



**October 23, 2017**

#### Responsibilities

Drawing, **Ken Clark**; Words, **Vince Ponce**;  
Pledge, **Harry Peacock**; Greeter, **Mike Pfankuch**; Reporter, **Justin Peek**;  
Roto-Rooter, **Walt Waggener**

**KELLY WILSON, DEPARTMENT OF HOMELAND SECURITY**

### **UPCOMING PROGRAMS**

Oct 30: Michael Steinlicht, Encina Wastewater Authority  
Nov 6: Hi-Noon Veterans

### **MEETING OF October 16, 2017**



**President David Harrison** opened the meeting of the Greatest Club in the Universe. **Captain Father Ted Atwood, USNR**, led the pledge. "**Sunshine**" **Steve Mott** led the signing of "God Bless America", accompanied by **Bob Kreisberg** on the Alto Saxophone. In honor of Columbus Day, for which the club was dark because it was the Monday following Oktoberfest, **Mott** lead everyone in the singing of "That's Amore", accompanied by **Kreisberg** on the Saxophone and **Harry Peacock** on the Clarinet. **John Estill**

provided words of wisdom by reciting "Things I have Learned" by long time CBS 60 Minute Correspondent Andy Rooney.

### **ANNOUNCEMENTS**

**Patty Johnson**, filling in for **Phil Urbina**, reported on **OKTOBERFEST**; thanking all of those who worked the event on behalf of **Urbina** and his co-chair from the Carlsbad Rotary Club, **Jeff Schafer**. Club members and other volunteers worked 395 shifts to staff the event. Total funds raised of \$189,000: sponsorships \$55,350; gate sales \$81,000; advance ticket sales \$30,600; in-kind donations \$22,600. A total of nine charities will benefit from the proceeds this year. **Johnson** recognized the efforts of sponsor chair, **Dave Kulchin**, to make this a record year for sponsorships. **Johnson** also recognized the following for their leadership and dedication to putting on the event: **Ken Clark**, facilities director, **Richard Weston**, volunteer manager and coordinator, **Julie Walker**, entertainment and stage director, **Jim Brubaker**, permits coordinator and city liaison chief, **Yvonne Finocchiaro**, food manager, **Joe McDermott**, non-profit/charitable organizations coordinator, **President David**, volunteer coordinator, **Sam Ross**, marketing director, **LeAnn Rytz**, advance tickets sale coordinator, and **Bob Kreisberg**, ambassador and director at large.



**President David** noted that with the current number of wild fires raging in California that, although our local area has not be impacted so far, the wildfire season will continue until the usual rains begin in late November to early December. He reminded club members of things that can be done now to prepare in the event of a fire. A key element to this is registering cell phone numbers with the City of Carlsbad to get the reverse 9-1-1 call that is used in case of an emergency. To sign up for this free service, visit [www.readysandiego.org](http://www.readysandiego.org). Other ways to prepare include: ensure there is defensible space around your residence and business, have an emergency kit on hand at home and in the car, program emergency contacts in your cell phone directory, be sure cars are fueled up as much as possible, do not engage in activities which can cause sparks during high fire threat periods. Finally, tune into AM 600, the local radio station, which provides emergency news and notifications.

**Lisa Rodman** announced the next Poker Party will be at **Jim Brubaker's** house starting at 6 pm on October 21.

**President David** noted there are several District Peace Initiative events coming up in the next several weeks and that **Joy Prowse**, District Peace Director, will be making announcements about these events at future meetings. Members are encouraged to attend at least one Peace event this year.

**Rick Grove** announced that Raising Readers with Rotary will occur at Jefferson Elementary School on Thursday, October 26 from 4 to 5pm to set up and on Friday, October 27 from 8 am to noon for the fair. Volunteers are needed to work this event (need about 6 people each day). Contact **Grove** if interested in participating.

**President David** noted that District 5340 is seeking nominations for District Governor for the 2020-2021 Rotary Year. Only current or past presidents of District rotary clubs are eligible so a note will be sent out to all CHNR past presidents. Anyone interested must be nominated by the club and that nomination must be filed with the District by November 7.

**Bob Kreisberg** announced that his former Rotary Club charters a 54 passenger bus each year to travel to Mexico to administer the polio vaccine to children. The event will take place in February and there are currently four spaces left on the bus. If anyone would like to participate in this signal Rotary worldwide effort, contact **Kreisberg**.

### **WHO AM I NOW**



**Past President Jim Brubaker** is a 15 year member of Carlsbad Hi-Noon Rotary. He attended the first Carlsbad Citizen's Academy and was encouraged to meet all the members of City Council. When he met with Ann Kulchin and told her he wanted to be involved in the community she said, "Talk to my husband, Dave, about joining Rotary if you really want to be involved". **Brubaker** recalled his years of being a member of the Board of Directors and heading up Vocational Service when **Walt Waggener** proposed a

golf tournament as a fund raiser, the result of which was the creation of the Club's very successful Teens and Marines scholarship program. **Brubaker** noted that his year as President in 2011-2012 may be the most fulfilling year of his life and encouraged every member to take advantage of their avenue of service passion by getting involved. He noted that as a new member, **Bruce Stewart** immediately assigned him to do attendance so he got to know all the members very quickly and **George Sullivan** told him his first year that he had to work Oktoberfest and assigned him to a work crew. That is how he got involved and he has never regretted it.

## PAUL HARRIS

**Mimi Gaffey**, Rotary Foundation Director, presented **Beth Garrow**, with a plaque honoring her for becoming a member of the Paul Harris Society of the Rotary Foundation. To become a member of the Paul Harris Society one must donate at least \$1,000 a year to The Rotary Foundation. It was noted that of all the donations made to The Rotary Foundation, Paul Harris Society Member contributions make up one third of all donations received. **Gaffey** and **Garrow** noted that **World Polio Day** is set for October 24<sup>th</sup> this year to mark Rotary International's continuing effort since 1985 to rid the world of this disease and that so far this year only eleven cases of polio have been reported world-wide.



## PROGRAM: HENRY DEVRIES, INDIE BOOKS INTERNATIONAL



**Bob Kreisberg** introduced Henry Devries, CEO of Indie Books International, an Oceanside company, author of "Persuade with a Story" and co-author of the McGraw-Hill bestseller "How to Close a Deal Like Warren Buffett". Mr. Devries is a former Associated Press sportswriter. His topic was "Persuade with a Story".

People are "hardwired" to hear stories from a very young age. Prospects, employees, donors to charity, all respond to stories, as long as they are the right ones. He explained never making oneself the hero of the story but rather the other person. There are six different types of stories:

1. The underdog story (Major League)
2. The comedy/tragedy story (Tootsie, Wedding Crashers, Breaking Bad, Macbeth).
3. Who am I (mystery stories like Sherlock Holmes and CSI)
4. Quest (Indiana Jones)
5. Resurrection (Christmas Carole)
6. Escape Stories (Wizard of Oz, Alice in Wonderland)

The opportunity drawing was won by **Richard Weston**

### Responsibilities for October 30, 2017

Drawing, **Maureen Simons**; Words, **Mary Fritz-Wilson**  
Pledge, **Tom Applegate**; Greeter, **George Porter**  
Roto-Rooter, **Walt Waggener**; Reporter, **Kip McBane**

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# HI-JINX

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## Carlsbad Hi-Noon Rotary Officers and Directors 2016-2017

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District 5340 Governor: **Scott Carr**

Rotary International President **Ian Riseley**

[www.carlsbadhinoonrotary.org](http://www.carlsbadhinoonrotary.org)

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