



Wed Mar 20, 2013

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Rotary@TucsonRotary.org --- /// /// --- (520) 623-2281



Service Above Self

We meet WEDNESDAYS, 12:00 NOON - 1:20 PM
DoubleTree Hotel
445 S Alvernon Way
Tucson, AZ 85711
United States

[Venue Map](#)

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EVENING MIXER - March 27th

Posted by Dorinna York on Mar 01, 2013



RCOT EVENING MIXER!

March 27, 2013 (Replaces Lunch Meeting)

Place: Barrio Brewery, 800 E. 16th Street

TIME: 5:30 p.m. – 8:00 p.m.

MENU: Chicken and Steak Fajitas - Cash Bar

LIMITED SPACE ~ SIGN UP ON CLUBRUNNER OR AT UPCOMING WEDNESDAY MEETINGS

"Getting Familiar with the First Tee"

Posted by Emery Barker on Mar 15, 2013



Many golfers who watch golf on TV are somewhat familiar with The First Tee and their national programs due to the many ad spots during the tournaments. However, since most do not watch golf on TV as a regular habit, the message is not getting out as much as we would like. The First Tee of Tucson is doing amazing things in this community and we are anxious to increase our awareness.

We teach Life Lessons using the game of golf as context. For those familiar with golf, you cannot imagine playing

without using our Nine Core Values---Honesty, Courtesy, Integrity, Responsibility, Confidence, Perseverance, Judgment, Sportsmanship, and Respect. As we play golf, the coaches weave into the conversations messages about how these same traits apply to living a contributing life.

My greatest pleasure of being a coach is to see the kids grow through our program to become mentors for the younger players.

Jim Wells- Biography



Weekly Program

Mar 20, 2013
[Jim Wells/Mike McGrath](#)
 First Tee

Mar 27, 2013
[RCOT Evening Mixer](#)
 At Barrio Brewery

[View entire list...](#)

Upcoming Events

[Grand Canyon Hike](#)
 Mar 20, 2013 08:00 AM - Mar 24, 2013 05:00 PM

[RCOT Mixer - March 27 - Barrio Brewery](#)
 Barrio Brewery
 Mar 27, 2013 05:30 PM - 08:30 PM

[Rotary/Goodwill Clothes Closet Cleaning](#)
 Doubletree Hotel Parking Lot
 May 08, 2013 11:00 AM - 02:00 PM

[Rotary Night at the Padres](#)
 Kino Sports Park
 May 24, 2013 07:05 PM

[Change of Leadership Party](#)
 Jul 06, 2013 05:00 PM - 10:00 PM

Board of Directors

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I have always had an interest in the game of golf, since picking up my first club at the age of 5. After retiring from a life of Retail Marketing, I was anxious to contribute to the growth of the game. When we moved to Tucson in 2006, The First Tee was one of the first calls I made. The program was just getting started and I can say I have been there since the early days. We have grown to over 1700 "hands on" participants that attend our series of classes during the entire year and another several thousand that touched by the program through our in-school program.

I had enjoyed a great career in the Northeast and a move to the open spaces of the West was only surpassed by my delight in the weather. Imagine playing golf 12 months a year.

I spent most of my career with a regional department store based in Washington, DC. There I progressed through the ranks of merchandising, store management, and marketing, finally ending my career as the Executive Vice President of Stores. We sold the business in 1995, and I found myself doing retail consulting until I accepted a challenge to learn Internet Marketing. This whole new channel of distribution was innovative and growing at unprecedented rate. It was exciting to move from a well established, traditional industry into a fast paced, strategic marketing position where an office was only a place to plug in your computer. I enjoyed almost a decade of participating in this growth and then returned to traditional retailing at Lord and Taylor to finish my career.

Mystery Editor March 13

Posted by Ed Mystery on Mar 15, 2013

Another prompt kickoff to our meeting by President JIM LUBINSKI was followed by a thought-provoking invocation by ASU alumni TED KIRACOFE and our pledge and song (America the Beautiful, with words on the screen – YES!!!) by LESLIE GALLOWAY. Future Board Member DARRELL STEWART introduced our many guests and visitors, pronouncing names flawlessly. And then, Birthday Girls and Boys ELLIE PATTERSON AND DON ROLLINGS were honored for another year of service.

In partnership with CHARLOTTE HARRIS, BOB LOGAN then announced the name of the new Pope of the Catholic Church, and informed us that Italian Cardinal Ernesto Minchella came in a close second in the voting. Having lost the race for Pope, Cardinal Minchella informed us that he plans to remain a member of our Club. Paul Harris Fellowships were then awarded to JIM and CHRIS RONSTADT, CAM MOORE, and JENNIFER HOFFMAN. We ran out of time on the agenda before JIM LUBINSKI was awarded his Paul Harris Fellowship, but BOB LOGAN gave him a pink golf ball, several instructional golf videos, and two gift certificates to Bookman's to compensate.



In KEVIN WONG'S Sergeant-at-Arms segment, ROGER HARWELL introduced us to three Rotary Scholarship awardees, and we were reminded about our Club's Evening Mixer at the Barrio Brewery on March 27th and of the upcoming Grand Canyon Hike on March 21st. BOB SHAFF asked for volunteers to help JERRY HARRIS sell Car Show tickets at the Padres/Diamondback Spring Training game on March 17th and at the 4th Avenue Street Fair on March 22-24.

MARY MARTIN introduced our speaker, Mike Czechowski, Annexation Project Manager for the City of Tucson, who spoke on the many benefits of growing the city via annexation rather than waiting for people to move here. How appropriate that Annexation was the theme of today's meeting. Not only does Tucson want to grow, but so does our Club! It made me think that maybe one way we could grow is by annexing another Club. If we annex the right Club, we could lower our average age and they could benefit from our many avenues of service and great programs. Everybody wins. What do you think?

President JIM concluded our meeting with a quote from Orville Wright and an optimistic toast, which continues a great tradition in our Club.

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Alan Schrope

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Drew Vactor

Our Sponsors



The 2013 Tucson Classics Car Show - Event Sales Efforts for 2013

Posted by Jerry Harris on Mar 15, 2013



The 2013 Tucson Classics Car Show ticket sales effort received a jumpstart due to the efforts of Bookmans and Jim Lubinski. We were invited to sell tickets at this premier event by Bookmans. The event was held on Saturday, March 9, 2013 and Sunday, March 10, 2013. Despite rain and cold winds on Saturday, 808 tickets were sold for the two day Festival. \$4,057 were collected in ticket sales and unsolicited donations. Our goal for future years will be 1,000 plus tickets sold. This was our first year to be a part of the Festival of Books.

Bookmans has been a major sponsor of the Tucson Festival of Books since its inception, and Jim Lubinski has been a key part of the Festival. He has served on

the Steering Committee as co-chair of the sponsorships for the last 4 years. Bookmans, like the Rotary Club of Tucson, has been a strong supporter of the Reading Seed Program since the club adopted it as our Centennial Project. Bookmans made a 5-year financial pledge to Reading Seed which concluded in 2010. Bookmans also has been corporate sponsor of Literacy Connects via Literacy Volunteers for at least the last 5 years and sponsors their fund raising breakfast during this period. Jim served on the board of Reading Seed from 2004-2010 before it merged with Literacy Connects.

Simply put, Reading Seed, Bookmans and the Rotary Club of Tucson share a strong commitment to improving literacy in Pima County. Our event sales usually kick off with the SAHBA Spring Show. Thanks to the efforts of Chuck Sawyer and Tony Pedroza, we will be selling Car Show Tickets at the 4th Avenue Street Fair on March 22 -March 24. These additions to our schedule will prove to be more valuable next year because the Tucson Padres are going to El Paso in 2014. This year after the SAHBA Spring Show, April 5-7, there will be no more multiple day sales events until September 19, 2013 when we will be at the Greek Festival. The SAHBA Fall Home Show will be from October 4-6. We will probably have one other event to staff in October before the Car Show on October 19, 2013.

After the SAHBA Spring Show in April, we will sell tickets at selected Padres games and at the 39th Annual Rodders Day Show at Casino Del Sol on Saturday, May 4, 2013. This is a great venue for us. Gary Scheer and Tom Strasburg are responsible for getting us involved in this event.

Event sales are work details. They require a lot of patience, a thick skin, physical endurance, and a commitment to our Car Show and the charities it supports. They are also a lot of fun. Bob Shaff and I want as many people involved who are comfortable selling, enjoy selling and like meeting people. We understand not all of our members enjoy ticket sales. But for those of you who do, know that you are always welcome to be a part of the experience. Last year we sold over 6,700 tickets at events. My goal for this year is 8,000 plus. Arnie Jacobsen pointed out that we may be close to the saturation point in event sales. This is why it is so encouraging to know that we have a chance to be involved at the Festival of Books and the 4th Avenue Street Fair. As Arnie states, we are expanding our market base. I hope that means we can carry the message of Reading Seed and our other charities to even more people this year.

If you are interested in selling, Bob Shaff and I would love to have you join us at some of the upcoming events. Of course, if you have not sold before and are shy about trying it, you should know that our job is easier this year than ever. Our thanks go out to Mike Anderson and Tamara McKinney. Mike Anderson not only selected another in a series of excellent cars, but he also has provided us with a one page handout that gives all the specs on the car. Tamara McKinney of Reading Seed provided us with information as to our financial contribution to their program. We raised, through Car Show Sales, \$62,000 last year. Through member contributions and Car Show ticket sales, the total contribution from the club is in excess of \$500,000 according to Jim Lubinski. Tamara also outlined the contributions of Reading Seed to the community. Bob Shaff converted this information to an attractive handout and a 3x4 sign. With these handouts, along with the beautiful car and our Car Show's impressive reputation, these tickets almost sell themselves! All we need is your help to seal the deal.

Resignations

Posted by Dorinna York on Mar 15, 2013

The following Rotary Club of Tucson members have resigned:

Charlie O'Dowd

Christine Harvey (Transfer to Florida Club)



President's Letter

Posted by Jim Lubinski on Mar 15, 2013

Special thanks go out to Jerry Harris, Bob Shaff and the entire car show ticket sales team for getting our 2013 sales effort off to a terrific start at the Tucson Festival of Books. Despite the cool and damp weather on Saturday, the team sold 808 tickets and is now gearing up for the Fourth Avenue Street Fair this weekend. By the end of March we may well have sold around 2,000 tickets! I know that a few feel the car show takes up too much attention and effort and has become a year round event. However, I firmly believe this has been one of the best moves our club has made

since I have been a member. We now have a signature event that provides extraordinary publicity and good will for our club. The funds that we raise are significant and make a real difference in our community.

It's always sad to see our members leave our club. Whether it's for business or personal reasons, turnover is a fact that we have to deal with. That's why it is critically important that we continue to bring new member prospects forward to keep our club vital. I challenge all of us to bring at least one prospective member to one of our meetings over the remainder of this Rotary year. Let's give president-elect Dave a solid start when he takes over in July.

This week we will hear from the folks at "First Tee". This organization uses golf as a vehicle to do great things for the youth in our community.

Have a great week and see you Wednesday!



Menu for March 20 in the Bonsai/Boojum Rooms

Posted by Dorinna York on Mar 15, 2013

Plated Salad - Spring Salad Mix with Ranch and Herb Vinaigrette Dressings

Lemon Chicken ~ Lemon-Egg Battered Chicken Breast served with Herb Risotto and finished with a Lemon-Caper Butter, Chef's Garden Vegetables, 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 ~ Roasted Acorn Stuffed with Zucchini, Yellow Squash, Pinenuts, Spinach, Green Onions, Breadcrumbs and Danish Blue Cheese, served with Vegetable Broth

Fresh Fruit Plate and Gluten Free meals are also available by advance reservation only.

Membership and Attendance

Posted by Dorinna York on Mar 15, 2013

Membership		Scholarship Cups	
Active Members	171	Cash Contributions	\$ 69.00
Active Members Attendance Exempt	51	Quarterly with Dues	\$ 240.00
Total Active Members	222	Total Scholarship Cups	\$ 309.00
Honorary Members	17		
Meeting Attendance March 13, 2013		Raffle	\$ 0.00
Active Members	113	Auction	\$ 0.00
Active Members AE	19		
Honorary Members	0		
Total Members Present	132		
Guests	15		
Guests of the Club	8		
Visiting Rotarians	4		
Total Meeting Attendance	159		