



Wed Jul 06, 2011

[Home](#)

Editor Joni Condit

If you have any comments or questions, please contact the editor.

Weekly Program

Jul 06, 2011

[Joni Condit](#)

RI Convention and the Coming Year

Jul 13, 2011

[Richard DiBernardis](#)

The History and Benefits of El Tour

Jul 20, 2011

[Cristie Street](#)

What Every Tucson Business Needs to Know About Cyber Crime and Why

Jul 27, 2011

[Kim States](#)

Better Business Bureau and Marketplace Trust

Aug 03, 2011

[RCOT Meeting](#)

Location: Bonsai Boojum Room at Doubletree

Aug 10, 2011

[RCOT Meeting](#)

Aug 17, 2011

[RCOT Meeting](#)

Aug 24, 2011

[RCOT Meeting](#)

Aug 31, 2011

[Replaced with Home Hospitality Week](#)

[View entire list...](#)

Stories



[Joni Condit - July 6, 2011](#)

Jul 01, 2011

Be sure to join the fun this Wednesday when new President Joni Condit leads her first meeting. Joni will share her experiences from Rotary International Convention held in New Orleans at the end of May. She will show photos of the international community of Rotary along with the special sights from the unique city of New Orleans and the French Quarter. Joni will describe moments from Bill Gate's plenary session on the third day of the convention and talk about how close we are to eradicating polio from this Earth! President Joni will introduce your Board for 2011-2012 and provide some of the goals they have set out to accomplish in the coming year.



[2011 Tucson Classics Car Show](#)

Jul 05, 2011

Car Show Chair, Joe Pennington, Past-President, Bob Shaff, along with one of our friendly local bankers, John Lewis, gathered together the captains and co-captains who will coach twenty ticket sales teams on Tuesday afternoon at El Parador Restaurant. Under the influence of chilled margaritas and beers, the captains took turns drafting their teams. This resolved the complaint from past year's when captains said they wanted to select their own teams. Each team has eleven or twelve members who will each be given 50 bar-coded tickets to either sell or turn back in. (Unsold tickets must be turned back in or they will be charged to the Rotarian's account!). By July 13th all club members should have their fifty tickets to get started. Remember, you can get your friends and family to buy tickets online. Let's all make this the best Tucson Classics Car Show ever!



[Thank a Tucsotarian Sponsor \(Westcap Solar and Charlie O'Dowd\)](#)

Jul 01, 2011

Charlie has been a very involved Rotarian since May 2004. Only some of Charlie's involvement in our club includes being on the STAR committee, Charlie has been a mentor, he's spent a lot of time standing in the greeting lines and has given many invocations along with visiting Rotarians and guest announcements.

Club Events

Rotary CPR Training

Doubletree Hotel
Jul 16, 2011 at 8:00 AM

Community Food Bank Collection

Jul 20, 2011

STAR Training

TBD
Jul 21, 2011 at 5:30 PM

Hike September 24

Sep 24, 2011

Hike October 1

Oct 01, 2011

Website Sponsors



Westcap Solar, a Tucson Rotarian owned company.

Westcap Solar was established in 2008 by Dave Shorey and Charlie O'Dowd who had been partners before in the Commercial Real Estate business. Westcap sells, installs and services photovoltaic (PV) electricity generating equipment for homes and businesses. The firm employs 10 sales, design, installation and administrative personnel in the two offices, Tucson and Phoenix. Solar to generate power has never been a better investment. with Federal tax credits and utility company incentives the return on Investment nears 10%, certainly better than many investments today. We offer leasing as well as sales plans.

"Own Your Own Power" with Westcap Solar, call Charlie O'Dowd @ 991-4110



Social Media and Rotary

Jul 05, 2011

Many Rotarians already use Facebook, text rather than call, and perhaps are on Linked In or have a Twitter account, especially our younger members. Most of us have children and grandchildren who use these forms of social media. Companies and organizations are also starting to use social media to help them market themselves and to communicate more rapidly with their customers. Did you know that our Club has a Facebook Account?

Social media is really a complement to other forms of communication, such as our website and advertising in newspapers and magazines. Traditional advertising like those just mentioned are consider "pull" type of communication, pulling the consumer in to consider our programs and services. Social Media, on the other hand, is a "push" type of advertising or communication. Through our Facebook account or Twitter, for example, we can push information out to our members and to others in the community.

Interestingly, people 55 years and older had the largest increase, over 900%, in the use of Facebook last year. Social Media, unlike traditional advertising or communications, is twenty-four hours a day, seven days a week, so it needs to be monitored closely like a small child and updated regularly. Your Club Director, Alan Schrope, is in charge of PR this year. He and his committee will be focusing on updating our Facebook page, and our website to communicate the good projects our Club does, what Rotary is all about, and to hopefully recruit new members. If you are interested or have skills in this area, please contact Member, Alan Schrope.



Alan Schrope to Lead Southern Arizona Rotary Communications Project

Jul 05, 2011

Our very own Alan Schrope has been chosen to lead a group of Rotarians from all of the southern Arizona Rotary clubs to help create an understanding and appreciation of Southern Arizona Rotary Clubs' contributions to our communities, our country, and our world. The focus will be to create mechanisms to communicate this both to Rotarians and non-Rotarians.



Dues Breakdown

Jul 05, 2011

Ever wonder what your dues cover? Patrick Zumbusch, your Club Treasurer, has done a breakdown that tells the story:

Annual Dues \$1,140



\$ 51.00 Rotary International Dues
 \$ 2.27 Rotary International Liability Insurance
 \$ 1.00 Rotary International Council on Legislation levy
 \$ 12.00 Rotary International Rotarian Magazine
 \$ 50.00 Rotary District 5500 Dues
 \$907.09 Lunch at Doubletree (47 meetings x \$14.50 meal x 1.22% service x 1.091% tax)
 \$116.64 Club Expenses: Rent, Utilities, Insurance, Storage, Staffing, Equipment, Supplies, Postage, Training, Convention, etc.

Notes: Dues are billed quarterly as \$285.00 and are not broken down into the above categories. The billing cycle occurs the first of July, October, January, and April. Attendance Exempt and Leave of Absence members, guests, and visitors are charged \$20.00 per meal except for special upgrades which are charged at \$25.00. Attendance Exempt and Leave of Absence member dues: \$102.50 per quarter or \$410 per year. Club Admission fee: \$300 (does not apply to Rotarians transferring from another club).

If you have any questions please see Joni Condit, Patrick Zumbusch, or Mary Laughbaum.



Hugh Thompson to Lead GSE Team to Middle East

Jul 05, 2011

Our own Past-President Hugh Thompson has been selected by District 5500 to lead the next GSE team. From November 11th to December 11th, this team will visit the brand new Romala Club, Egypt, Jordan, and Bahrain. They are still looking for team members to go on this trip.

Please let Hugh know if you know of young professionals between the ages of 25-40 years old. Interviews will be conducted starting on July 10th so act fast!



President's Corner - July 6, 2011

Jul 05, 2011

Thank you to all of our Members for so warmly welcoming me as your President for the coming year. Your Board of Directors held its first official Board meeting on June 29th where they approved our revised Strategic Plan and Budget for the coming year. I can promise you that your Board is going to work very hard to make this a fun-filled year that will focus us on doing great things for our community and beyond. We are most sensitive to the economic challenges that many of our members are facing. Because of this, the Board approved a budget that has no increase in dues for this year in spite of rising costs in our operations. Our Club's lifeblood is our members. Without retaining and recruiting members, our Club cannot continue to operate in the wonderful tradition it has for so many years. This past year we lost a number of members due to financial hardship or death. Our members brought in more than twenty new members but it still wasn't enough to cover the number we lost. If everyone would bring in one member this year, our Club will flourish!



July 6 Menu

Jul 05, 2011

A special request menu by President Joni Condit to complement the report on Rotary International Convention in New Orleans:

Blackened Chicken with Shrimp and Andouille Sausage Sauce, Fresh Seasonal Vegetables,
 Steamed Rice
 Warm Rolls and Butter
 Doubletree Chocolate Chip Cookies Served Family Style
 Coffee, Decaf or Iced Tea

Vegetarian option if reserved in advance: Pinenut and Spinach Stuffed Acorn Squash or Fresh
 Fruit with Yogurt and Cottage Cheese

Membership and Attendance - COA Party June 25, 2011

Jul 05, 2011

Membership

Active Members	184
Active Members AE	51
Total Active Members	235
Honorary	17

Scholarship Cups

Cash Contributions	\$	0.00
Quarterly with Dues	\$	452.00
Total Scholarship Cups	\$	452.00

Attendance COA June 25, 2011 party

Active Members	63
Active Members AE	5
Honorary	1

Raffle	\$	None
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Auction	\$	None
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Total Members Present	69
Guests	58

Guests of the Club - Band	5
Visiting Rotarians	0

Total Meeting Attendance	132
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