

the Rotary Club of Auburn

"Service Above Self"



Front
Table:
Pledge:
Song:
Devotion:
Sgt. At
Arms
Greeter:
Clean-up:

Not
available
at this
time.



Jan.30
Ron Stone
DNA Guitar
(see p.6 for more info)



The Auburn Rotary Choir Singing:

*Think of your fellow man
Lend him a helping hand
Put a little love in your heart*

*You see it's getting late
Oh, please don't hesitate
Put a little love in your heart*

Save the Date!

**42nd Annual Ski
Challenge**

March 2
Northstar



**Foothill
Brewfest
Meeting**

Jan.24

**5:30 Canyon View
Community Center**



Peter Konrad highlights the Kilimanjaro Project's goals.

THE CHALLENGE

We are planting ONE million trees in one day as an Earth Day Initiative on the 23 April 2018. This will commemorate the official launch of an annual tree-planting event between Trees 4 Kilimanjaro, The Kilimanjaro Project and Rotary Clubs of Kilimanjaro teaming up together.

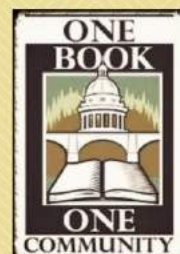
Planting ONE million trees in one day is no small task! It will take the manpower of more than 25 tree-planting organizations, in addition to volunteers from local churches, mosques, schools and Rotary Clubs. Almost 200,000 people are coming together. It might sound impossible but India recently planted 66 million trees in just 12 hours with 1.5million volunteers!

We know it can be done!

For us, it is the hope of creating a more sustainable future. It is about raising awareness, education, planting trees, conserving water, changing beliefs, consuming less, inspiring action, creating change and taking care of our planet

Link: [The Kilimanjaro Project](http://TheKilimanjaroProject)

2018 One Book One Community



2018 Event Schedule

April 5 & 12
Placer School for Adults Course
Placer Adult School 6-7:30pm

April 11
The Donner Party, Weather, and
Death in the Sierra
Placer High Auditorium 7pm

April 19
Panel Discussion
Placer High Auditorium 7pm

April 21
Donner Area Field Trip
Donner State Park 10am

April 25
Evening with the Author:
Michael Wallis
Placer High Auditorium 7pm

Sponsored by:



For more information:
www.auburnoboc.org

Help needed at 2018 Club Leadership Assembly and District Conference!!!

Dear Club Presidents:

Most of you have been to a District Club Leadership Assembly or District Conference and you have seen first-hand how valuable the Sergeant-at-Arms are to the execution of the entire event. Please ask 1 or 2 Rotarians in your club to volunteer.

Please contact Don or Anita Daniels and they can provide all the necessary information a Rotarian would need.

Email: dondaniels@sbcglobal.net or

Phone: [530-272-6036](tel:530-272-6036)

**District Club Leadership Assembly is Saturday, April 7th at the Sparks Nugget.
District Conference is May 18-20th at the Atlantis.**

Ginny

Ginny Lewis

Executive Assistant

Rotary District 5190

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Cell: [775.720.5093](tel:775.720.5093)

Fax: [1.877.909.9467](tel:1.877.909.9467)



**Mike Wilson Receives Paul Harris
Plus Four**



TODAY'S OUTLINE

1. WHY USE SOCIAL MEDIA?
2. WHICH SOCIAL MEDIA PLATFORM?
3. OPTIMIZING FACEBOOK
4. OPTIMIZING INSTAGRAM

Dear Members, there's 2 opportunities coming up for us to gain social media 101 webinars training. The first is Jan 23 @ 6:00 pm and the other Jan 25th at 9 am. It's easy to register. I've copied the info below.

Thanks
Bob

Want to know more about WHY your club should be using social media and which social media platform to use?

Join our webinar Social Media 101 for Rotary Clubs—offered at two different times—to learn more!

This webinar will focus on how to use social media effectively to promote your club's public image. We will explore why your club should be using social media and which social media platform will work best for you.

Then, we will share some tips and tricks to improve the appeal of your club's page, your posts, and how you post.

Simply use one of the links below to register for the webinar. After registering, you will receive a confirmation email containing information about joining the webinar.

If you are not able to attend, you will still receive a recording of the webinar if you have registered.

Auburn Rotary Board



President: [Bob Santin](#)
 Treasurer: [Steve Galyardt](#)
 Secretary: [Mark C. Smith](#)
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 Community Service: [Tom Edmiston](#)
 International Service: [Peter Konrad](#)
 New Generations: [Scott Christensen](#)
 Membership: [Preston Marx](#)
 Vocational Services: [Mike Medlin](#)
 Past President: [Larry Rolufs](#)



Betty Bennett spins the wheel because....actually, I'm not sure why she had to spin the wheel. Happy 60th Birthday!

The Four Way Test
Rotary



1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?



Business Has Its Own Language

Unlike most Rotarians, I don't know too much about the inner workings of a business. Business lingo is way over my head (and I have a big head). However, after Illayne Mayson's presentation I know a whole lot more about what creates a successful business. Illayne Mayson, Excellez's principal consultant, began her presentation with a couple of questions: "How do the big guys (Apple, Google, Amazon, etc.) do it? How do they get things done?" According to Ms. Mayson, they get it done the same way that successful small businesses get it done. "They all have great products and great service." Ms. Mayson added that staffing, technology, and finance marketing are also essential for success. "Business is like a big jigsaw puzzle and all businesses will experience the good, the bad, and the ugly." Maybe that's why I never went into business: I don't like jigsaw puzzles.

Welcome David Gibson



Self-deprecating David Gibson began his presentation with a comparison to Chris Balaban's presentation the previous week: "Won't be as enthralling as last week's presentation." Not so. David is the owner of the Hearing Aide Center in Auburn. Before coming to Auburn, he spent several months in South America teaching English and "climbing and skiing." Missing the U.S., he returned to do his graduate work in Vermont where he met his wife who was dating four other dudes at the time. To make sure that they were compatible, David persuaded her to go with him to Africa for six weeks. Guess it worked because they have two girls, "little trouble and big trouble." David's involvement with Rotary began with conversations with Virgil Traynor and Don Whitaker. One of the primary reasons he chose to settle in Auburn is because it is a "service-based community." He looks forward to serving "this inspiring group of people."



DNA Guitar Company builds innovative all USA electric guitars in the Sierras of Northern California. Our exclusive 5 point contact bridge actually sits in the body and is attached using brass, threaded inserts and machine screws, not wood screws like the others use. This allows the most extreme tightness that will never loosen over time. This causes maximum string vibrational transfer, sustain and unique tonality. In addition we also use these same inserts and screws in the neck joint allowing us to tighten it so tight that it actually creates a neck through like resonance. Our finishes are all painstakingly hand rubbed, water based, no pollutants. Each DNA is a finely crafted work of art. The necks are amazingly smooth and playable. Thank you so much for your interest. DNA supports American mom & pop shops around the USA to make the parts that go into a DNA!



WHEN: March 2, 2018

WHERE: Northstar at California

The day includes a continental breakfast during registration, dual giant slalom tandem courses with individual and team awards. It is a fun day of skiing with fellow Rotarians, après ski food (chili, salad & sandwiches), 2 drink tickets and awards.

We have had some difficulty contacting districts other than our own, so please pass this information on to any Rotarian you know who might like to attend our event. It is a great day for all involved.

We will have all of the necessary information on our website by December 1, 2017.

www.tahoecityrotary.org

For more information email: mdc.gary@gmail.com

Please pass this information on to your Bulletin Editor to insert in your newsletter. Editor: reference our website (<http://www.tahoecityrotary.org>) for members to look up information under "Annual Dick Linkey Rotary Ski Challenge".
