April 9, 2018 Volume 60 Issue 31 (meeting 32)

2017-18 Rotary Leadership ROTARY INTERNATIONAL

lan H.S. Riseley

President

Rotary Club of Sandringham Victoria, Australia

DISTRICT 5180 Sandi Sava

District Governor
Rotary Club of Sacramento Breakfast

David VedenAG Area 5
Rotary Club of Natomas

CLUB OFFICERS/ DIRECTORS

Roland Wright
President

Patrick Magnani
President Elect

Dominic Mecklenburg
Immediate Past
President/Treasurer

Lee Wiggins Secretary

Maureen McBride Club Service

OpenCommunity Service

Bob Meyer International Service

Bob Spears
Vocational Service

Open Youth Services

Joe Kaiser Sergeant-at-Arms

Open VP/Program Chair

Marilee Monagan VP/Rotary Foundation

The Highlander

THE ROTARY CLUB OF FOOTHILL- HIGHLANDS

Chartered March 12, 1959

serving the Greater Sacramento Area communities of Antelope, Elverta, Foothill Farms, McClellan, North Highlands and Rio Linda





April is designated Saving Mothers and Children Month

Rotary makes high-quality health care available to vulnerable mothers and children so they can live longer and grow stronger.



Rotarians distribute clean birth kits and train health workers in safe delivery of babies.



In the mountains of Poland, 26 children traumatized by violence get a chance to be kids again at Rotary camp where psychologists mix escape and therapy.



Clubs in Japan and Brazil used a Rotary Foundation global grant to equip a hospital with lifesaving neonatal equipment.

Rotarians expand access to quality care, so mothers and children everywhere can have the same opportunities for a healthy future. An estimated 5.9 million children under the age of five die each year because of malnutrition, inadequate health care, and poor sanitation — all of which can be prevented.

CALL TO ORDER

President Roland Wright called the meeting to order at 12:15 p.m. and thanked PP Maureen McBride for serving as today's official greeter. Leading us in the pledge was PP Bob Meyer and providing the invocation was PE Patrick Magnani. Richard Hansen served as the note taker.

VISITING ROTARIANS AND GUESTS

Visiting us today was Rotarian **Chuck McBride** from the Rotary Club of Carmichael and our speaker, **Rita Gordon** District Public Image Chair from the Rotary Club of Point West.

ANNOUNCEMENTS

April Board Meeting



The April Board Meeting will be held **Tuesday**, **April 10** at **5:30 p.m.** at Umpqua Bank in Antelope.

Just a reminder: All members are welcome and encouraged to attend.

We meet Mondays at 12:15 p.m. Lions Gate Hotel and Suites McClellan Business Park 3410 Westover Street North Highlands, CA 95632

Night at the Museum Fundraiser

IPP **Dominic Mecklenburg** handed out the tickets for the Night at the Museum, he also announced several sponsorships he has received. All sponsor and vendor information needs to be given to **President Roland** for listing on the master list and on the event Webpage.

Ink and Toner Cartridges Mini Fundraiser



IPP Dominic is continuing to collect spent ink and toner cartridges as a mini-fundraiser for the club.

IT'S SO EASY TO DO!

Keep a plastic or paper bag by your printer; and as you replace the ink or toner cartridges, put the old ones in the bag and bring them to Rotary.

E-Waste4Good Program

Our E-waste Program is going strong with monthly pick-ups at Umpqua Bank. Large items are being picked up and stored at Hallsten Corp. until a scheduled E-waste pick up. **IPP Dominic** announced that year-to-date, we have earned \$225.16.

Club Communications - Richard Hansen rch6242@comcast.net 916-332-7448
Rotary Club Address
P.O. Box 6 North Highlands, CA 95660-0006

CLUB WEBSITE: www.foothillhighlandsrotary.org/ (Club Runner)

DISTRICT 5180 WEBSITE: http://rotary5180.com

R.I. OFFICIAL WEBSITE: www.rotary.org



DONATE TO HELP OUR ROTARY CLUB SUPPORT LOCAL CHARITABLE AND NONPROFIT CAUSES. Foothill-Highlands Rotary Club Foundation is a non-profit 501(c)(3)organization. EIN 68-0392810, PayPal link on Club Website: http://www.foothillhighlandsrotary.org/

CALENDAR OF EVENTS

UPCOMING PROGRAMS AND EVENTS

APRIL IS MATERNAL AND CHILD HEALTH MONTH

CLUB CALENDAR:

APRIL 16 BILL TOBIN -SHELTERBOX DISASTER RELIEF EFFORTS

APRIL 23 SACRAMENTO COUNTY DISTRICT
ATTORNEY ANNE MARIE SCHUBERT

APRIL 30 EVENING MEETING / WINE TASTING / FELLOWSHIP

MAY 7 TEACHER OF THE YEAR AWARD

MAY 14 TBA

MAY 21 CLUB ASSEMBLY ON NATM

MAY 28 NO MEETING—MEMORIAL DAY

JUNE 4 SUPERIOR COURT JUDGE

BRIAN VAN CAMP

JUNE 8 NATM

JUNE 18 DEMOTION - PAUL MARTIN'S

RESTAURANNT, 1455 EUREKA RD,

ROSEVILLE

DISTRICT 5180 CALENDAR:

MAY 6 BIKE TO SCOTT'S ON THE RIVER
MAY 11-13 DISTRICT CONFERENCE AT HYATT

REGENCY HOTEL, SPA AND CASINO

AT INCLINE VILLAGE

Car Donation Program

To arrange for a donation, call **Dominic's** cell **916-995-4006** and he will make the arrangements for the pick up.



WEEKLY ASSIGNMENTS

MONDAY, APRIL 16, 2018

GREETER: BOB SPEARS

PLEDGE: MARILEE MONAGAN

INVOCATION: MAUREEN McBRIDE

NOTE TAKER: RICHARD HANSEN

DISTRICT NEWS

Dist. 5180 Leadership Assembly

Rotarians who attended the District Assembly last Saturday included PE **Patrick Magnani**, IPP **Dominic Mecklenburg**, PP **Maureen McBride**, PP **Marilee Monagan**, PP **Bob Meyer** and **Richard Hansen**. The Rotarians attended a selection of training sessions and picked up helpful information for the next Rotary year.

2018 District Conference

The 2018 District Conference that will be held at the **Hyatt Regency Hotel**, **Spa and Casino** at **Incline Village** in **Lake Tahoe**, **May 11-13**, **2018**.

Conference and hotel reservations are available on the District Website or a mail-in registration form is on Page 11 of this bulletin.

Also on the District Website is information regarding the meal packages available during the weekend.

If you have any questions, call **Mo**.





Ending homelessness one woman - one family - at a time!

Club members have been supporting Women's Empowerment by donating clothing to the women they serve. They need items in good condition such as: coats/jackets, dresses, suits, pants, tops, skirts, jeans, sweats/activewear and accessories, i.e. scarves, knit hats, gloves, belts, shoes, etc.

If you have items to donate, please bring them to one of our weekly meetings.

ANNUAL GIVING/PAUL HARRIS SUSTAINING FELLOWS

We continue our goal to have **Every Rotarian** contribute at least **\$100** to **The Rotary Foundation** and strive to achieve the status of 100% Paul Harris Sustaining Fellows for the fourth year in a row.

For those who donate \$100 or more to **The Rotary Foundation**, **Marilee** will be presenting them with a special sticker for their badge.

FOUNDATION NEWS

END POLIO NOW CAMPAIGN



BRING YOUR POCKET CHANGE —
TO AFFECT CHANGE BY ENDING
POLIO THROUGHOUT THE WORLD.

The **END POLIO NOW** campaign is still one of Rotary's top priorities. The Bill & Melinda Gates Foundation have extended their partnership with Rotary during the critical endgame phase of the Global Polio Eradication Initiative. Thanks to this partnership our contributions are matched two for one—\$25 becomes \$75.

Foundation Chair **Marilee Monagan** announced this year's goal is to raise \$1,000. Please save your loose change and deposit it in the *Change for Change* banks on the tables at our weekly meetings. We collected **\$13.00** at today's Rotary meeting. YTD is **\$888.45** or **88.85% of this year's goal.**



ROTARY FOUNDATION BENEFACTORS

NAME

Hallsten, John
Hansen, Richard
Kaiser, Joe
Lipp, Gordon
Magnani, Patrick
McBride, Maureen
Mecklenburg, Dominic
Meyer, Bob
Monagan, Marilee
Morgan, Cheryl (Sam)
Spears, Robert B.
Stone, David M.
Wiggins, Lee N.
Wright, Roland

A Benefactor is someone who has contributed \$1,000 to the Permanent Fund or made provisions in their will of at least \$1,000 benefiting The RI Foundation.

BELL RINGERS, GONG BONGERS PAUL HARRIS FELLOWS

Sonja Cameron	(GRIF)	PHF
John Hallsten	(B)(B)(GRIF)	PHF+ 5
Richard Hansen	(B)(GRIF) (GRIF Polio Plus)	PHF+ 7
Joe Kaiser	(B)(GRIF x2)	PHF+ 8
Gordon Lipp	(B)	PHF+ 4
Patrick Magnani	(GRIF)	PHF+ 1
Dr. Steven Martinez		
Maureen McBride	(GRIF)	PHF+ 8
Dominic Mecklenburg	(GRIF)	PHF+ 8
Mary Mecklenburg		PHF
Mary Mecklenburg Bob Meyer	(GRIF)(GRIF)	PHF PHF+ 5
	(GRIF)(GRIF) (B)(GRIF) (\$50Polio Plus) (GRIF Polio Plus)	
Bob Meyer	(B)(GRIF) (\$50Polio Plus)	PHF+ 5
Bob Meyer Marilee Monagan	(B)(GRIF) (\$50Polio Plus) (GRIF Polio Plus)	PHF+ 5
Bob Meyer Marilee Monagan Sam Morgan	(B)(GRIF) (\$50Polio Plus) (GRIF Polio Plus) (B)(GRIF)	PHF+ 5 PHF+ 2 PHF+ 6
Bob Meyer Marilee Monagan Sam Morgan Bob Spears	(B)(GRIF) (\$50Polio Plus) (GRIF Polio Plus) (B)(GRIF)	PHF+ 5 PHF+ 2 PHF+ 6 PHF+ 3
Bob Meyer Marilee Monagan Sam Morgan Bob Spears David Stone	(B)(GRIF) (\$50Polio Plus) (GRIF Polio Plus) (B)(GRIF) (B)(GRIF)	PHF+ 5 PHF+ 2 PHF+ 6 PHF+ 3 PHF+ 8

Bell Ringer & Gong Codes:

(B) = Bell Ringer \$100 to Club

(GFHF) = Gong Bonger \$100 to Club Foundation

(GRIF) = Gong Bonger \$100 to RI Foundation

A Paul Harris Fellow is an individual who contributes \$1,000 to the Rotary Foundation Annual Programs Fund or other approved program. Each additional \$1,000 contribution is recognized with a plus and the number.

RECOGNITIONS

Fine Master **Joe Kaiser** was glad to see **Mo** back in our midst again after being gone for almost a month. Joe asked **Mo** if she knew how to measure grass. She quickly answered by the amount in the bag at the back of your lawn mower. Wrong! According to Joe, "by the yard." **Mo** and **Chuck** have an anniversary on April 20th. **Mo** spun the wheel for \$8.

PP **Bob Meyer** and **Dayme** will celebrate their 56 wedding anniversary this month. **Bob** bonged the Gong for \$100 to Rotary Foundation.

PE **Patrick Magnani** took his son and his Cub Scout Pack on an overnight campout on the USS Hornet in Alameda. **Pat** spun the wheel for \$4.

IPP **Dominic Mecklenburg** took his 14 year old son driving. He spun the wheel for \$10.

President Roland Wright finished work on his house and was issued a "sign-off" by the County on his recently completed home renovations. He bonged the Gong for \$100 to Rotary Foundation.

Fine Master **Joe Kaiser** spun the wheel for \$8. **Joe** took a course at Sierra College this past weekend.

PP **Bob Spears** was ecstatic about the Phillies' outstanding win this past weekend in their game against the Miami Marlins. **Bob** spun the wheel for a 2 and all Rotarians paid \$1.

HIGHLIGHTS OF THIS WEEK'S PROGRAM

PP Maureen McBride introduced today's speaker Rita Gordon. Rita has been a Rotarian since moving to California in 2010--first as a member of the Rotary Club of Roseville and current with the Rotary Club of Point West.

While with Roseville, she served in the positions of Vocational Service Director and the Community Service Director.

At the District-Level, she has served as Vocational Service Chair and now as Public Image Chair.

Professionally, **Rita** is the Business Development Manager for DH Construction. She is engaged to Doug Anderson, and her daughter, Kate just had her first grandchild! In her spare time, she likes to snow ski, paddle board, garden, cook, hike, and read.

Rita's presentation was about the important of Rotary's Public Image as it relates to attracting new members.

Our mission is to increase the profile and positive public image of Rotary District 5180 and its clubs and to support our Clubs in increasing their membership, fundraising, and connections to the community.

CLUB MEETINGS

Announce meetings on Website and Facebook.

Take pictures of members having fun during meetings and speakers being informative. Create an eBulletin/Newsletter that is sent to members, ex-members and friends of the club.

Post to Facebook or other social media outlets

PUBLIC RELATIONS

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

We encourage you to visit the Rotary Media Center where you will find a variety of mediaready materials that can be adapted to your needs.

HOW DO I PROMOTE MY CLUB'S PROJECT?

Including a public relations component in your project plan will help ensure your club's projects and events get the attention and support they deserve. The following ideas can help you create a successful campaign.

KNOW YOUR LOCAL MEDIA

Before sending stories to a journalist, get to know your audience. Read your local newspaper, listen to the evening news, and follow Facebook and Twitter to identify where a Rotary story might fit. Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see firsthand how your club is improving your community.

You could also:

Develop a media list and keep it current. Get to know local journalists by inviting them to learn more about Rotary, your club, or a specific project.

Contact the media with newsworthy story ideas, being sure to:

Know your story and anticipate questions.

Send background materials immediately following contact.

Be persuasive, persistent, and friendly, but not aggressive.

Looking for more ideas? Check out Effective Public Relations: A Guide for Rotary Clubs.

WRITE A PRESS RELEASE THAT JOURNALISTS WANT TO READ

Once you've developed a relationship with your local reporter, help them remember you through regular contact. Share news about your club projects, fundraising events, or the arrival of Youth Exchange

Keep it concise; limit the press release to one page and paste into the body of your email rather than sending it as an attachment

Decide who will respond to media inquiries and include their contact information Include visuals when you send to TV stations.

Learn Key Talking Points about Rotary!

We meet regularly, get to know each other, form friendship., and through that. we're able to help our communities to combat hunger, improve health and sanitation, provide education and job training. and promote peace under the motto Service Above Self.

We bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and to advance goodwill and peace around the world.

We unite leaders from all continents, cultures. and occupations to exchange ideas and take action in communities around the world.

Basic but worth repeating:

Make sure your website & social media pages are updated frequently and reflect your club's activities.

- Show members having fun and doing service



Rita Gordon District Public Image Chair

As is our usual custom, **President Roland** presented today's speaker with a Rotary gift in gratitude for her informative presentation.

Then, **President Roland** asked us to raise our glasses and join him in a toast to *Rotary Around the World*. The meeting was then adjourned.



Of the things we think, say or do

- 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?

MEMBERSHIP MOMENT

Like many Rotary clubs in the United States, the Rotary Club of Rochester, Minnesota, struggled with a decline in meeting attendance and member engagement. Many of our younger working members struggled to balance the demands of career and family with a desire to serve. In addition, businesses and corporations are no longer as eager to pay membership costs, so expenses associated with Rotary have become personal expenses.

We started with a strategic planning session to improve our club's public image, increase membership, and boost member participation and attendance. As a result, we made several changes to become more innovative and flexible while maintaining our values of service, global reach, community, fun, and friendship.

We rewrote our values statement. The updated language — which calls us "a service club of inspired individuals whose contributions improve lives in communities locally and worldwide" — unified our members, inspired prospective members, and generated interest in our community work.

We introduced creative meeting formats. Our club provides innovative and flexible, costfree meeting options:

Speed networking. This helps our members build relationships and rapport.

Service first Thursdays. On the first Thursday of each month, we meet at the public library to clean books and prepare and inventory multimedia materials.

1905 meetings. Our 1905 meetings honor the early days of Rotary tradition. Like the first Rotarians, we meet in small groups. Members can participate remotely by meeting at designated locations closer to their workplaces. We use Facebook Live to tune in simultaneously to our club president for the first half of the meeting. For the second half, we break into small groups to discuss a video presentation on the theme of the month.

The varied formats increased member engagement in a way that wasn't possible with traditional meetings alone. Even former Rotarians started to re-engage. While our weekly attendance may be around 60 members per meeting, our real-time Facebook Live videos that broadcast our 1905 meetings and traditional meetings have generated over a thousand views.

Our experience has taught us that it is possible to make changes in the spirit of innovation and flexibility yet maintain Rotary values. We discovered that there are many fun ways to serve and promote fellowship with Rotarians.

We relaxed attendance guidelines. While we are committed to making our meetings more accessible to working members, we also wanted to continue regular meetings, because they foster the fellowship and camaraderie that our members enjoy. We revised guidelines to require only 50 percent attendance at the weekly meetings. Missed meetings can be made up at other Rotary meeting

The Rotary Club of Foothill-Highlands

Presents the Eleventh Annual

Night at the Museum

Wine-and-Food Gala



Friday, June 8, 2018 6:30 p.m. to 9:00 p.m. California Automobile Museum 2200 Front Street, Sacramento, CA

Proceeds benefit local charitable and non-profit causes, including:

- Birth and Beyond
 Sacramento Crisis Nursery
 - Children's Receiving Home
 WIND
 - Scholarships: Academic and Vocational



Music and Dancing
Live and Silent Auctions
Balloon Pop for Special Prizes
Business Casual Attire
\$40 per person/\$50 at the door



For sponsorship opportunities and additional information, contact Event Chairperson Roland Wright at 916-417-1426 or **fhrotaryclub@gmail.com**

Tickets available online at: www.night-at-the-museum-rotary.org
Club website: www.foothillhighlandsrotary.org







Bike to Scott's on the River

May 6, 2018 Folsom Lake to South Sacramento



Join fellow cyclists and Rotarians for a fun day of riding, friendship and food while supporting the eradication of Polio.

Meet at 8:15 a.m. at the beginning of the American River Bike Trail near Folsom Lake (Beale's Point) for a 38 mile ride, or join us at the Hazel Bridge or Watt Avenue.

This is an <u>unsupported</u> ride. Please bring your own water, food, gear and supplies.



Lunch will be served on the North Patio of Scott's on the River at the Westin Sacramento 4800 Riverside Blvd., Sacramento CA 95822

Cost: \$50.00 per person (plus Eventbrite fee). Includes lunch and \$25 donation to Polio Plus (a program of Rotary International)

Register on Eventbrite.com - https://www.eventbrite.com/e/bike-to-scottson-the-river-tickets-43218421462?aff=es2#tickets

> Questions to Sandi Sava at <u>gorotary5180@gmail.com</u> (916) 920-5983 or (916) 947-1958



Register for Fun in Tahoe

Rotary District 5180 Conference, May 11-13, 2018

Hyatt Regency Lake Tahoe Resort, Spa and Casino, Incline Village

Friday Night Beach Party, Speech Contest Finals,
Inspiring Keynote Speakers, Activities, Fun, and Fellowship

REGISTRATION FORM

Registration: \$50 per person. 5 Meals (Full Conference package): \$285 3 Meals (Sat. lunch, dinner, Sun. brunch): \$225

Complete the registration form below and if paying by check, mail to the address below:

Number of people attending	
Number of 5 meal packages:	Number of 3 meal packages:
Total cost: \$	
Rotarian	Badge Name
	Badge Name
	Phone:
Address	
Email	
Credit card number:	Exp
Name on card:	

Mail check to: Daniela Calvitti, Conference Registrar c/o Synergex, 2330 Gold Meadow Way, Gold River, CA 95670



Ready. Set. Save Lives!

Rotary District 5180 Blood Drive Challenge



For more than 60 years, Rotarians, their families, friends and coworkers have teamed up with BloodSource® to ensure that our community's blood supply is safe and plentiful for patients in need. Rotarians are a generous group, but to inspire even more lifesaving, BloodSource® has an annual challenge for us — give whole blood or platelets/plasma/source plasma and receive rewards!

Challenge, Accepted!

Donate (and encourage friends, family and coworkers too!) from **April 16, 2017** through **April 15, 2018** and make it count by mentioning *your* Rotary Club when donating. Results will be announced at the 2018 District Conference!

Awards By Category | Club Categories: Small, Medium & Large

- ✓ Most Donors
- ✓ Percentage of Club Membership Clubs in each category will also be recognized for participation percentage based on total membership.



Saving Lives is (even more) Rewarding

In addition to MyBloodSource Rewards to redeem online for merchandise you'll also earn the following:

You Give Whole Blood Automated Donation (platelets/plasma)
You Receive (1) Rotary Point (2) Rotary Points



Questions?

For Blood Drive Challenge information or to schedule a speaker for your club program, contact:

my.bloodsource.org or call 866.822.5663 – and make it count by telling them it's for your Rotary Club!

Schedule your donation at

Angelina Pillet (Folsom Lake Rotary Club) 916.453.3741 APillet@bloodsystems.org





E-WASTE RECYCLING IS HERE!

THIS IS A GREAT OPPORTUNITY FOR YOU TO GET RID OF SOME UNWANTED CLUTTER AND HELP OUR CLUB RAISE SOME MONEY. THEY WILL ACCEPT ANY PIECE OF ELECTRONICS INCLUDING TV'S, COMPUTERS, APPLIANCES, CORDS, KEYBOARDS, MICE AND EVEN POWER TOOLS. THE HEAVIER THE BETTER (WE GET PAID BY THE WEIGHT!) ANYTHING WITH A CORD IS ACCEPTABLE, AND THEY TAKE THE CORDS TOO. THEY SEPARATE AND RECYCLE THE PLASTIC, METAL...EVERYTHING! IF YOU HAVE ITEMS TO DONATE, GIVE ME A CALL TO COORDINATE THE PICKUP. SOME ITEMS I CAN COLLECT AT OUR WEEKLY MEETINGS TOO! IF YOU HAVE FRIENDS OR RELATIVES THAT HAVE SOME E-WASTE, I CAN ARRANGE FOR A FREE PICKUP FOR THEM TOO!

THIS IS AN ONGOING PROJECT. CONTACT DOMINIC FOR MORE INFORMATION.

You can also call eWaste-4good at 800-317-3112 and tell them proceeds are to go to The Rotary Club of Foothill-Highlands.

Drive change. Donate a vehicle today.

It will be sold at auction, and we will get the proceeds.

Your donated vehicle will provide critical funding to our charity and further our mission while supporting our goals. Even better, by donating your vehicle - you could also earn a tax deduction.

We have a partnership with the IAA Donation Division to process and sell the vehicles donated to us. They provide us with a simple solution to turn donated vehicles into much needed dollars.

The process of donating your vehicle is quick and easy Call Dominic at 916-995-4006 or visit us online at foothillhighlandsrotary.org. Better yet, towing is free and scheduled for your convenience.



Your donation has another great benefit - it is good for the environment. We share your commitment to a cleaner, greener environment - and donating your car ensures it is recycled via many different channels!

Not every "vehicle" is a car - but every vehicle, in any condition, can be donated!

Call Dominic at 916-995-4006

Not every "vehicle" is a car, but every donation helps!

We accept every type of vehicle, including:

- Cars
- Boats
- Snowmobiles
- Heavy equipment

- Trucks
- Motorcycles
- · Personal watercraft

The process is easy.

Here's how it works:



- Tax deductible
- Free towing
- Any vehicle, any condition

Donate today!

200

foothillhighlandsrotary.org

Program Powered by the IAA Donation Division.

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