

Rotary Club of Castro Valley Meeting Highlights for September 12, 2017

Speaker of the Day: Rick Silva, Founder and President of B2B Gathering, Inc.



Rick introduced himself as a self-made, multi-millionaire, who went bankrupt in 2008, and considers himself one of the foremost experts on business networking and referral generation. He considers, "Helping business owners, entrepreneurs, sales people, and consultants bring prosperity into their lives through business networking and building up steady stream of referrals" as his primary goal.

Rick's presentation focused on his ten principles for wealth building:

1. The Ego, if you want to learn anything from somebody, leave your Ego behind.
2. Your annual income is the average income of the five people with whom you spend of your most time.
3. Find a mentor. Success leaves tracks. Walk in the same steps, what other successful people have done.
4. Halo Effect. Have a positive attitude and a faith in the goal you have set for yourself. First impression and attitude are very important.
5. The Wedge - Create a wedge between what you earn and what you spend. The goal should be to invest 1/3, taxes 1/3, and spend 1/3 of your income.
6. Networking - Meet professionals in your field and other fields to create a pool of people who know about your business
7. Time - Beware of the Parkinson's law, which states that work expands to fit the time allotted to complete a task. Beware of what you can change and what you cannot change. You cannot change the Law of Gravity.
8. Do not seek for clients/customers directly. The new clients/customers tend to go to those who are already busy. Clients/customers are generally referred by your network of friends in other professions.
9. Health - Take care of your health. Debt is the biggest cause of stress and stress causes all kinds of health problems. Avoid debt as much as possible.
10. Read books on the experiences of successful people in your and other fields. He recommended Art William's Video on YouTube as a must see. (See the PowerPoint presentation for the list of recommended books.)



Rick graciously shared his PowerPoint presentation with the Club. The presentation is attached to the email with this issue of Meeting Highlights.

Announcements

- Last week, President Jim Negri met with Interact Clubs at Redwood Christian High School and Castro Valley High School. Youth Chair Roland Williams joined Jim at CVHS. Jim commented on the excellent leadership at both Clubs and that the future is in good hands.
- The CVHS Interact Club has a fundraiser at the Milk & Cookie Bar (they also serve ice cream) at the Lake Chabot Public Market (18911 Lake Chabot Road) on September 22 with 10% of the sales going to the Club. You need to present a flier for the donation. The flier was previously emailed to all members and will be attached to the email with this Meeting Highlights. *Support the Interact Clubs that we sponsor.*

- The District Interact Fall Conference is October 8th at Independence High School in San Jose. Please consider attending. See President Jim for details.
- The District 5170 Avenues of Service is October 5th in Santa Clara at 5:00-9:00 pm. Deadline to register is September 22. See President Jim for details. All Rotarians in leadership positions should consider attending and it is a requirement for all Red Badgers.
- Based on the budget documents that President Jim distributed on the budget and the cost of lunch, he has received many suggestions. He will schedule time at a future lunch meeting to discuss the potential options to address the cost of lunch.
- Membership and Recognition Dues were due on August 30th. Currently, 65% of the members are paid up. Please pay your Dues ASAP! Dues provide the cash flow for the operation of the Club.
- Bill Nott and Jim Negri met with the Chamber of Commerce to explore partnership options for the Rodeo Parade.
- Randy Vanderbilt invited all members to the first Chili Cook-off Planning Meeting. Future meeting dates will be posted on the website.
- President Jim Negri thanked Candi Clark, Murline Monat, Allyson Moore, Jeff Moore, Randy Vanderbilt, John Aufdermauer, Heidi Hausauer, Kern Lewis, Dawn Ortiz, KJ Page, Ben Gurule (not pictured), and Bill Nott (not pictured) who worked the Beer & Wine Booth at the Castro Valley Fall Festival with him. As a thank you gift, President Jim presented each Rotarian with a Four Way Test coin.



The Rotary Club of Castro Valley banner was prominently displayed on the Main Stage at the Fall Festival.



Upcoming Speakers

- September 19 – Michael Moody from John Muir Health Systems
- September 26 – CVSAN Presentation
- October 2 – Alameda County Public Works

