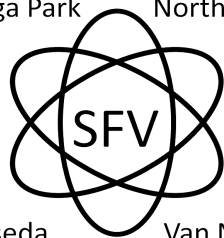


Canoga Park Northridge



Reseda Van Nuys

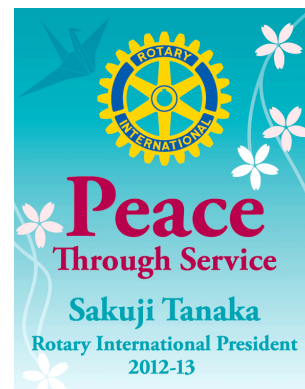
Rotary Club of Greater Van Nuys

www.greatervannuysrotary.org

Service Above Self

Meeting at 94th Aero Squadron
Thursdays, 12:10 p.m.

16320 Raymer St., Van Nuys, CA 91406



May 30, 2013

Flag Salute: James Tenner

Thought for the day: James Tenner, about Dennis, a homeless man he and Joan cared for who died this week

Attending Active and Honorary Members: PDG Eli Gauna, Barbara Pampalone, Don Fetherolf, Judy Coates, Renée D'Auria, James Tenner, Ron Wolf, Don Reinken, Bill Parks, Mauricio Aranda, Alice Gauna, Marco Padilla, Marie Valencia, Marina Martinez, Zoraida Suarez, Marc Tapper, Elaine Bern, Wynne Ritch, Rich Miller, PDG Les Grossman, Wayne Slappy, Dave Friedman, Roz Kogler, Don Reinken, Renée D'Auria, PDG Emilio Basile, Pete Satuloff, Jean Mabilon, Razi Sheikh, Tom Harris; Beth Ullman

Guests: Maria Korling; Tony Quiroga; Judy Deutsch, member of Beverly Hills Rotary and CSUN's new Director of Development in the Science and Math Department; former club member Sara Vasquez, now President-Elect of the Valley e-club, and two guests of Elaine's: Sharon Peterson, Ph.D., Directory, Business Support Services at LA City College (323-953-4000 x2576) and Mike Kreps, Department Manager of Joseph A. Bank in Sherman Oaks, a men's clothier (818-907-1008)

ANNOUNCEMENTS

June 1 Fundraiser

PDG Les Grossman gave us an update on our reverse raffle fundraiser and encouraged us to continue selling tickets for both dinner and the raffle. He and Don Reinken took a quick headcount of those planning to attend, and Wynne reminded everyone to bring items for the auctions.

Event Report: About 50 people attended, enjoying an amazing spread of gourmet Mexican fare, a wonderful mariachi band and singer, and lots of great conversation. We had both silent auction and Chinese auction items of all sorts, from gourmet baskets of wine and chocolate to a signed baseball from the Dodgers. And then the suspense of the evening, the reverse raffle.

There were several \$50 winners and a couple of \$100 winners before the \$200 and \$500 third and second place tickets were called. A friend of Robin's won the TV set. And... the big winner was Union Local 300! They had purchased 25 tickets, and ended up winning the \$10,000 top prize, which means even more money will be available for their scholarships.

Calendar

- 6/6 **Dr. Barry Leonard**, eye clinic update
- 6/8, Sat. Retreat for 2013-14 board, Emilio's house
- 6/13 **Open**
- 6/17, Mon. **Current Board meeting**, 6:00 p.m., Rich Miller's office, 7120 Hayvenhurst Ave. #108, Van Nuys
- 6/20 **Kelly Mathews**
- 6/27 **Open**
- 7/11, Thu. **Demotion Party** 6:00 – 9:00 p.m. (no regular meeting) Galpin Ford, 15505 Roscoe Blvd., second floor, Van Nuys



Rich Miller smiles at the camera as Jim Tenner and others listen to the band

Many thanks to all who helped make this a success, and especially to PDG Les, Don Reinken and Zoraida for all their hard work making it happen (and Zoraida for selling the most tickets by far), to Frank for showing us via computer projection which ticket numbers had been called, to PDG Emilio and Renée for handling ticket sales and distribution at the door, to Marie for all the wonderful decorations, and to everyone who helped set up, brought auction items, sold tickets or attended. It was a memorable event! For more photos, see p. 3.

Change in Treasurer

Effective May 15, PDG Emilio has taken over the duties of Treasurer for this year, a job he will continue to

have for the next Rotary year. Please send any payments or requests for reimbursement to him at 9855 Aldea Ave., Northridge, CA 91325. If you have any questions, please contact him at 818-262-6028 or emilio@embasile.com.

Planning for Next Year

Rich announced a meeting June 8 for next year's board, and that Steve Bertolino has resigned from the club with regrets. He graciously donated his raffle ticket to the club foundation. As a result of losing him, we are back to needing a new bulletin editor. (See Reminders.) PDG Emilio is interviewing members to learn what committee(s) each of us would like to be on. Ideally everyone will be on at least one. As we've found, members who are involved enjoy Rotary more, and become life-long Rotarians.

SPEAKER: Marc Tapper, How Marketing Consultants Can Save Your Business

Marc started by giving us several formal definitions of marketing, noting that Wikipedia's touches on key elements not included in dictionaries – that it is a critical business function. Marketing also includes the four "P's": product, placement, price and promotion. It includes everything that takes a product from its point of origin to the end user, including sales, advertising and promotional events. To make your marketing as effective as possible you should first answer the questions:



Marc Tapper and President Jim Tenner

- What is your product or service
- Who is your target market?
- Who is your ideal customer? (Who's currently your best customer? Would you want 10 more just like them?)
- What does your customer really want?

With the answers to those questions, you can narrow your investment focus for both money and time. In the 1800's John Wanamaker, a merchant who is considered the father of modern advertising, is alleged to have said "Half the money I spend on advertising is wasted; the trouble is I don't know which half." The more you can figure out which half, the less will be wasted.

Companies also need to determine what their unique selling proposition is. Why should someone buy from you instead of the other guy? Marc outlined some of the distinctive skills he offers that differentiate him from his competitors, which were also outlined in his handouts. Some are his experience-based skills from working in teaching and advertising. But he also has free parking near his building – a rare commodity in Encino.

Marc gave as another example one of the dentists in our club, who has wonderful skills but also has a 3D Cad-Cam system that allows him to make a crown on the spot. Most dentists have to send the mold to a dental lab.

How do you get new customers? As many people offered, word-of-mouth is best. But it usually can't be your only method, especially if you want to grow quickly. One great way is to do affiliate marketing. A customer of yours or one of your vendors works with you so you each refer clients to the other.

When he had an advertising agency, Marc was delighted to have an ad rep for a phone book or other media who brought him several clients, some of whom stayed with him for many years. He still has that kind of relationship with Emilio, and talked about a mutual customer who just had the best results yet from a trade show because of Emilio's professional exhibit set up. It told people what he did, so for the first time explaining that wasn't the first 10 minutes of his interaction with a potential customer, and he closed a lot more sales. With each customer representing \$8-50,000, that's a lot of additional income.

Today you need to sell online in addition to selling in person, even if you have a great location. (Not the inside corner of an L-shaped strip mall!) And advertising needs to be repeated. Even a great spot, like the back of a widely circulated magazine, can't be done just once. If you have limited dollars, spend them on an ad you can run at least three times. Marc shared a cautionary tale of one client who insisted on a one-time glamour ad that produced almost no business. People need to see you consistently. Just once, and they may not believe you're still in business when they actually need you.

There are many types of ads you can employ, from radio and TV spots to online, direct mail, newspaper, magazine and "throw-away" ads. They can be local, regional or national. Some, like direct mail or national TV ads, are more expensive than others, but can work well. Brochures and trade shows are additional avenues to reach customers. For shows, research first which are the ones that your ideal customers frequent and attend them at least once – those are the ones to invest in exhibiting at. Marc offered lists of trade shows by industry to anyone who would like one for their business.

One very inexpensive avenue every business should take is having an internet presence. Where it used to be optional, now it's required just to prove your business is "in the game". It needn't be very sophisticated or high tech to make that point. And at \$20/month, it's very affordable. FaceBook, Twitter, LinkedIn and many other networking sites are additional ways to stay in touch with current customers and attract new ones. Just remember, some of these are very fast paced and need active attention. One more thing a good marketing consultant can advise on.

Marc summarized by explaining the role of that good marketing consultant as being someone who saves a company money while helping it be more effective and get better results. They keep their clients on track to build their businesses. Marc can be reached at 818-425-6667; he's located at 17547 Ventura Blvd., Suite 318 in Encino. His website is www.marctapperconsulting.com, and email is marc@marctapperconsulting.com.

REMINDERS:

Bulletin Editor Needed!

Are you a reporter at heart? Or like to write? You can make our weekly newsletter your vehicle of expression. Starting July 1 we need a new bulletin editor. If you are interested in the job, or helping with it, please let Rich know. You can create your own format, use the existing one, or borrow one from another club. This is your chance to be creative and provide some great club service!

No PolioPlus or Happy Bucks today.

Opportunity Drawing

Congratulations to Wynne Ritch, who won half the \$80 pot.

Notable Quotables

"The words a father speaks to his children in the privacy of the home are not overheard at the time, but, as in whispering galleries, they will be clearly heard at the end and by posterity." Jean Paul Richter, writer (1763-1825)

"I don't know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve."
Albert Schweitzer, philosopher, physician, musician, Nobel laureate (1875-1965)



June 1 Fundraiser Photos



Meeting Information for Nearby Clubs

Calabasas, Tuesdays, 12:15 p.m.
Wolf Creek Restaurant
26787 Agoura Rd.
Calabasas, CA 91302

Granada Hills, Thursdays at 12:10 p.m.
Porter Valley Country Club
19216 Singing Hills Dr.
Northridge, CA 91326-1716

Greater San Fernando Valley **E-Club**, Mondays at 12:00 p.m., online 24/7, www.rotaryclubgreatersfv.org

Northridge/Chatsworth, Tuesdays at 12:00 p.m.
The Olive Garden
19724 Nordhoff Pl.
Chatsworth, CA 91311

Studio City-Sherman Oaks, Tuesdays at 12:10 p.m.
Sportsmen's Lodge Hotel
12825 Ventura Blvd., Vista Room
Studio City, CA 91604

Tarzana Encino, Tuesdays at 6:00 p.m.
John O'Groats
16120 Ventura Blvd.
Encino, CA 91436

West San Fernando Valley, Thursdays at 7:15 a.m.
Gables 818-347-2437
20920 Ventura Blvd.
Woodland Hills, CA 91367

Woodland Hills, Wednesdays at noon
Woodland Hills Country Club
21150 Dumetz Rd.
Woodland Hills, CA 91364

Beth Ullman
17426 Napa St.
Northridge, CA 91325

2012-2013 Club Officers:

Co-Presidents:

Martha Stulman	H 818-708-8947
Jim Tenner	H 818-241-9435

Immediate Past Presidents:

Barbara Pampalone	H 818-882-2395
Don Reinken	H 818-368-3341
Razi Sheikh	C 818-621-4841

President-Elect: Rich Miller

W 818-994-8234

Director, Administration:

PDG Emilio Basile	C 818-634-4043
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Secretary: Robin Kellogg

H 818-993-5378

Treasurer: PDG Emilio Basile

C 818-634-4043

Director, Membership:

Rich Miller	W 818-994-8234
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Director, Projects:

Mauricio Aranda	W 818-634-4043
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Director, Foundation:

PDG Les Grossman	H 818-757-0157
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Director, Public Relations *Open*

President Van Nuys Rotary Foundation:

Donald Fetherolf	H 818-986-1460
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Bulletin Editor *pro tem*:

Beth Ullman	H 818-701-6889
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Community Co-chair:

Marie Valencia	H 818-929-7118
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Int'l Co-chair: Zoraida Suarez

W 818-788-8838

New Generations Co-chairs:

Rosielee Jones	W 818-782-0022
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Mauricio Aranda	W 818-634-4043
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Programs Chair: Mauricio Aranda

W 818-634-4043