley for 105 years

Calendar

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
7/28	Club Assembly
8/3	TBA
9/22	District Governor Tom Hardy



Barbara Pampalone and Dave Weeshoff

The Audubon Society and Rotary have several things in common. Both were started in 1905 to improve conditions---one for the improvement of mankind and one for the preservation of birds. Two noble causes born that same year. And both are still around after 105 years.

The Audubon Society has 500 chapters in the U.S. with five to six within LA County. All are independent organizations with their own 501(c)(3)s.

Dave, a former IT professional for IBM, found the Audubon Society by chance. After reading an article in the Los Angeles Times several years ago about an oil spill in San Pedro and how it affected the avian population there, he volunteered to help clean the oil off birds. One thing led to another and now he is talking about Audubon whenever and wherever he can.

"Once you get involved with birds, you get involved with Audubon," said Dave.

What does Audubon do within the community? Here are some of their projects:

- Bird walks around the Sepulveda Basin are offered the first Sunday of each month. According to Weeshoff, you can see an average of 40 to 50 species in just a two-hour period.
- Free assessment of current plants and landscaping for homeowners, and recommendations of the native plants they could replace it with.
- Providing information in classroom settings, at local volunteer, business and civic organizations
- Through its Sepulveda Basin Environmental Education Program, the society helps teacher organize school field trips, so children can explore the birds, microorganisms and insects that reside there.

In addition, the Audubon Society keeps tabs on local projects such as the remediation effort at Chatsworth Reservoir, the Santa Susana Field Laboratory cleanup, the Malibu Lagoon and Hansen Dam, offering their expertise on how certain changes may affect the ecosystem to minimize those with adverse effects.

Now let's see if you paid attention when Dave was telling us the difference between a bird watcher, birder and ornithologist. For those who have forgotten: bird watchers are out in nature looking at birds, Birders know many of the types of birds and keep lists of the birds they've identified, and ornithologists study birds and their migratory behavior. You all get an A+. Happy Bird Watching.

To find out more about the Audubon Society in the San Fernando Valley contact Dave at (818) 618-1652. If you're interested in helping keep the Sepulveda Basin and our coastal areas clean Dave volunteering on September 17 from 9:00 a.m. until noon at the California Coastal Cleanup Day. For locations and other information contact (800) COAST-4U or coast4u@coastal.ca.gov.

PolioPlus

We raffled off the contents in Priscilla this week. Marc Tapper was the winner, and \$77 will be donated in his name to the Foundation. 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.

Robin Kellogg
18604 Stare St.
Northridge, CA 91324

2011-2012 Club Officers:

President:	
Barbara Pampalone	H 818-882-2395
Immediate Past President	
Martha Stulman	H 818-708-8947
Administrator & Club Chair:	
Beth Ullman	H 818-701-6889
Secretary:	
Rosielee Jones	C 818-703-3201
Treasurer:	
Frank Santucci	C 818-652-7529
Membership VP:	
Marc Tapper	H 818-425-6667
Projects VP:	
Rich Miller	W 818-994-8234
Foundation VP:	
PDG Emilio Basile	H 818-886-4142
Sara Vasquez	H 818-368-6682
Public Relations VP & Bulletin Editor:	
Robin Kellogg	H 818-993-5378
Community Chair:	
Judy Rockey	C 818-683-3510
Int'l Chair:	
Zak Nahmoulis	H 818-445-7369
New Generations Chairs:	
Clinton & Rosielee Jones	C 818-609-7105
Vocational Chair:	
Carlos Menjivar	818-996-7337
Programs co-Chairs:	
Debbie Navarro	H 818-838-7218
Robin Kellogg	H 818-993-5378
Sgt. at Arms:	
Renie D'Auria	H 818-882-1659
Parliamentarian:	
PDG John Alexander	H 818-899-2045

No Opportunity Drawing this week