

THE GRAPEVINE
“The Somewhat Official Newsletter of the Rotary Club of Livermore Valley”
July 19, 2016
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Month 1, Meeting 3 in the Administration of 1/4Man.

1. Consider this a warning: Fred Q says, “Wear your badge.” The President’s Club won’t save you. Another biggie on da prez’s list: “No one sits alone.” AND be sure to introduce yourself to guests and our speaker.
2. For you to consider: New owners of Trophies and Tees are holding a sale of all of Bill’s clocks and watches.
Date: August 7th, 8am-4pm

3. Membership: Eric Dillie

Eric gave a great talk on membership. Basic concept: Make it based on **ATTRACTION**, not promotion. Quote: “Membership is gained and retained when the value of membership to Rotary exceeds the cost of membership.” Side bar: DQ is going to have his hands full wrestling the floor away from Eric.

5. Good to see Jeff here today. Can’t wait to hear his baseball exploits.



PROGRAM: Stephanie Shaterian, Flocontent



Summary:

She taught us how to put together a video to promote whatever we had in mind. Since Eric just finished talking about membership, she used that as a prompt. Interesting fact: 57% of those who watch a video—contribute.

All we need is:

- A. A Goal: Define the audience. Don’t try to reach everybody
- B. Methods—what do you want people to feel
- C. Story (Beginning, Middle, End)

THOUGHTS FROM THE UPPER DECK:

1. Question: Name the only athlete ever to be on the cover of *Rolling Stone* Magazine:
2. It’s about time for the face of the Giants to start playing like the face of the team.
3. Even though no one was injured, I bet it scared the _____ out of some.



4. Hey you millennials out there. Please explain Pokémon go to me. After further review—don't bother
5. I turned on the RNC last night and thought I had tuned into a WWE event by mistake, with all the smoke and dry ice etc. At first I thought that The Undertaker or Clubber Lang was going to appear. The choice of music (We Are The Champions) was interesting too, given the background of Queen's late Freddie Murray.

Today's Final Thought: The highest form of wisdom is kindness.

Kevin Drake

“After all is said and done, there is usually more said than done.”