

**For Rotary, no  
resting on 75  
years of laurels.**

**Three projects for  
the millennium.**

**Building a better  
San Mateo.**



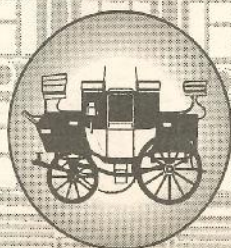
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“Over the past 75 years our club has grown to include 170 men and women who remain committed to selfless service to the San Mateo community.”

**Arne Croce,**  
president, Rotary Club of San Mateo

”

## 75 years of selfless community service

To The San Mateo community:

Seventy-five years ago the Rotary Club of San Mateo convened its first meeting at the Legion Inn. Present at that meeting were 18 men who were committed to the principle that “He who serves best, profits most.”

At that first meeting were names we still recognize in our community: Horace Amphlett, publisher and owner of the San Mateo Times; George Snieder, owner of Snieder Mortuary; and R.J. Wisnom, partner in Wisnom Hardware.

These individuals came together for one purpose: to serve their community and make it a better place in which to live and work.

Over the past 75 years our club has grown to include 170 men and women who remain committed to selfless service to the San Mateo community.

To celebrate this landmark anniversary, the San Mateo County Times has published this special, commemorative edition. These pages highlight many of the ways our club has served the San Mateo community over the past 75 years.

On behalf of the Rotary Club of San Mateo, I encourage you to look through these pages and become familiar with our work. We are honored to have been of service these past 75 years, and we look forward to continued service in the 21st century.

Sincerely,

Arne Croce  
President, 1998-99

*Wishing the San Mateo Rotary Club  
a Happy 75th Birthday!  
From the home of the San Mateo Rotary.*

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# Rotary Club of San Mateo



POST OFFICE BOX 95  
SAN MATEO, CALIFORNIA 94401

“We are proud to have been of service for the past 75 years. We look forward to continued good work in San Mateo for many years to come . . .

**Barbara Evers,**

president elect, Rotary Club of San Mateo

”



## Tradition of serving community lives on

To commemorate our club's 75th anniversary, special banners are on display throughout the San Mateo community. These banners identify the sites where our club has made a significant contribution.

Among these sites are:

- Rotary Haciendas, an affordable senior citizen housing project at 28th and Hacienda;
  - Rotary Picnic Grove, a wonderful group picnic area at Central Park; and
  - local schools, to signify the hundreds of thousands of dollars put into scholarships and donations of equipment and time.
- To solidify our commitment to San Mateo during this 75th year we have three special projects:
- donation and installation of playground equipment at the Shelter Network Transitional Family Shelter in San Mateo;
  - donation of roller hockey bumpers to the City of San Mateo; and
  - a significant contribution to Samaritan House to secure a permanent location for their dental clinic, which serves the poor of our community.

We are proud to have been of service for the past 75 years. We look forward to continued good work in San Mateo for many years to come as we live the Rotary motto: "Service Above Self."

Sincerely,

*Barbara Evers*

Barbara Evers  
President Elect

## Rotary Club's '4-Way Test'

Rotarians have been using the "4-Way Test" to gauge their business and personal relationships — a code of ethics that reflects the basic philosophy of Rotary.

The "4-Way Test" was created in 1932 by Rotarian Herbert J. Taylor. He created the 24-word code for his em-

ployees to follow in their business and personal lives: "Of the things we think, say or do: Is it the truth? Is it fair to all concerned? Will it build good will and better friendships? Will it be beneficial to all concerned?"

The code was adopted by Rotary International in 1943.



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## KOLLAGE KARNIVAL

A 10th ANNIVERSARY CELEBRATION - Kollage Community School for the Arts. San Mateo County's largest arts education organization, will be holding its first annual event at Burton Park in San Carlos ( Corner of Brittan and Cedar Streets) June 10th and 11th Rides Only. June 12th and 13th Full Scale Karnival.



The Rotary Club  
of San Mateo  
Extends its Appreciation  
to the Community for  
allowing us to provide 75  
Years of Service.



# Rotary encourages students to realize college dreams

By Michael Campbell  
STAFF WRITER

Community service is the key-stone of a Rotary Club. Tackling problems such as drug abuse or education issues, often with an emphasis on youth, are effective local projects.

The San Mateo Rotary Club maintains three scholarship programs for local students, including a unique College Incentive Scholarship Program that reaches out to middle school students and follows them until graduation.

"We pick out the kids who are in financial trouble, or maybe they are short on parents or educated parents, and we attract them by making available \$500 held in trust to be used for their education only," said Ira Birnbaum, one of the program's coordinators.

The College Incentive Scholarship Program is designed to teach high school students how to set and achieve goals, he said, while trying to offer incentives to enter college after high school.

Eighth-grade students are selected from each of the four middle schools in San Mateo and Foster City. After an interview, winners are selected on the basis of need and academic promise.

"The kids we're helping are not hard-nosed, dead-end kids," said Birnbaum. "They want to succeed and go to college. They don't have police records or discipline problems; they're coming out of middle school with good grades and no money, with parents who have limited time or interest. When they do have parents interested, then that's even better."

A Rotary Club member is assigned to mentor the student throughout high school. During freshman year, \$500 is deposited in a bank account for each student. The money, and all interest earned, is available to the student upon entering college.

Each student sets goals at the start of the school year, and his or her performance is measured at the end of the year, with \$100 added to the account of each student who achieves his or her annual goals.

"Once we attract them, we supply the mentors and \$100 a

year additional to set and make goals, and it's a reason to meet them."

In addition to the mentoring, the students visit area colleges, and their parents are provided with professional assistance in locating financial aid. The mentors also organize campouts for enrichment to encourage students to set high educational goals.

"We've had the community YMCA facilities for overnight camping, and other facilities for dinners," says Birnbaum, "and cooperated with the high school district, with bus drivers taking them to various college tours, events and open houses. Cal Berkeley has been very generous with football tickets and other events. We keep them window shopping while in middle school."

Birnbaum also stresses outreach efforts between colleges and high schools, illustrating with a story of a young girl whose parents were unmarried and illiterate, yet the student was maintaining high grades.

"... we got her special SAT training, as well as other kids, at the local junior college, CSM... and with the outreach attention, she'll be going to Cal. We've done that on a number of occasions."

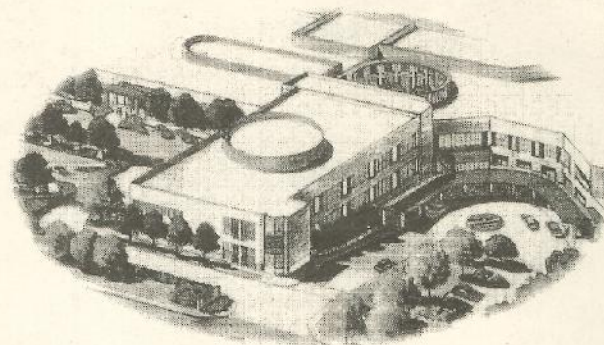
Birnbaum said that finding students part-time jobs is also key, and he tries to seek out better-than-average paying jobs.

Since the program began in 1991, 99 students attending Hillsdale, Aragon, San Mateo and Burlingame high schools have participated, with over \$130,000 deposited into their bank accounts. The program also provides encouragement for students to go to college and to understand available financial aid.

In 1997 alone, four of the 28 graduating students enrolled at UC Berkeley with full financial aid. Graduates have also enrolled at other colleges and universities with substantial financial aid, in addition to their Rotary scholarships, he said.

In addition to the middle school mentoring program and scholarship, the club maintains a Community College Scholarship Program and a Four-year College/University Scholarship Program.

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## Service at home and abroad defines Rotary

What is a Rotary Club and who are Rotarians? The basic philosophy of Rotary is service at home and around the globe. There are 1,188,816 members in 29,367 clubs worldwide striving to live up to the Rotary motto, "Service Above Self."

The Object of Rotary contains four specific points: the development of acquaintance as an opportunity for service; high ethical standards in business and professions; the recognition of the worthiness of all occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society; the application of the ideal of service in each Rotarian's personal, business and community life; and the advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

The mission of Rotary has been structured through the

four Avenues of Service — club service, vocational service, community service, and international service — each following the four points of the Object of Rotary.

Rotary International is made up of local clubs that are entirely community-based, with each club working on projects or long-term efforts to improve its community.

Rotarians often address such problems as homelessness, drug abuse, youth issues, AIDS and illiteracy, among many others.

Rotarians work closely with the youth in their communities through Rotary-sponsored Interact clubs, designed for secondary school students, and Rotaract clubs for young adults.

Rotary Youth Exchange offers high school students the chance to build international friendships and gain a broader picture of the world.



The San Mateo  
Chamber of Commerce  
*congratulates*  
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**of San Mateo**  
on 75 years of service  
to the community.



489761S

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In Honor of its 75th Anniversary

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congratulates the club on its 75 years of  
leadership, partnership and education.

College of San Mateo also invites you to visit  
campus for two very special events this month:

**CSM Volunteer Fair**  
Wednesday, April 21  
9 a.m. - 2 p.m.  
Plaza outside Building 5 (Student Center)

Learn about dozens of nonprofit organizations  
and a wealth of service opportunities. Enjoy food  
and music as you network.

Call 574-6171 for more information.

**"Get Linked at College of San Mateo:  
Job, Career and Business Expo"**  
Wednesday, April 28  
9 a.m. - 1 p.m. and 5 - 7:30 p.m.  
Building 5 (Student Center)

Meet representatives from more than 75 local  
companies and CSM programs. Learn about  
immediate job opportunities and various career  
paths. Attend special presentations in the Career  
Services Center at 11:30 a.m. and 12:30 p.m.

Call the "Get Linked" information line at  
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**Parking is free for both events.**

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# San Mateo Rotary embodies 'Service Above Self' motto

By Robin Michel  
CORRESPONDENT

The motto of Rotary International is "Service Above Self" and many of the ways that the San Mateo Rotary Club breathes life into that philosophy is through its many programs.

Conceived to meet needs in the community, these programs include feeding the hungry, granting scholarships, providing host families for exchange students here and abroad and expanding educational and personal development opportunities for youth, especially in the area of leadership and service.

## Bayside Middle School weight training

Rotarian Dick Nelson has volunteered in the weight training program at Bayside Middle School three days a week for the last three years.

"I take great satisfaction in being able to contribute something to kids who are at a very impressionable age," said Nelson, "and these kids are easily satisfied if an adult offers to help them regularly. I have found that just being there is the important thing. You don't have to have a Master's in child psychology to make a difference in dealing with people. You just have to show up."

The San Mateo Police Department started the weight training program by donating equipment to the school. Six years ago, when the Police Department could no longer continue the program, the San Mateo Rotary Club, under the leadership of Ira Birnbaum, stepped in to keep it going.

The program is something students do in their free time and is co-ed, although boys predominately take advantage of it.

"One of the things I most enjoy is seeing the changes that happen in the kids during these ages," said Nelson. "When in one's life do we change so much? It amazes me to watch them grow. I enjoy sharing my personal experiences with them without lecturing, and try to help them learn to accept their differences. Bayside is a wonderful school, with a great student body. I think kids get a bad rap, and I just don't see it. They give me respect and support and I really enjoy feeling like I am contributing to their lives."

## Camp Top Gear

Chaired for years by Michael Berube and members of the San Mateo Rotary Club, Top Gear provides more than 30 students from different San Mateo County high schools (at least one or two from each school) with a unique weekend leadership experience. Fifteen Rotary Clubs in San Mateo County sponsor the students, who are selected for their leadership potential, although not always part of established school leadership. The focus, instead, is on those students who appear to have great potential.

The program is designed in two parts: a hands-on curriculum designed to stimulate team building, and activities that increase the students' awareness of personal values and the importance of those values in being successful in school and in life.

The start of the program finds teams of students participating in a variety of physical activities designed to build trust, self-confidence and awareness, and teamwork as they meet the challenges presented to them through a professionally facilitated "Ropes Course." Then students work together to identify community and school needs and develop a business plan and budget for a program to address the need.

Renowned comedian Michael Pritchard, who has starred on HBO, appeared on late night TV shows and supplies the voice of the "Star Wars" Ewok character, is a critical part of Top Gear. Pritchard donates his time to give two heartfelt motivational tales to the students and earns rave reviews.

Each student is given \$100 at the end of the weekend and instructed to use it individually or collectively with other participants to address a need in the community, and then report back on the use of funds and the success of their efforts.

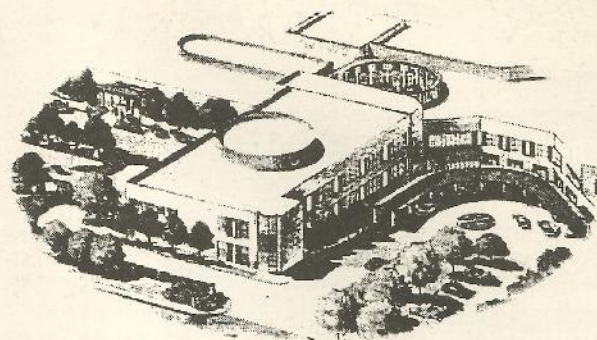
Rotarians with a variety of backgrounds serve as support and program personnel throughout the weekend, sharing their knowledge and personal experiences with the students.

Please see **Programs**, page 10



Camp Top Gear is for San Mateo students and offers a hands-on curriculum designed to stimulate team building and activities that increase the students' awareness of personal values.

San Mateo  
County  
Health  
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San Mateo  
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AIDS  
Program



*"The only way anyone can prove his love of his fellow man is through service to his fellow man."*

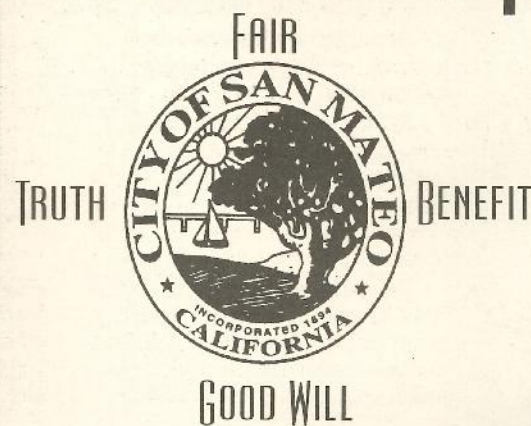
- Paul Harris,  
Rotary Club founder, 1905

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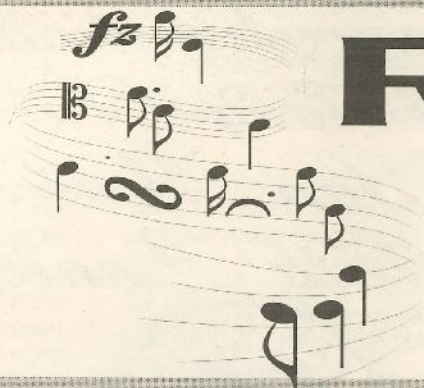
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# Programs: Forming alliances with young people

Continued from page 8

"The students also establish a network of new friends from other schools; and so do Rotarians, working with fellow Rotarians from other clubs," said Mike Berube, program chair.

"It is a powerful thing, to help form an alliance of kids who will do positive things in and for the community."

By taking this program outdoors, Top Gear purposely blurs the distinction between classroom and non-classroom settings, encouraging students to meet both physical and mental challenges.

It is an exciting and rewarding weekend program that many participants remember as the highlight of their high school experience.

Camp Top Gear has been offering San Mateo County students this unique outdoor leadership challenge for 10 years, an investment of roughly \$100,000 on the part of area Rotary clubs.

## Interact

The popular Interact program is a service club for high school students ages 15 to 18.

It provides opportunities for young people to work together in international fellowships dedicated to service and understanding.

Rotary club members organize each Interact Club and provide it with guidance and counsel.

San Mateo Rotary Club is one of a handful of Bay Area Rotary Clubs that can boast of sponsoring two Interact Clubs.

Aragon chapter has been in ex-

istence for over 15 years and Hillsdale chapter for eight years. Beginning last school year, the San Mateo Breakfast Club became a very active co-sponsor of the Hillsdale club.

Although membership varies from year to year, the Hillsdale club typically has 35 to 50 members and the Aragon club has between 60 and 100 members.

Activities are initiated and carried out by club members themselves.

Members of the sponsoring Rotary Club attend meetings, offer guidance and support, but it is up to the Interact members to decide on the service projects and to plan and execute the events.

Each club is required to undertake at least two major projects a year: one designed to serve the school or community, and the other to promote international understanding.

Projects might include donations of gifts or money to the school or community, providing child care at a homeless shelter, beach clean ups, or initiating recycling programs in the school or landscaping community areas.

The Hillsdale Interact Club raised hundreds of dollars to hire a professional painter to paint its school logo in the interior courtyard of the school.

Club members also host a special drama program for seniors, renting a bus to provide transportation to the event for their guests and hosting a reception.

International projects have included raising money to pay for medical treatment for the children of Chernobyl, "adoption" or aid to a child in another country, and doing letter exchanges.

*"When I first joined Rotary, I thought I needed to do it for business reasons. But the thing that has kept me involved is the service — particularly the service to youth."*

**Jim Nantell,**  
deputy city manager



service to youth."

Rotarian Dick Nelson has volunteered in the weight training program at Bayside Middle School for the past three years. The program is something students do in their free time and is co-ed.

To carry out their projects, Interact Clubs hold various fund raisers during the year. Some might be the traditional candy sales and car washes. Others have been as unique as a Personal Services Auction at Hillsdale, which raised \$1,000, and preparing and serving a luncheon for a regular Rotary meeting.

The rewards for both the Interact Club and the sponsoring Rotary Club are tremendous.

"When I first joined Rotary, I thought I needed to do it for business reasons," said Deputy City Manager Jim Nantell. "But the thing that has kept me involved is the service — particularly the

## Exchange students programs

The Rotary-sponsored International Exchange Students Program works yearlong to find host families, both here and in other countries, for exchange students.

"The way it should ideally work," explained Rotarian Hans Eide, "is that Rotary districts exchange students with other districts. For example, two students here are exchanged for two students in Peru."

The youth exchange works in two ways: students may come for the whole school year, or there may be a family-to-family exchange for the summer.

According to Eide, the family-

to-family exchange is the smoothest to make, as one family here exchanges a student for one from another family, and the living arrangements are easy.

The whole school year exchange is quite a bit more difficult.

"We have to find host families for one to four months," Eide said. "Sometimes, if the exchange student and the family get along well with one another, they want to stay in one home, but we discourage that. We want the students to get exposure to different families."

Please see **Activities**, page 11

## Partnership between Rotary and U.N. spans many years

Rotary holds a unique place in the history of the United Nations. When the U.N. first met in San Francisco in 1945, nearly 50 Rotarians served as delegates or advisers to that first Charter Conference.

A Rotary conference held in London in 1943, which promoted international cultural and educational exchanges, was the model for the United Nations Educational, Scientific and Cultural Organization (UNESCO) created in 1946.

That same year Rotary In-

ternational was accorded non-governmental consultative status with both the U.N. and UNESCO.

Today, Rotary International initiates numerous projects with U.N. agencies and departments around the world, including UNAIDS, a program to promote AIDS awareness and prevention, as well as projects to improve food and poultry production in Venezuela, and enlarge a maternal education and child spacing program in Nigeria, among others.

*Congratulations  
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# Activities: Visit other countries

Continued from page 10

In most cases, exchange students do not get credit for the school year. Students who are fluent in the language may get credit, but the program is mostly designed for learning another language and enrichment brought by exposure to another culture.

The Group Study Exchange is for young professionals (the average age is early 30s) from different countries who exchange for a two- to three-month visit. These young professionals go with a designated leader and are put into contact with others in the same professions. It is a fast-paced and demanding program.

"We keep them busy with visiting a different Rotary Club every day," laughed Eide, "and the visit normally coincides with the district conference. It can be exhausting. But, those who go through the program call it a life-changing experience, and that is gratifying."

## Samaritan House Kitchen

"Rotarians have been extremely supportive of all our programs," said Samaritan House Executive Director John Kelley. "They have donated proceeds from their major fund raisers



**The Samaritan House Kitchen serves meals to people in need every Tuesday night. The Kitchen is a joint project of Samaritan House and the Rotary Club of San Mateo.**

through the years to initiate or support our programs, like the generous gift they have made to our free dental clinic. They also donate their time by actively volunteering at our Winter Shelter, which operates from late November to the end of March, and yearlong at the Samaritan House Kitchen."

The Samaritan House Kitchen serves meals to people in need. Served in a school cafeteria, over 50 needy individuals and families are provided a substantial meal every Tuesday night. The Kitchen is a joint project of Samaritan House, a non-profit service agency that provides a variety of services to assist the

*"We all want to give something back. I just can't imagine a better conduit than Rotary."*

**Hans Eide**

San Mateo Rotary Club member

homeless and poor, and the Rotary Club of San Mateo. Rotarians volunteer their time to serve these meals, and the work schedule is prepared and managed by a club member. Rotarians find the hands-on nature of this program very rewarding, as it gives them an opportunity to directly participate.

Through various projects sponsored by San Mateo Rotary, club members are actively involved in serving the community and improving the quality of life for those less fortunate.

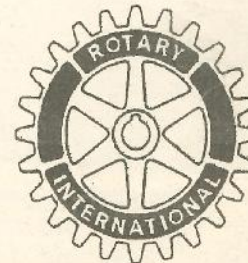
Says Hans Eide, "We all want to give something back. I just can't imagine a better conduit than Rotary."



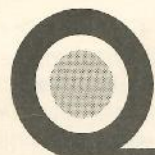
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*to the Community*

*By setting examples*  
*of the Four Way Test:*  
*Is It True -*  
*Fair -*  
*Beneficial*  
*And Does it*  
*Build Good Will?*

*Rotary Clubs*  
*help build*  
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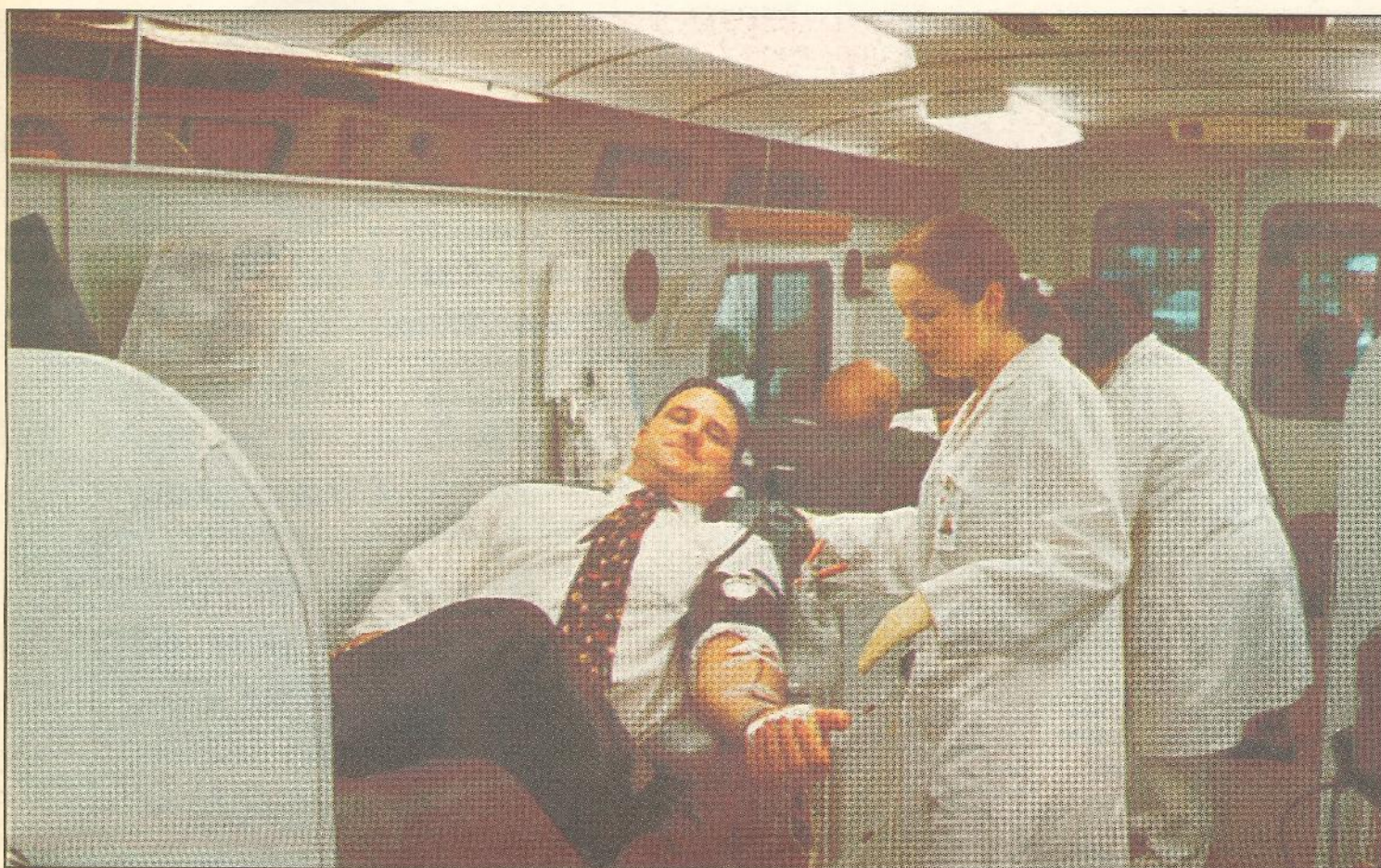
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## 75 YEARS OF SERVICE



For 75 years, the San Mateo Rotary has been serving our own community or around the world. Whether it's driving, left, help the county health department, South America, American health care, assistance — donate their services, with life-altering plastic surgery. The Rotary Club of San Mateo was selected for Top Gear, a Rotary-sponsored confidence- and team-building program. The Rotary Haciendas, lower right, are for qualified seniors.



# San Mateo Rotary Club marks three-quarter

**By Michael Campbell**  
STAFF WRITER

After three-quarters of a century, most clubs would be content to mark their anniversary by throwing a party and resting on their laurels. The San Mateo Rotary Club does things differently.

Of course, the club will spend some time giving itself a well-deserved pat on the back, but then it's back to work raising funds to build a stronger community. What better way to honor 75 years of service and fellowship than by doing what they do best?

"It's a privilege to be president of the San Mateo Rotary Club during its 75th anniversary year," said President Arne Croce. "The club has established a long tradition of service to San Mateo. We're proud of the things we've done, and proud of the things we're doing this year," he said.

"From our standpoint, we have three goals that we've identified for our anniversary activities," said Jim Nantell, chairman of the 75th Anniversary Steering Committee. "We wanted to create an awareness of the club, and celebrate its 75 years of community service, and take pause for a moment to recognize that, and to solidify our reputation for being an outstanding service club."

Ann LeClair, one of the publicity chairpersons for the anniversary activities, explained the celebration's purpose. "Our club is obviously a long-established club with a long re-



cord of community service, so when we realized our 75th anniversary was looming, we decided to do something above and beyond what we normally do — and we do a lot,” she said.

In October, the club held a scholarship fund-raising raffle, selling 500 tickets at \$100, the prize being either a new Volkswagen Beetle, or \$15,000. The effort was to raise \$75,000 for 75 years of service, she said. Much of the anniversary fund-raising energy will be focused on two Signature Projects — an outside playground and continued support for Turning Point, and a medical clinic for Samaritan House. Both are large-scale efforts that will leave behind a legacy to the community, said LeClair.

"We made a contribution of \$25,000 to the family homeless shelter, Turning Point," said Nantell, "then we provided manpower for playground equipment, with our donation serving about 450 people a year who will be able to live in that facility until they find long-term housing." Turning Point is the only family homeless shelter in the county, he said.

Samaritan House is a non-profit social

service agency that provides food, clothing, and other services to San Mateo's poor and homeless. "They address a wide variety of needs for the economically disadvantaged, and in recent years created a medical clinic. We decided to raise money to help them buy a property to run a clinic that is financially feasible," said Nantell. Funds are being earmarked for a namesake Rotary Dental Clinic in the greater facility, giving the club credit for its generous assistance, he said.

The San Mateo Rotary Club has always made community service the focus of its mission, but despite the better part of this century of doing just that, LeClair believes the club has actually kept a low profile. "We think we're actually a well-kept secret," she said. "We know how much we do, but not necessarily others." In response, the club will wage an anniversary campaign to raise their visibility — a hard-earned tooting of its own horn.

"In addition to the Signature Projects, we're creating banners and posters to be placed around town to raise awareness of our 75 years of putting back into the community, of 'Service Above Self,'" she said. "One of the ideas . . . is to take some of the things we've done, and put them on posters, perhaps list our scholarship winners, and place them in store front windows." A special anniversary event held in January was taped and broadcast by local channel KCSM.

The club will also venture into Cyb with the development of a Web site and made-to-order informational Power P play.

"We have a committee on the Web sign," she said, "and with links to various other local organizations like ours. Our club members has put together a PowerPoint presentation on the subject, which is now playing on KCSM, and our Rotary Anniversary Show has been aired repeatedly."

On a smaller scale, several commemorative projects have been planned for the year, including a postal cancellation mark, a special logo and an anniversary slogan.

"We have an agreement with the portmaster of San Mateo for a special canal honoring the 75th anniversary, to happen sometime in the summer," said LeClair, "although we have a logo, we had designed a special little logo and a slogan. Our motto is 'Service Above Self,' but we've accomplished 75 years of that."

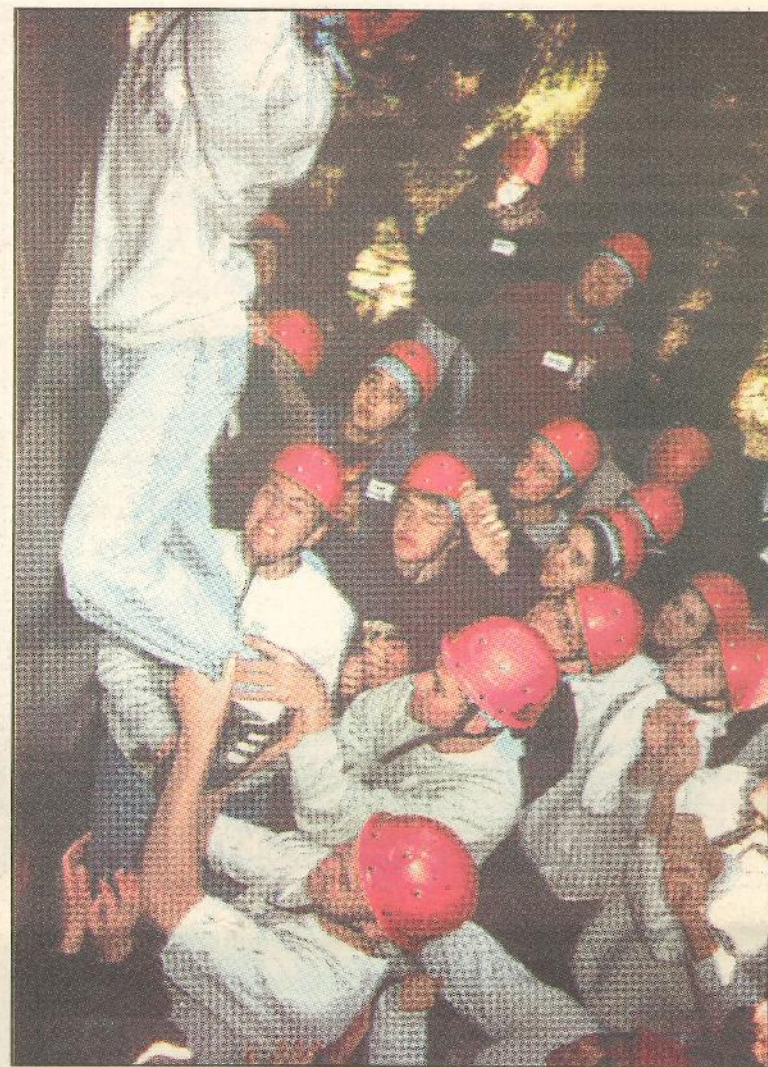
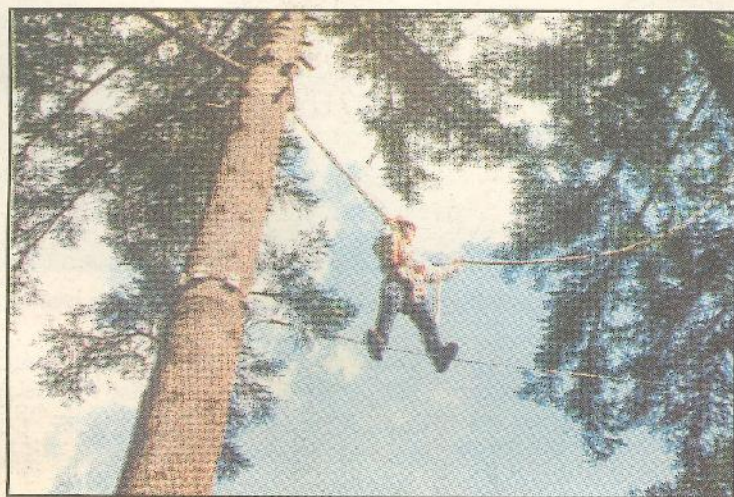
The 75th Anniversary slogan is 'Se Service for a Solid Future,' she said. " came up with that, and I think we'll h to it. We had a committee that talked the PR aspects for printed materials, we've seen the same logo forever, it s and we needed something unique this

The club also has done some search of its own past. Club member and unofficial



# CE ABOVE SELF

ary Club has touched lives, whether in  
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workers — with Rotary Club  
es, below, providing poor children  
Young people from local schools are  
sponsored outdoor program built  
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torian Mitch Postel researched an interesting overview of the club's early years, and at several recent meetings, club members read aloud "Rotary Moments," a collection of poignant and humorous reminiscences of years past. In contrast to their public role, and their wish to share the anniversary with the public, San Mateo Rotarians will find time for private celebration and fellowship as well. A Rotarian family cruise to Ensenada, Mexico, is planned for late May, and a "Decade Dance," also known as "The President's Groove" is scheduled for May 1 at the Beresford Recreation Center.

"The President's Groove is a '60s and '70s party and show," said LeClair. "We're putting together a 'Laugh-In' type of show, full of flashbacks, with Rotarians playing the parts."

The Rotary Club of San Mateo sees its anniversary year as just another way to give back to the community.

"I guess it's a nice opportunity to let people know all the things we do and our participation on behalf of youth over the years," said LeClair. "I think the mentality in the Rotary Club, and San Mateo in general, is that to feel a lot better about the community, you have to put more back instead of just celebrating your successes."

And what happens next year, after the anniversary is over? "Well, for the millennium," said LeClair, "instead of having an event or a party, we said, 'let's spend the year organizing and putting back into the community'."





# Rotaplast takes selfless service worldwide

## Children benefit from free reconstructive surgery

By Michael Campbell  
STAFF WRITER

Few things exemplify the Rotary International concept of "Service Above Self" more than Rotaplast. The ongoing International project provides free reconstructive surgery, frequently cleft palate surgery, to poor children worldwide.

Since 1993, more than 1,000 Rotaplast surgeries have been conducted entirely through volunteer effort, at a cost of \$9 million. Rotary Club of San Mateo has provided money and supplies, and several members have volunteered to assist in non-surgical activities.

"I found out about the program several years ago when Connie Chung did a special about it," said Greg Schweitzer, the club's 1996-97 President, "and that's how I got involved, by seeing what they did. It was both heartwarming and heart-breaking."

Cleft lips and palates are among the most commonly performed surgeries, and in developing countries, children born

*The (Rotaplast) project began in 1991 when San Francisco Rotary Club President Peter Lagarias started a project to provide donated medical supplies and equipment to Los Andes in northern Chile.*

with the condition often risk malnutrition, pneumonia and constant suffering and rejection, even from their own families.

Usually, resources and plastic surgeons are in short supply to operate on these children in the months following birth.

"I went on a trip in 1995, and we went to Argentina for 15 days.



Rotaplast surgeons frequently do work on young patients with cleft palates.

I'm just a volunteer, but we worked in the recovery room, my wife and I, and as kids came out of surgery, there were two nurses and we did what they said to do.

"The facilities are nothing like

we are used to here, but we were holding the kids down as they came out of the anesthetic, keeping their hands away from their face so they wouldn't tear the stitches, . . . cleaning them

up so they were presentable after surgery."

Rotaplast International, Inc. was initially the project of the

Please see **Rotaplast**, page 15

## 75<sup>th</sup> Anniversary Rotary Club of San Mateo

Nancy Chanda, DC - Chiropractic  
Robert Lamb, DDS, MSD - Periodontics & Implantology  
John Lusardi, DDS - General Dentistry  
David Moore, DDS - Endodontics  
Richard Orr, DDS - General Dentistry  
Ralph Podesta, DDS - General Dentistry  
Thomas Stucker, MD - Radiology  
Bruce Synder, DDS - Orthodontics  
Roger Trinkner, MD - Internal Medicine  
Peter Webb, PHD, MD - Dermatology





The first international mission was conducted in 1993. A Rotaplast team of 17 medical professionals, aided by Rotary volunteers, performed 159 surgeries.

## Rotaplast: Began by sending medical supplies to Chile

Continued from page 14

San Francisco Rotary Club.

"It was all centered out of San Francisco really, and it was a thrill to participate. Our club is still financially participating; we have two people, one at Mills-Peninsula and one at San Mateo County Hospital, to help with supplies and equipment," he said.

The project began in 1991 when San Francisco Rotary Club President Peter Lagarias started a project to provide donated medical supplies and equipment to Los Andes in northern Chile.

With fellow member Dr. Angelo Capozzi, a 17-year veteran of volunteer plastic surgery operations in South America, they expanded into reconstructive surgery.

The first mission was conducted in 1993.

The Rotaplast team of 17 medical professionals, aided by Rotary volunteers, performed 159 surgeries.

More trips followed over the next two years.

In 1996, a site in Argentina was added to the itinerary.

"The time I went, we did 100 surgeries in six days," said

Schweitzer, "it was just amazing, the doctors worked non-stop. Some operations take an hour, two hours, some are longer.

"What a feeling I got, the joy from parents when they saw. Their child still looked bruised, but it was a complete change from a severe open lip. The parents were so overjoyed, and that was the thrill, to see their happiness."

In addition to serving the children, Rotaplast also provides an opportunity for cross-cultural exchange, with the Rotaplast team working closely with Rotary Clubs in the host country, which provide food, housing and local transportation.

"They had only 15 members in their club," said Schweitzer. "Equate that with 400 in San Francisco and 180 in San Mateo, and with only 15 members they pulled together this trip. They pay a share too of the financing and supplies, and they fed us and housed us — and for free."

Rotaplast was inspired by prior Rotary medical projects, including the successful 3-H "Miracle in Malawi" an orthopedic surgery project for children in Africa crippled by polio.

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San Mateo Rotary Club was born about the same time this photo was taken, circa 1920s. Both have grown together, each benefiting from the other. The words at the bottom identify the photo as the entrance to San Mateo.

## San Mateo Rotary: the early years

By Michael Campbell  
STAFF WRITER

In 1924, Americans were listening to crooner Gene Austin and watching Clara Bow cavort on the silent screen. And they were joining social and fraternal clubs by the tens of thousands, including the newly established San Mateo Rotary Club.

"Like Rotary in general, the spirit of the 1920s was very much one which had a positive influence on the growth of service clubs," said Mitch Postel, executive director of the San Mateo County Historical Association, a Rotary member and unofficial historian of the San Mateo club. "It was business oriented but progressive enough to understand that the well being of a community was within the business interests as well."

Rotary itself began in 1905, when Paul Harris, lawyer and businessman, and three friends, gathered in Chicago to discuss his idea for a businessman's club. Over the next few years, Rotary

Clubs were founded around the country and the world, with the second, the San Francisco Club, founded in 1908. An Oakland club, number three, was founded only weeks later.

Postel has skimmed through old issues of the San Mateo Times, researching the club's past. He found the first mention of the club in the December 15, 1923 issue, which announced Thursday lunch meetings for the new club, and that, "Its purpose is to render unselfish service to the community in which it exists in accordance with the teachings of its motto, 'He profits most who serves best.'"

On January 25, 1924, the San Mateo Rotary Club received its charter from Rotary International, with San Mateo Park resident Oscar Boldemann, owner of San Francisco's Boldemann Chocolate Company — and a San Francisco Rotarian himself — the club's sponsor.

Please see **History**, page 17

*Congratulations on 75 Years of  
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# History: Suburban businessmen joined

Continued from page 16

"These were mostly conservative people who had an understanding that you had to give something back to the community. It was a very American institution, that you should put together small groups locally, that you couldn't let society slip and let capitalism take over without any social conscience. It was an outlet for many businessmen — and it was all men in those days throughout the country — and that to be good Rotarians you had to have community service."

San Mateo Rotary's first President was J.E. McCurdy, a prominent local attorney who was also active in the Elks. San Mateo Union High School District and San Mateo Junior College superintendent W.L. Glascock served as the first secretary of the club, and was also an Elks Club member. Treasurer was P.A. Oliver, President of the Peninsula Building and Loan Association, and the first Sergeant-at-Arms, Albert A. Rochex, who owned Rochex and Rochex Real Estate.

The roster of original members was a typical cross-section of suburban American businessmen: Horace Amphlett, publisher of the San Mateo Times; Fred E. Beer, local Ford dealer and future city mayor; N.D. Morrison, physician; George Snieder, mortuary owner; Walter Cambridge, Rector of St. Matthew Episcopal Church and president and manager of Mills Memorial Hospital; Charles Ekinhardt, optometrist; Walter Kelly, local PG&E manager and Sequoia Union High School District Board President; Fred Smith, furniture company owner; R.J. Wisnom, hardware store partner; John R. Fairbanks, Leslie Salt Works superintendent; and Mervyn Hope, California Pacific Title Company manager.

Throughout the '20s and '30s, says Postel, clubs and fraternal organizations often developed a bad reputation for being self-serving or exclusive, and were often targeted by writers and critics who lampooned their secret handshakes, passwords and rituals.

As businessmen dedicated to community service, Rotarians developed a better public image than most during the era.

Even in 1924, writes Postel, the local Rotarians openly expressed their goals to the public,

announcing in the San Mateo Times that they were "... a group of business and professional men, who without secret vow, dogma, or creed, without question of their religion or politics, but each in his own way, have accepted the Rotary philosophy of service."

"The key here was an overriding, service-oriented flavor not seen to be directed to one specific area," said Postel. "No one said you must invest all your time in combatting polio, or that you must try to help the community create parks, it was left up to the individual club itself to see what needs were in the community. Were there poor families or children needing direction? Were there health issues? I think that ability to address problems the locals saw as most important gave Rotary a strength..."

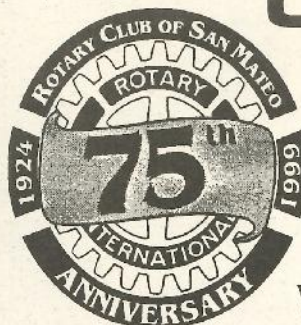
Postel said that tracking down the San Mateo Rotary Club's activities during the Great Depression and World War II years is difficult, but that local Rotarians were influential during the postwar boom that created the Bay Area we recognize today.

"San Mateo was one of those communities that grew by leaps and bounds and some of the Rotarians were the developers, real estate agents and builders of the day," said Postel. "Certainly they were a part of the business elite of San Mateo at that time. They saw to the building of the Peninsula."

Postel singles out David Bohannon, who developed Hillsdale Mall and the residences behind it, and Bud Bostwick, Director of the San Mateo County Development Association.

"These kinds of people in the old Rotary Club were involved with the postwar spurt of growth. Of course it still included educators, and other folks, but by and large, it always had a business interest to it."

Would the Jazz Age founders of the San Mateo Rotary recognize their club today? After 75 years of following their community-service example, they would likely still feel at home, although the faces have changed: It wasn't until the 1987-88 fiscal year that women were permitted into the Club. Lynda Poulton, Anne LeClair and Barbara Evers — the next president of the San Mateo Rotary Club — were its first female members.



## Congratulations San Mateo Rotary Club

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# San Mateo Rotary Club finds and fills needs

By Michael Campbell  
STAFF WRITER

Find a need and fill it. Build it and they will come. Just do it! And if you don't believe that brand of enthusiasm can ever bear any fruit, San Mateo Rotarians can simply point to Rotary Haciendas, the senior citizens housing complex, or Rotary Grove, the refurbished picnic area in the city's Central Park.

"We were helping youth, mainly through our different special projects, and in 1985, we got the idea to help the elderly, and got a group together anxious to start a project," said Lee Osborne, then-club president, who, with members Lew Roe and Ed Johnson, was a leading force behind the Haciendas project.

The club looked around at what other clubs were doing, he said, and came back convinced they had to do something. "The sub-committees formed a non-profit owned by the San Mateo Rotary Club called Rotary Haciendas." Complying with federal and state guidelines, in the meantime, they searched the city for a suitable property.

"We found a site on Hacienda Avenue, across from St. Gregory's Church, 60,000 square

feet, about an acre and a half." The site, a former playground, was behind a chain-link fence, and owned by the San Mateo-Foster City School District. The group approached the school district.

"They were interested in selling, but under the rules, public agencies had to offer it to other public agencies first," said Osborne. With San Mateo on their side, the land was sold to the city for \$950,000. Rotary stepped in with the Mid-Peninsula Housing Coalition as a consultant and tax-credit financing through Fannie Mae, who agreed to buy tax credits, thus becoming a 99 percent limited partner, opening up \$3 million in financing, and Rotary Haciendas was on its way.

Osborne said \$4.5 million in seed money was raised through voluntary payments, with \$1,000 pledged by each member. The eventual cost was \$5.5 million.

"The plans we had drawn were for 82 units. Haciendas stretches an entire block," said Osborne, "three stories, two elevators, and every unit has either



Rotary Haciendas is a senior citizens housing complex in San Mateo. The \$5.5 million complex spans an entire block and houses 82 one-bedroom units.

Please see **Needs**, page 19

## To the Rotary Club of San Mateo

Thank you for **75** years of service  
in support of our healthy community

Mills-Peninsula Health Services

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Top U. S. Hospitals Award Winner



# Needs: Donated funds welcome

Continued from page 18

a porch or a patio. There's parking in the rear."

Most of the units have one-bedroom, with a kitchen, bathroom and living area, and there's a community area and meeting room with a kitchen which can be used by all tenants.

One of the more unusual fund donations came from a complete stranger.

Osborne received a phone call from West Virginia. The voice at the other end stated he had a check for \$700 that he wished to donate as a tax credit.

"A few months went by, and I went to the post office, opened a letter, and a check fell out for \$3,400."

A note from the donor said he raised the money by running across the country from San Francisco to New York's Central Park — on crutches.

"I couldn't believe it. I've tried to reach him several times but can't find him. Apparently he devoted himself to helping others despite his own handicap."

The mystery man's name was Jerry Traylor.

Jim Chalmers saw a problem and not only decided to fix it, but to improve on what was already there.

"I actually got the idea while walking through Central Park one day with my grandchildren," he said. "The picnic tables were beaten up and green, and belonged in the dump."

"I wondered if the Rotary Club could make that a project."

There were limited monies, so through Rotary solicitations, new picnic tables and benches were sponsored by selling personalized memorial plaques.

"They bought a table or bench by putting a cast bronze plaque, commemorating themselves, or in memory of someone, which we embedded in the table," said Chalmers.

"That part was easy. Getting it through the city and then the parks and recreation department was a little more difficult."

Chalmers said at first officials were cautious that Rotary would not complete the entire project, but were soon pleased by the club's results.

"As it turned out, we had subscribed more tables and benches than we needed. We were pleasantly surprised that we had over-subscribed . . .

"With tables at \$500 and benches at \$400, it wasn't a cheap donation."

At that point, he said, the city joined the project with gusto.

"When parks and recreation saw we provided all the tables, they got in there and graded the ground and brought in the chopped bark."

The city's confidence secured, Rotary then reached out to involve other community groups.

"We hired Project 90 people on three or four occasions," he said, referring to the nearby drug and alcohol rehabilitation center.

"They worked out fine, and we paid them directly for every hour they worked."

The Rotary Grove, as it's now designated, was finished three years ago, he said, with the completion marked by a ribbon-cutting ceremony featuring the mayor, city council members and Rotary executives.

"The whole thing turned out well," he said, "but we still have more to do. The barbecues need to be replaced, and barbecue tables; it's an ongoing project."

Lee Osborne sums up the Rotary experience nicely. "One of the things I like about Rotary is all you need to do is call someone whenever you need help, or when you want to do something. It's so encouraging."

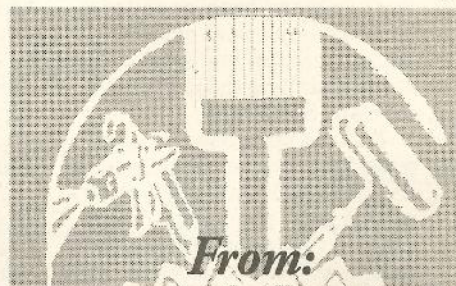
*"One of the things I like about Rotary is all you need to do is call someone whenever you need help, or when you want to do something. It's so encouraging."*

**Lee Osborne,**

past president, Rotary Club of San Mateo

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# Two members personify Rotary motto

## DeLuna and Chalmers stand out as stellar Rotarians

By Michael Campbell  
STAFF WRITER

They have 62 years of Rotary service between them. They have been past club presidents, and on the board of directors numerous times, and have given both time and energy to countless fund-raisers, charity events and special projects. And over the course of three decades, Dick DeLuna and Jim Chalmers, two veteran fund raisers, have earned the respect and admiration of friends and colleagues.

"They are mainstays of our club, and our fund-raising success is due to their prowess," said club President Arne Croce. "They've put on raffles with prizes that range from the exciting to the exotic. This year it was a brand-new Volkswagen Beetle, and before that an all-expenses-paid African safari."

"I would truly say this man, more than anyone, epitomizes 'Service Above Self,'" said club member Anne LeClair, of Jim Chalmers. "It seems he spends all of his time doing things for others. He'll take anything on if it helps someone else. Rotary projects are just the tip of the iceberg," said LeClair, counting off scholarship raffles and a list of special events.

Chalmers, a former San Mateo mayor, school board member and

city councilman, was also directly responsible for the Rotary Grove picnic area restoration in Central Park.

"He conceived of that project," said member Jim Nantell. "He noticed the picnic area was looking dilapidated and he went out and recruited Rotarians to buy tables and benches and give donations, and went out and bought the stuff and spent a Saturday installing them. We call him 'Mr. San Mateo.'"

Dick DeLuna inspires equal amounts of praise. "Dick is one of the great characters. He's always in high gear, always busy," said LeClair. "He always makes time to help with the scholarship raffle and special projects, or makes his office available to be used for special events."

Both DeLuna and Chalmers are former Eagle Scouts, and both were recently honored by the San Mateo Council of the Boy Scouts of America as Citizens of the Year for their service to the public.

And both are modest, choosing instead to share credit with every club member.

"I really believe in the club's work on a local level," said DeLuna, who joined Rotary in 1968. "Rotary International does great things, but locally our scholarship program is one of our bigger efforts, and really what all

the money has gone towards. . . . People have given not only in the number of dollars but of themselves as well."

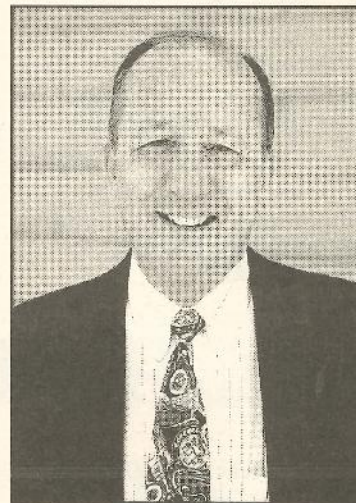
LeClair points to DeLuna for the success of so many fund-raising efforts. "He always has goals, sets goals for the scholarship raffles and they've exceeded every time. He makes it a lot of fun for people," she said.

Chalmers also joined Rotary in 1968 as well. He puts fellowship at the core of his Rotary experience, and the reason for his fund-raising success.

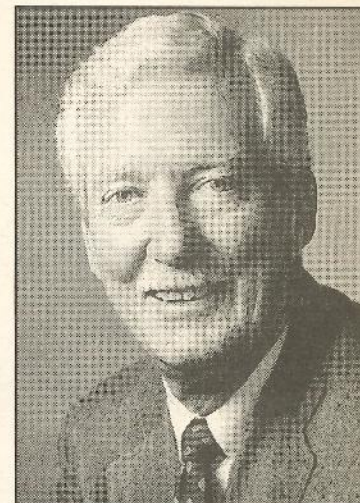
"I've made lots of friends through Rotary, a cadre of life-long friends, high-quality people who are always dedicated and willing to help, and it's kind of heartwarming how we get things done."

DeLuna puts the people first as well. "I enjoy the camaraderie, and met some of my best friends in Rotary. It's not a place for business, but a place for service."

Said Arne Croce, "They are very civic-minded, model Rotarians. Our motto is 'Service Above Self,' and no two people embody that more."



Dick DeLuna



Jim Chalmers

"They are very civic-minded, model Rotarians. Our motto is 'Service Above Self,' and no two people embody that more."

**Arne Croce**

president, Rotary Club of San Mateo

## History of motto, name

Where did the name Rotary come from? After the club's 1905 founding in Chicago, the sites of the meetings were regularly rotated among the member's businesses.

It was founder Paul Harris' idea that members should be familiar with each other's business in order to promote business. The familiar Rotary emblem of the gear-like wheel was originally a simple wagon wheel in motion, with dust behind it, to represent civilization and movement.

In 1922, in a move to create an official emblem, a gear wheel with 24 cogs and six spokes was submitted, and was adopted the following year.

A keyway was later added to show the wheel was a "worker and not an idler."

In 1929, royal blue and gold were accepted as the official Rotary colors.

### Rotary motto

The Rotary motto, "Service Above Self," and its other official maxim, "He Profits Most Who Serves Best," were both adopted as official mottos in 1950.

Both adages have roots in the early years of the club, when each was submitted for approval as official slogans. Both remained in general use by Rotarians for more than eight decades, until 1989, when the Rotary International Council on Legislation decided upon "Service Above Self" as the primary motto.



## Congratulations!

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# Rotary projects leave community with a legacy

## Three significant gifts meet very real needs

By Robin Michel  
CORRESPONDENT

In celebration of its 75th anniversary, San Mateo Rotary embraced three signature projects that would provide a legacy to the community and serve as a visible example of how Rotarians provide leadership in addressing community needs.

The most sizable gift is a \$100,000 donation to the Samaritan House Medical Clinic, a free clinic that assists individuals and families on low incomes who are unable to afford the rising costs of medical care.

The Samaritan House Clinic is funded entirely by community donations, and will be greatly enhanced by the generosity of San Mateo Rotary.

"Our gift will serve two purposes," said Jim Nantell, 75th Anniversary Activities Chairman for the San Mateo Rotary Club. "It will help the clinic purchase a permanent facility, and it will establish an on-site dental clinic that will be called the San Mateo Rotary Dental Clinic."

Thanks to the efforts of Rotary Club members, an outside playground has been constructed for the children of the Turning Point Family Shelter for the Homeless.

Turning Point Family Shelter serves 8 to 10 families at a time, and approximately 150 families a year.

It is estimated that there are about 1,000 homeless families a year in San Mateo County.

"Turning Point has a focus on families," said Nantell, "and it is the only family shelter in all of San Mateo County."

Recognizing the importance of giving the children of Turning Point a safe and positive environment in which to play and grow,

*"The only way anyone can prove his love of his fellow man is through service to his fellow man."*

**Paul Harris (1905)**  
Rotary founder

members of the San Mateo Rotary Club spent one full weekend last fall installing the playground equipment, and then a second weekend landscaping the area. The playground project cost \$25,000, a worthwhile expense, according to Rotary members.

The third gift from San Mateo Rotary to the community is a \$10,000 donation to the San Mateo Parks and Recreation Department to purchase street hockey equipment, including Border Patrol, which are portable walls that create a safe area to play the sport.

"Because the walls can be moved from neighborhood to neighborhood, more kids will have an opportunity to play the sport," said Nantell.

This gift is valuable in providing wholesome recreation for San Mateo youth.

As Paul Harris, founder of Rotary, stated in 1905, "The only way anyone can prove his love of his fellow man is through service to his fellow man."

All three of these gifts embody the Rotary spirit and serve as monuments to San Mateo Rotary's commitment to the community.



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## Rotary's commitment to community spans globe

By Michael Campbell  
STAFF WRITER

Seasonal storms ravage the south Pacific, so Rotarians in New Zealand and Australia regularly distribute survival kits to islanders.

Georgia ranks eighth in the number of AIDS cases in the U.S., prompting local Rotarians to organize a panel of HIV-infected young adults to educate teens about the diseases.

Worldwide, Rotarians have fought illiteracy by building schools and donating books, computers, mobile libraries and precious time to impoverished communities.

This is the Rotary Foundation at work, a not-for-profit corporation that supports the humanitarian efforts of Rotary International.

The Foundation got its start in 1917, when Rotary's sixth president, Arch C. Klumph, proposed the creation of an endowment fund for charitable work around the

world. The first contribution of \$26.50 rolled in a few months later from the Rotary Club of Kansas City, Missouri.

The fund grew slowly, but in 1930, the first grant of \$500 was given to the International Society for Crippled Children, created by Rotarian Edgar F. Allen, known today as the Easter Seals organization.

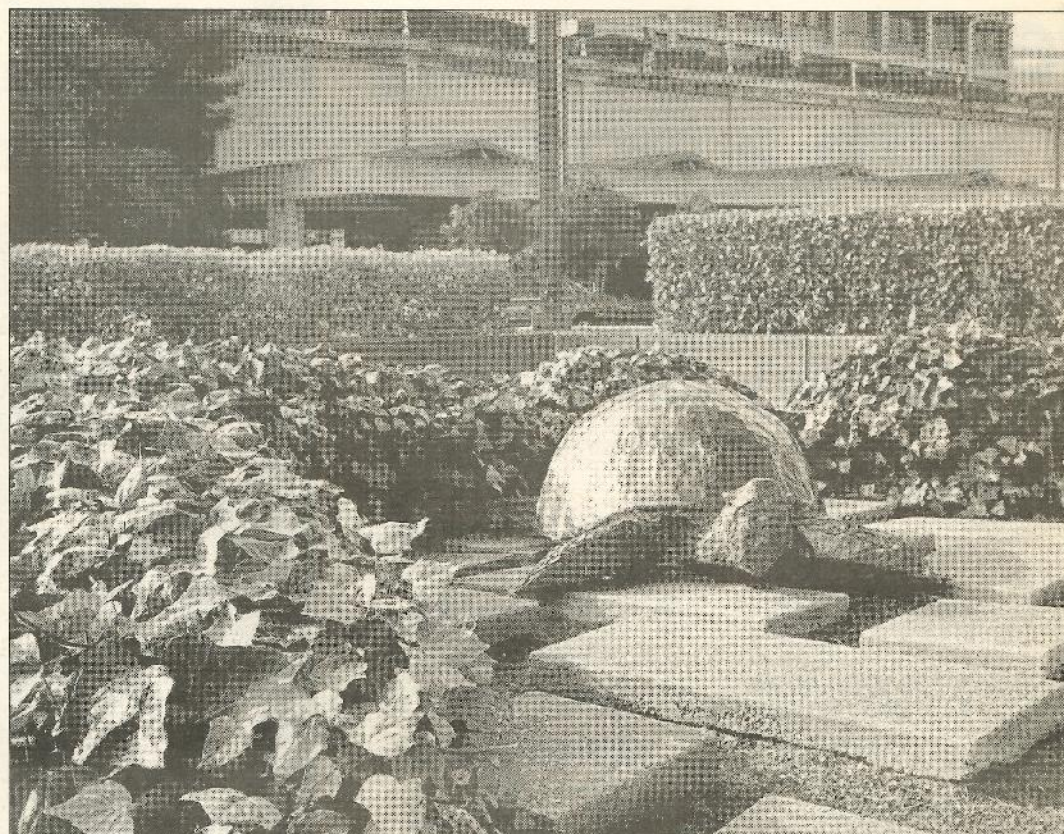
The Great Depression and World War II slowed the Foundation's growth.

When Rotary founder Paul P. Harris died in 1947, gifts and contributions flowed into Rotary International as memorials to his work. Since the very first contribution, the Foundation has received more than \$800 million.

A person who donates more than \$1,000 to the fund is recognized as a Paul Harris Fellow.

Almost 500,000 individuals have been recognized for their generosity.

## A gift to San Mateo



San Mateo Rotary for years has assisted people in need, in our own community and throughout the world. Recently, it turned its attention to several projects designed to beautify the downtown section of the City. Rotarians donated time and funding to redesign and landscape the intersection at Second Ave. and San Mateo Drive.

## CONGRATULATIONS TO THE ROTARY CLUB OF SAN MATEO ON 75 YEARS OF DEDICATION TO OUR COMMUNITY



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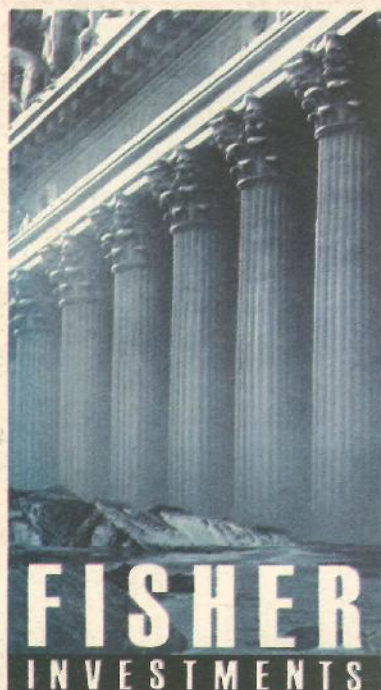
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### Forbes' Connection

I'm Ken Fisher. I've been in the money management business for over 25 years. I founded Fisher Investments and direct its portfolios. We manage over 3 billion dollars for institutions and individuals.

I've written *Forbes* Magazine's "Portfolio Strategy" column for 15 years, plus three well-known finance books. In *Forbes*, where columnists last only as long as their advice makes sense, I'm the seventh longest-running *Forbes* columnist ever.

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And there's continuity at Fisher. My father, Phil Fisher, who trained me, is a legendary investor and author. His biggest fan, other than me, is Warren Buffett, who says Dad is one of his two main sources of investment inspiration.

Not only is Fisher Investments a family business, it's a local business. I was raised in San Mateo, went to school at Aragon, and have located my business in Woodside.

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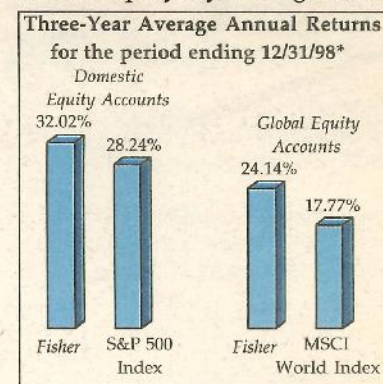
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