

THE OBJECT OF ROTARY

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- First:** The development of acquaintance as an opportunity for service;
- Second:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- Third:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- Fourth:** The advancement of international understanding, goodwill, and peace through a world of fellowship of business and professional persons united in the ideal of service.

SUSANVILLE SUNRISE CLUB OFFICERS 2013-2014

President:	Patty Gunderson
President Elect:	Tim Nobles
Secretary:	Karen Grosz
Treasurer:	Rob Kohrt
Sergeant at Arms:	
Club Service:	Annette Silveria
Vocational Service:	Gary Felt
Community Service:	Keri Richards
International Service:	Steve King
Youth Service:	Vera Campa
Foundation Chair:	Arlin Billington

**SUSANVILLE SUNRISE ROTARY CLUB,
P.O. BOX 1345 SUSANVILLE, CA 96130**

Email: sunrise@susanvillerotary.org

Website: www.susanvillerotary.org

Meetings held each Thursday at 7:00 a.m. at the Elks Lodge

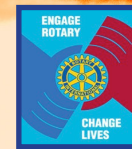
Articles, information, or suggestions for the Spoke are always welcome.

email Oliver Grosz: ogrosz39@gmail.com

ROTARY CLUB OF SUSANVILLE SUNRISE



SPOKE



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ROTARY 4-WAY TEST

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?

Today's Program

Patty Gunderson

Upcoming Programs

- July 25 - Rhett Vanderploeg
- August 1 - Michelle Zubillaga
- August 8 - Arlin Billington
- August 15 - Club Assembly

Upcoming Events

- July 17 -21 - Sarsaparilla Booth, County Fair
- August 11 - Rotary Day At The Aces, Reno
- August 24 - District Membership & Public Image Seminar, Incline
- September 21 - District Avenues of Service Seminar, J.A.'s Nugget
- September 21 - District Foundation & Grants Seminar, J.A.'s Nugget

Birthdays and Anniversaries

- July 15 - Mike & Kim Rose
- July 20 - Tim Nobles

Rotary District 5190 Information

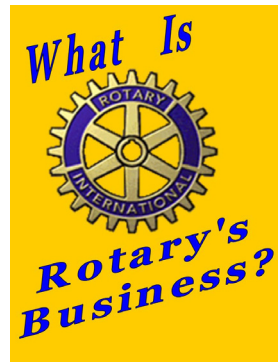
Save the August 11 date on your calendar for District 5190 3rd Annual Rotary Day at the Aces, 1:05 pm at the Aces Ballpark, Reno. For more information on this event, contact Cheryl Zarachoff at 775-588-1142 or email Cheryl at cherylz@tdrotary.com.



What Business Is Rotary International In? What Business is your Rotary Club In?

The five most important questions Rotary International and all members clubs could ask are:

1. What business are we in?
2. Who are our customers?
3. What do our customers value?
4. How do we measure results?
5. What is our plan?



Successful organizations concentrate on making sure their core business satisfies their customers. To do so, organizations must know what business they are in and what their customers value because customers, and only customers, validate the organization's business. All too often organizations falter because leaders failed to concentrate on their business, continually monitor customers varying values, and/or accurately measure results.

If you happen to think this is an elementary level exercise, try getting agreement on the first three questions with five or more leaders in your club, district, and zone. After doing so, discuss how you would measure results.

A New Order Now Begins



As the first Susanville Sunrise Rotary program of the year, Brigham Memmott presented his Eagle Scout Project to repair the Susanville tennis courts and handball board.

At President Patty Gunderson's first meeting of the Rotary year, Christina West Lucchesi and Carlene Simpson invited Susanville Sunrise Rotary members to attend the 4-H 100-year Birthday Party celebrating 100 years of 4-H in California.



A great new Rotary year celebration and Bocce Ball tournament at Boomer's. Here Susanville Sunrise Rotary Past President Michelle Zubillaga receives recognition from Past President Jennifer Goro-hoff for a job done well. Kudos, Michelle!