



Thu Jul 21, 2011

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Editor Joni Condit

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

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Jul 27, 2011

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Nogales Wheelchair Project Update

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Tucson Fire Foundation

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[Kiran Easwarachandran](#)

Bollywood Fusion

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[District Governor Michael Drake](#)

Rotary District 5500

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[Replaced with Home Hospitality Week](#)

No Lunch Meeting this Wednesday

Sep 07, 2011

[Mike Varney and Bill Holmes](#)

New Chamber Leadership and Direction

Sep 14, 2011

[RCOT Meeting](#)

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Upcoming Events



Cristie Street of Nextrio LLC - "What Every Tucson Business Needs to Know about Cyber Crime & Why"

Jul 18, 2011

The greatest threat to an organization's security is complacency. According to a recent survey conducted by Visa and the National Cyber Security Alliance, more than 85 percent of small business owners believe their companies are less of a target for cybercrime than large companies.

Nearly half of the small business owners surveyed said they believe the high cost in both time and money to fully secure their business is not justified by the threat. In reality, small businesses have exactly what the bad guys want: bank account information, employee lists, and customers' credit and debit card account information. More often than not, we have neglected to implement simple, cost-effective safeguards to protect that valuable information – a fact the bad guys know all too well.

Using real world examples of local breaches in our hometown, the computer experts at Nextrio will break down the facts of Cyber Crime into easy-to-follow steps:

1. Understand the threats: We'll cover the 10 most common mistakes made by businesses and exploited by hackers.
2. Implement safeguards: We'll give you the 10 specific solutions to start using immediately. Some of them are even free!
3. Keep a watchful eye going forward: We'll share our 5-step plan for monitoring your critical information so you can instantly spot anomalies.

This conversation is designed to be "just technical enough" to be appealing to business owners of every industry and experience-level. You'll walk away informed and prepared to tackle this very real threat head-on rather than scrambling to respond after an incident.

Nextrio, LLC provides comprehensive Information Technology (IT) solutions for businesses. Founded in 2002, Nextrio employs 30 technology consultants and has worked with over 1000 companies in Southern Arizona.

Cristie Street co-founded Nextrio in 2002. As managing partner, she is responsible for daily operations, sales, marketing and strategic planning. Street has 20 years of leadership experience building global brands and guiding product development in technology companies. In 2010 Street was named Small Business Leader of the Year by the Tucson Metropolitan Chamber of Commerce.

Oscar Fowler, a founding consultant of Nextrio, applies his programming and development expertise to the technical infrastructure and product direction of the company. Fowler leads Nextrio's IT Audit group where he and team engineers create technology blueprints and roadmaps for clients that align and support their business objectives.

STAR Training - July 21 - 5:30pm - 7:30pm

Rincon Market
Jul 21, 2011 at 5:30 PM

Wine Fellowship - Feast Restaurant

Aug 16, 2011 at 6:00 PM

Home Hospitality Week! Aug 27 - Sep 4

Various Host's Homes
Aug 27, 2011 - Sep 04, 2011

Hike September 24

Sep 24, 2011

Tucson Classics Car Show

the lawn of St. Gregory's Preparatory School
Oct 22, 2011

District 5500 Conference

Doubletree Hotel
Oct 28, 2011 - Oct 30, 2011

El Tour De Tucson - Mike Harris Memorial Ride

Nov 19, 2011

San Carlos trip

San Carlos
Dec 02, 2011 - Dec 05, 2011

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Mystery Editor July 13

Jul 18, 2011

President JONI CONDIT opened the meeting by asking MAGGIE KOSINSKI to lead the pledge of allegiance and song. MIKE ORCUTT followed with the invocation.

CAM MOORE introduced a number of guests but no visiting Rotarians this week.

Next came the celebration of birthdays for the week with MARY MARTIN leading off. Mary started a Paul Harris Fellowship in honor of her husband. ARNIE JACOBSEN shared his special birthday party with us and recognized Burt Lazar as his sponsor into the club.

JOE PENNINGTON led the announcement section with detailed information about the car show. ALAN SCHROPE and CAM MOORE gave some good tips on ticket sales. Our goal is to sell 20,000 tickets this year! Sell. Sell. Sell.

MARCIA KRUMWIEDE announced the Community Food Bank drive next week. Bring food and/or cash. There is a great need in our community! VICKIE JACOBS promoted the STAR meeting on Thursday, July 21. DARRELL STEWART gave a pitch for the CPR training on Saturday and the need for home hospitality hosts.

President JONI read a nice thank you letter from JIM MURPHY for the Foundation's gift to the Pima Council on Aging.

GARY HIRSCH introduced our speaker, Richard DeBernardis, speaking about the history and benefits of the El Tour de Tucson. For a fairly new person to the community it was a fascinating program to learn about a major event here in Tucson!

Proposed New Members

Jul 18, 2011

The following applications have been submitted for membership in Rotary Club of Tucson:

Proposed Member: Keith Cobb

Classification: Real Estate: Real Estate Sales

Sponsor: Ted Forsberg

Proposed Member: Jennifer Hoffman

Classification: Service Industries: Call Center

Sponsor: Jack Marek

Proposed Member: Carmen Bermudez

Classification: Finance: Financial Planning

Sponsor: Larry Adamson

If no written objections are received within 7 days of publication, the applicants will be accepted into membership.



Start Your Engines!

Jul 18, 2011

Past President Bob Shaff reported to your twenty team Captains/Co-Captains that we are already off to a quick start this year on Ticket Sales for our upcoming Tucson Car Show Event (October 22nd). Through this past Saturday, **we have already sold 573 car show tickets Online!** This is more than we sold all last year. This looks to be a great avenue for making ticket sales. It is

Executive Director
Mary Laughbaum

Website Sponsors



easy to do and allows any member to email their friends, family members, and business associates with an email about what our Car Show Event is all about and how we benefit our local charities and especially Reading Seed with the proceeds. They can then buy the tickets from anywhere in the world and print out their confirmation of the tickets purchased. Painless! Remember, you each have a bundle of tickets to sell or purchase yourself but you need to return any tickets you don't intend to buy or sell because otherwise your account will be charged! **Thanks so much and keep up the pace!**



Home Hospitality for the week of August 28th-September 4th Jul 18, 2011

Twice a year we replace our regular Wednesday meeting with Home Hospitality week to allow some of our members the opportunity to host a group of our Rotary members and their significant others in their own home. Those who have hosted in the past have said that it is a fun time and provides the occasion to get to know some of our members better as well as their spouses/significant others. Our Club does pay \$15 for each guest hosted even the "no shows" so it is possible to host a great party with little out of pocket expense! If you are interested, please contact Darrell Stewart who is organizing this Home Hospitality week. You can reach him by email at stewart2001@msn.com or call him at 241-7544. Thanks in advance to our hosts!



District 5500 Membership Workshop Jul 18, 2011

If you are interested in learning about **Best Practices for Recruiting and Retaining club members**, please consider signing up for the **August 6th** District 5500 Membership Workshop. Don Kremer, Rotary Coordinator for Zone 26 will be the featured guest speaker on this topic. Don will provide information and data to help attendees think about how to implement a great plan to recruit and retain members. The Workshop will be held in Tucson at Pima Community College Community Campus at 401 N. Bonita Avenue. The cost is \$15 for the first member to sign up and \$30 for two or more members attending. Lunch and refreshments will be served. If you are interested, you can contact Doug Woodard at dwoodard@email.arizona.edu or show up at 8:30 to register the day of the seminar. The seminar will last from 9 a.m. to 3 p.m.



THANK YOU ROWDIES! Jul 18, 2011

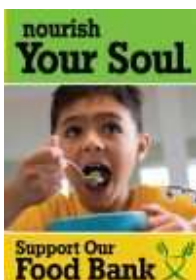
Last Saturday, twenty-one Rotarians and spouses received excellent instructions on performing CPR, helping a choking person, and using shock paddles. Many thanks to the ROWDY TABLE for sponsoring this important class so that we can be better prepared for future emergency action. We hope we will never have to use it!



The President's Corner Jul 18, 2011

This month has been filled with international competitive sports, the Tour de France and the women's World Cup Soccer Tournament. Both events are wonderful examples that demonstrate that across the world there are great similarities between peoples of different countries and cultures that can help to forge better relationships. I was thrilled to see so many men and boys just as excited and involved in the women's World Cup as women and girls. Both the Tour and the World Cup emphasize that succeeding and winning is so dependent on team effort, even though there is an ultimate individual winner in the Tour de France. In spite of the disappointment that our US women lost, there was something very heartwarming that the Japanese women seemed destined to win against all odds in this terrible and traumatic year for the Japanese people. We are reminded of the Four Way Test of building better relationships throughout the world.

This year's District 5500 Conference will be hosted by our club with the theme of



"Celebrating the Internationality of Rotary". Our member, Bob Ernstein, is leading the planning for this event which will be held at the Double Tree the weekend of October 28-30, the weekend after our Car Show Event. It will be an opportunity to meet and talk with Rotarians visiting from Jordan, Egypt and Lebanon. Visiting University of Arizona scholars from Japan and some of our Ambassadorial Scholars who will be going to South Africa will be there. Our own District Group Study Exchange Team led by our member and Past President Hugh Thompson will be at our conference as well. There will be wonderful speakers and lots of inspiring stories about projects and accomplishments so please mark out this weekend on your calendars as it will be fun and worthwhile!



July 20 Menu

Jul 18, 2011

Breaded Sonora Chicken Topped with Salsa and Melted Manchego Cheese
Cilantro Rice Pilaf

Fresh Seasonal Vegetables
Warm Rolls and Butter
Doubletree Chocolate Chip Cookies Served Family Style
Coffee, Decaf or Iced Tea

Vegetarian option if reserved in advance: Roasted Vegetable Strudel or Fresh Fruit with Yogurt and Cottage Cheese

Membership and Attendance - July 13, 2011

Jul 18, 2011

Membership

Active Members	183
Active Members AE	50
Total Active Members	233
Honorary	17

Scholarship Cups

Cash Contributions	\$	129.25
Quarterly with Dues	\$	452.00
Total Scholarship Cups	\$	581.25

Attendance July 13, 2011 Meeting

Active Members	110
Active Members AE	14
Honorary Members	0

Raffle	\$	None
Auction	\$	None

Total Members Present	124
Guests	6

Guests of the Club	3
Visiting Rotarians	0
Total Meeting Attendance	133