

January 29, 2018  
Volume 60  
Issue 22 (meeting 23)

**2017-18 Rotary Leadership**  
**ROTARY INTERNATIONAL**

**Ian H.S. Riseley**  
*President*

Rotary Club of Sandringham  
Victoria, Australia

**DISTRICT 5180**

**Sandi Sava**

*District Governor*

*Rotary Club of Sacramento Breakfast*

**David Veden**

*AG 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*

**Open**  
*Community 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



Sixty million people are displaced by armed conflict or persecution. Ninety percent of armed-conflict casualties are civilians, half of them children. Through service projects, fellowships and other Rotary-sponsored campaigns, Rotarians train adults and young leaders to prevent and mediate conflict and aid refugees who have fled dangerous areas. Rotarians also pursue projects to address the underlying structural causes of conflict, including poverty, inequality, ethnic tensions, lack of access to education and unequal distribution of resources. Each year, up to 100 **Rotary Peace Fellows** are selected to attend **Rotary Peace Centers** to participate in master's degree programs at one of its partner universities. Fellows study subjects related to the root causes of conflict and explore innovative solutions that address real-world needs. For more information, contact your local Rotary club.

## CALL TO ORDER

**President Roland Wright** called the meeting to order at 12:15 p.m. and thanked **Gordon Lipp** for serving as today's official greeter. Leading us in the pledge was **John Hallsten** and providing the invocation was **PP Bob Spears**. **Richard Hansen** served as the note taker.

## VISITING ROTARIANS AND GUESTS

Today's guests included former Foothill-Highlands Rotarian **John Snyder** from the Rotary Club of Sacramento. Also joining us was former member **Jim Feusi**, Fleet Director at Future Ford of Sacramento—a guest of PP **Bob Meyer**; **David Santiago**, Chief Operating Officer from 4 Guys Print & Mail in McClellan Park—a guest of IPP **Dominic Mecklenburg** and our speaker **Jim Teasley**.

## ANNOUNCEMENTS

### Club Assembly

PP **Maureen McBride** announced next week's program will be a **Club Assembly**.

**There have been several important issues addressed at the last two board meetings and this information will be shared with club members during this meeting. In addition to giving a *State of the Club* address, we will be discussing our Night at the Museum fundraiser. Please do not miss this important meeting.**

### Car Donation Program

IPP **Dominic Mecklenburg** announced a client of PP **Bob Spears** donated a Ford F-350 to our Car Donation Program and the Club received \$200.

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



Thanks to **Bob** for providing his client with the information to make the donation to our project.

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

**Club Communications - Richard Hansen**  
**[rch6242@comcast.net](mailto:rch6242@comcast.net)** 916-332-7448  
Rotary Club Address  
P.O. Box 6 North Highlands, CA 95660-0006

**CLUB WEBSITE:** [www.foothillhighlandsrotary.org/](http://www.foothillhighlandsrotary.org/) (Club Runner)

**DISTRICT 5180 WEBSITE:** <http://rotary5180.com>

**R.I. OFFICIAL WEBSITE:** [www.rotary.org](http://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/>

## February Board Meeting



The February 2018 Board Meeting will be held next **Tuesday, Feb. 13** at **5:30 p.m.** at

Umpqua Bank in Antelope.

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

## 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 **\$121.91**.

Thanks to PP **Bob Meyer** for his huge donation last week to E-Waste.

## Club-Level District Speech Contest



Vocational Service Director **Bob Spears** has scheduled our Club-Level District Speech Contest for Monday, February 12th.

This is always an exciting program. This year's theme is *Making a Difference*. **Bob** expects four to five contestants to participate and was asking Rotarians to volunteer to be judges, timekeepers or tellers.

If you would like to help, call **Bob** and volunteer your expertise.

Semi-final contests must be completed by April 13th and the winners of the four semi-final contests will compete in the District Final Contest which will be held at the District Conference at the Hyatt Regency, Lake Tahoe Resort, Spa and Casino in Incline Village on Saturday, May 12, 2018.



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.

In the new year, we will continue to donate items to Women's Empowerment. If you have items to donate, please bring them to one of our weekly meetings.

Thanks to PP **Bob Meyer** for donating three ladies winter coats. **Mo** plans to deliver them to Women's Empowerment later this week.

## CALENDAR OF EVENTS

### UPCOMING PROGRAMS AND EVENTS

#### FEBRUARY IS PEACE AND CONFLICT PREVENTION/RESOLUTION MONTH

##### CLUB CALENDAR:

FEB. 5	CLUB ASSEMBLY
FEB. 12	CLUB-LEVEL DISTRICT SPEECH CONTEST
FEB. 13	BOARD MEETING
FEB. 19	<b>DARK / PRESIDENTS' DAY</b>
FEB. 26	PENDING
MAR. 5	MEMBERSHIP MEETING

##### DISTRICT 5180 CALENDAR:

FEB. 3	PRE-PETS
MAR. 2-4	PETS IN SAN JOSE
APRIL 7	DISTRICT 5180 LEADERSHIP ASSEMBLY @ INDERKUM HIGH SCHOOL IN NATOMAS

MAY 11-13 DISTRICT CONFERENCE AT HYATT REGENCY HOTEL, SPA AND CASINO AT INCLINE VILLAGE

## WEEKLY ASSIGNMENTS

MONDAY, FEBRUARY 5, 2018

**GREETER: TBD**

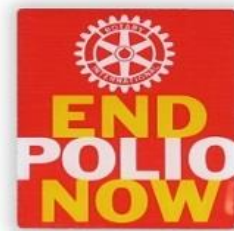
**PLEDGE: RICHARD HANSEN**

**INVOCATION: TBA**

**NOTE TAKER: RICHARD HANSEN**

## FOUNDATION NEWS

### END POLIO NOW CAMPAIGN



**EVERYONE 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 **\$18.89** at today's Rotary meeting. YTD is **\$710.42** or

71.10% of this year's goal.



## 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.

## RECOGNITIONS

Fine Master **Joe Kaiser** began by spinning the wheel for \$7. He said he got a new toy this month.

He then called upon **President Roland** because it appeared **Roland** ignored **PP Bob Spears'** attempt to make an announcement. **President Roland** said he couldn't see **Bob** because **Dominic** was obscuring **Bob** from his line of vision. **President Roland** agreed to spin the wheel for \$8. **Bob** had more information he wanted to share about the Speech Contest and he spun for \$4.

**Joe Kaiser** then asked if there was anyone who was not wearing their Rotary pin. **PP Mo McBride** fessed up and asked **President Roland** to spin the wheel for her. It landed on \$5.

**Joe** asked if there were any happy thoughts. No one volunteered. **Joe** reminded **IPP Dominic** that he should have one as **Joe** saved **Dominic** an expensive auto repair bill with his sage advice. **Dominic** spun the wheel for \$4.



## BELL RINGERS, GONG BONGERS PAUL HARRIS FELLOWS

Sonja Cameron	(GRIF)	PHF
John Hallsten	(B)(GRIF)	PHF+ 5
Richard Hansen	(B)(GRIF) (GRIF Polo Plus)	PHF+ 7
Joe Kaiser	(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
Bob Meyer	(GRIF)	PHF+ 5
Marilee Monagan	(GRIF) (GRIF Polo Plus)	PHF+ 2
Sam Morgan	(B)(GRIF)	PHF+ 6
Bob Spears	(B)(GRIF)	PHF+ 3
David Stone		PHF+ 8
Lee Wiggins	(B)(GRIF)	PHF+ 4
Roland Wright	(B)(GRIF) (GRIF Polo Plus x2)	PHF+ 8
<b>Bell Ringer &amp; Gong Codes:</b>		
(B) = Bell Ringer chi\$100 to Club		
(GFHF) = Gonger \$100 to Club Foundation		
(GRIF) = Gonger \$100 to RI Foundation		
(RIF) = \$100 to Rotary Foundation		

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

### 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.

## DISTRICT NEWS

### 2018 District Conference

The 2018 District Conference 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 now available on the District Website.

A mail-in registration form is available on page 9 of this bulletin.

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



## HIGHLIGHTS OF THIS WEEK'S PROGRAM

**IPP Dominic Mecklenburg** introduced **Jim Teasley**, Gratitude Marketing Specialist for SendOutCards.

- **Jim** originally worked for four-major insurance companies and one major bank, managing projects and staff developing new information systems and enhancements, documenting workflow procedures, and fulfilling user interface needs.
- Jim founded Positive Solutions, an information technology search firm, recruiting for technical staff positions at all levels and consulting with client managers on human relations subjects.
- Regional Sales Manager for home improvement vendor, building marketing relationships and partnerships with clients and their staffs.
- Virtual Franchisee/Marketing Distributor for SendOutCards, instructing business owners and management on marketing efforts and consulting with other independent distributors in business development.
- Maintain corporate presence at trade shows, career fairs, and other technical and non-technical events, including booth representation and presentations.
- Networking/Marketing Consultant to various business owners and senior management.
- Author of weekly "Gratitude Marketing" blog offering consultation on business and personal networking/marketing and relationship building.
- Founding and coordinating networking events for business representatives who want to build relationships with others to work towards mutual success.

Last Fall, **Jim** and his wife returned to the

Sacramento area with their two rescued cats on after residing in Vancouver, WA for 12 years.

### MARKETING, NETWORKING and MEMBERSHIP

1. What is marketing?
  - a. Everything that you do.
  - b. Everywhere you go.
  - c. From the time you get up until you go to bed.
  - d. Making it easy and comfortable for others to do business with you.
2. What is networking?
  - a. Partnerships.
  - b. Most personal and easiest form of marketing.
  - c. Varies by type of networking group/meeting.
3. Be creative:
  - a. Think outside the box.
  - b. Stand out.
4. Be consistent:
  - a. Reliability.
  - b. Dependable.
  - c. Perception vs. Reality.
5. Give to get vs. give to give.
  - a. Gratitude vs self-promotion.
  - b. Be personal
  - c. Emotions rule.
6. Simple is better
  - a. Work smarter, not harder.
  - b. Time is money.
  - c. The message, not the medium.
7. What is Sales?
  - a. Result of marketing.
  - b. Cannot exist without marketing.
8. Membership in a group.
  - a. Just like marketing for a business.
  - b. Must have value vs price.
  - c. Lead and attract by example.
  - d. Make others comfortable with joining with your group.
9. Shameless promotion.
  - a. SendOutCards.
  - b. Why?

## c. How

Using this outline, **Jim** shared how our Rotary Club could increase membership by using the marketing methods covered in his outline.

**Jim Teasley**  
**360-314-8691**  
**Jim@SOC4Now.com**  
**WWW.JimTeasley.com** (blog)  
**WWW.SOC4Now.com**

**President Roland and Jim Teasley**

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

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

**SAVE THE DATE!!!**

# District 5180 Leadership Assembly

**April 7, 2018  
8:00 a.m. Start**

**Inderkum High School  
2500 New Market Drive  
Sacramento, CA 95835**

**Come be inspired with Rotary fellowship and gain valuable information, such as....**

- **How to create a more inclusive environment for your club**
- **Our brand**
- **Communicating our service and value to the community**
- **Rotary Global Rewards**
- **Technology in our Clubs**

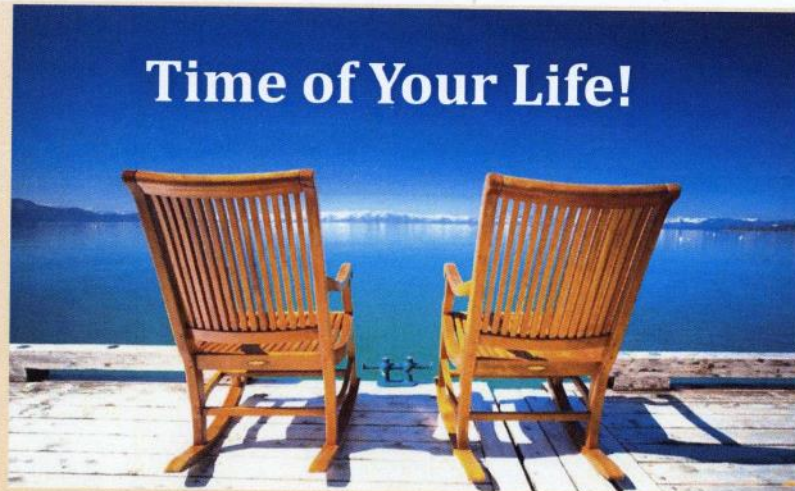
***And much, much more!***



**District 5180**

**Register online at:**

**[www.district5180assembly.eventbrite.com](http://www.district5180assembly.eventbrite.com)**



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 \_\_\_\_\_

Spouse/Partner \_\_\_\_\_ Badge Name \_\_\_\_\_

Club \_\_\_\_\_ 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:

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

### Questions?

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

**Angelina Pillet** (Folsom Lake Rotary Club)

916.453.3741

[APillet@bloodsystems.org](mailto:APillet@bloodsystems.org)

Schedule your donation at [my.bloodsource.org](http://my.bloodsource.org) or call 866.822.5663 – and make it count by telling them it's for your Rotary Club!



GOOD 4 PEOPLE - GOOD 4 EARTH - GOOD 4 YOU  
Powered by Tri Valley Recycling

**Rotary** 

**free**  
**e-waste**  
**pickup**  
**fundraiser**

**PLEASE**  
**HELP**  
**SUPPORT**

**FOOTHILL HIGHLANDS**  
**ROTARY CLUB**

Schedule your **FREE** pick up by visiting  
**[www.eWaste4good.com](http://www.eWaste4good.com)**

Fill in your information and within a few days a dispatcher will contact you to schedule an at home or office pickup date. Then, your electronics will be picked up, recycled and the proceeds will be donated to the organization of choice.  
You can also call **eWaste4good** at **800-317-3112**



GOOD 4 PEOPLE - GOOD 4 EARTH - GOOD 4 YOU  
Powered by Tri Valley Recycling

**Items we pickup, working or not:**

- All Televisions
- Computer Monitors
- Fax Machines
- Desktop Copiers
- Telephones
- Vacuum Cleaners
- Keyboards
- Mice
- Networking Equipment
- Misc Wires and Cords
- Household Phones
- Medical Equipment
- Video Games
- Computers
- Calculators
- Cell Phones
- Printers
- Speakers
- Scanners
- Laptops
- Power Tools
- Small Appliances
- Stereo Systems
- And Much More!

All electronics are recycled locally in California.

We also do free business and residential pickups throughout Northern California.

Please visit  
**[www.eWaste4good.com](http://www.eWaste4good.com)**  
to schedule.



**thank you**  
**FOR HELPING**  
**US!!**



### 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](http://foothillhighlandsrotary.org). Better yet, towing is free and scheduled for your convenience.

**Call Dominic at 916-995-4006**

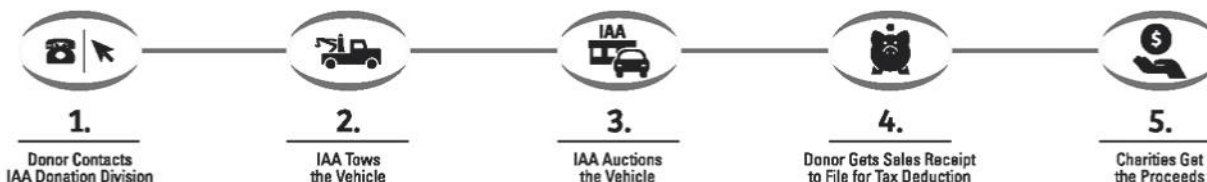
### Not every "vehicle" is a car, but every donation helps!

We accept every type of vehicle, including:

- Cars
- Trucks
- Boats
- Motorcycles
- Snowmobiles
- Personal watercraft
- Heavy equipment

The process is easy.

**Here's how it works:**



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

**Donate today!**

800

[foothillhighlandsrotary.org](http://foothillhighlandsrotary.org)

*Program Powered by the IAA Donation Division.*

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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!