



District 5340

02/02/2018

Club Announcements

President Betty began meeting with club announcements after pledge and 4-way test.



Ivan is just back from Belize, where Ivan was invited along to participate with 48 others. Mostly Medical, 1200 patients seen. All day Sunday Ivan acted as an interpreter, and says an interpreter was very important. Construction was done on Multi-Purpose building. The schools there are very poorly funded. Often run by the local church. Yes, Ivan did stop on his way to scuba dive the reef.

Mark Wheeler, Compassion for African Villages, Books about 40k pounds of books, to box, index, weigh, still need \$15,000 of money. So looking for donations. Volunteers meet every weekend, Saturday and Sunday, 10am to 5pm until the job is done at Morena Storage at 908 Sherman Street, San Diego, CA 92110-4015.



La Mesa Sunrise Rotary Leadership 2017-2018

President Betty Howland
 Pres Elect Elena Alba
 Secretary Elly Dotseth
 Treasurer Laurel Nishida
 CommService Len Gamble
 Club Service Fern Hall
 Int'l Service Hugo Morillo
 Club Programs Betty & Aaron
 RI Foundation David Ballesteros
 Membership Bobbie Warren
 Pub Relations Aaron Landau
 Youth Interact JOAnn Bergquist
 Greeter Muff Warren
 Peace Chair Clara Harris

Credits and Acknowledgements

- Pledge: David Ballesteros
- 4-way test: Janet Castanos
- Photos: Floyd Morrow

Minutes: John Stremiau





Dave Lemox, Chair of Branding Committee will be working on our clubs presence on facebook/ twitter/ Instagram/internet world. Dave introduced his friend, Rob Weinberg, RB Sunrise Rotary Club, Rob's business MarketBuilding.com and a San Diego UT column 'Ask Mr Marketing'. Rob is the person who sent Dave to Rotary, and therefore to us.

Coming Events and Reminders

- Feb 14, Int'l Governors Convention, Greeters needed.
- March 24, 8:30-12:50, District conference at USD,
- April 14, Yard/Garage Sale at Manuela's house
- Ongoing donations to Polio Plus
- Daily items eg shampoo, conditioner for "Fern's Bags"

Upcoming Speakers:

- February 9th - Dr. Kevin Glynn on "The Rise in Local Tuberculosis Cases"
- February 16th - 4 Way Speech Contest
- February 23rd - Gabriel Nunez on "The Happiness Advantage"
- March 2nd - Christina Meekers on "Adult Literacy Programs in La Mesa"
- March 16th - James Grisch from "Woodcrafters America"
- March 3rd - Rich Belmontez from CASA



Guest Speaker: **Robert Weinberg**, RB Sunrise Rotary Club and MarketBuilding.com



No one knows what a Cornamuse is, and nobody talks about it. Just like our Rotary club. All of us are on the membership committee. So, ask yourself how many prospective members have you brought to the club.

How many of us are wearing our Rotary pin? How many will be wearing it tomorrow? Branding, and marketing, we need to talk about it. The impression is that Rotary is a bunch of rich old men who get together for lunch. ALL the service clubs, Lions, Kiwanis are facing membership issues. People need to have a compelling reason to spend their time with us.

An educated community helps us, easier fundraising, strategic partnerships, more potential members, higher quality members. Rob got his club in newspaper articles repeatedly, and saw these benefits. Put out notice of Joe Jones being a new member, which makes other people think maybe they should join.

A series of logos such as Target or Nike, we all agreed that the Logo was something we recognized. Our pin/logo, should open conversation, conversations at airports, grocery stores, events, clients, out in the world. Our message is simple. "Service Above Self". He used to spiel out "1.2million members, 35,000 clubs, but he realized no one cares. Heard, got to make this personal, don't tell statistics, tell a story: Mike Miller, owned RB financial, Oct 2007, he stands up, says he is Done with this club, he was fined too many times and stormed out of club. Two weeks later the witch creek fire came though and 6 of the 65 club members lost their homes. The club sent teams of members to each of those houses. Mike and Theresa evacuated with 10 minutes notice. 40 people showed up to sort the ashes. One member showed up and set up lunch for everyone. Mike asked why you all came, Mike had resigned, Joe told him, that yeah, but we didn't accept your resignation. Mike showed up at the next meeting, and still does. This is the story Rob tells when someone asks about Rotary.

Rob carries business card invites to come share a meal and meeting. Develop a branding campaign, Rob wears a panama hat, has for many years, it is "his brand". Later, he learned that now he is "the man with the hat". That is Branding.

Within two hours of leaving this meeting, we will forget his name, but even two years later, you will remember him in his hat. Branding works. We need a brand, something recognizable, unique, visible, Be everywhere at once. 130,000 raised last fall selling beer at their Rancho Beerrnardo event. Make announcements, publicize, Brand audit, \$250 charge on a 1,000 value.

Clara subscribes to his newsletter and commented that she likes his info. Rob passed around a sign up list to be on his email list for his monthly newsletters.



www.LaMesasunriserotary.com



La Mesa Sunrise Rotary * Meetings each Friday 7:15 am * Marie Callender's 6950 Alvarado Rd., SD, CA 92120s

Member's Corner: Special Message from Bill Pogue

Hi Jimmy:

Please include this note in the next edition of the La Mesa Sunrise Rotary Gazette. He was, you remember, A Rotary Global Scholar, of whom our club was sponsor and I was his Counsellor. He is a really great person,

Who is doing wonderful things for world peace; worked in Philippines, Uganda, and other places, a very fine and unusual person.

Of the five Global scholars for whom I was Counsellor, he is the one who keeps in touch with us, for purely Social reasons.

Bill Pogue

From: Alex Okello Ouma [mailto:oumapaokello@gmail.com]
Sent: Thursday, January 18, 2018 6:17 AM
To: Bill Pogue
Subject: Hello

Hi Bill,

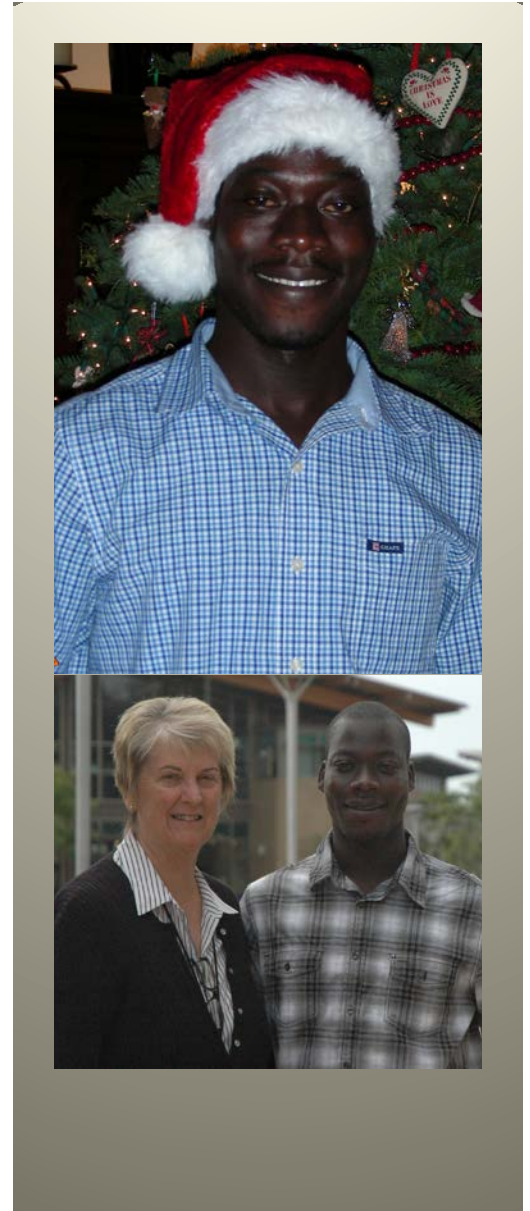
Greetings from South Sudan. How are you all doing? I think of you and the generous Rotarians in La Mesa Sunrise Rotary. I hope all is going well with you and your family.

Please send my regards to members of La Mesa Sunrise and other Rotarians who know me.

I wish you all the best and many blessings this year and the years ahead.

Regards,

Alex



Guests and Visitors

Trevis Johnson, President of Evansville, IN, (Thursday Morning Club)



Jennifer and Truck Commander (JDog), Kendall and Larrie



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SDSU Rotaract Students (Chris, Megan, Renata, Nicholas, Tony and Christian)

