March 5, 2018 Volume 60 Issue 26 (meeting 27)

2017-18 Rotary Leadership ROTARY INTERNATIONAL

lan H.S. Riseley

President

Rotary Club of Sandringham Victoria, Australia

DISTRICT 5180Sandi 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

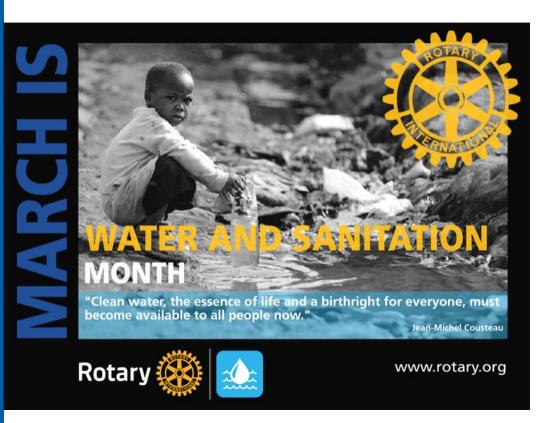
Chartered March 12, 1959

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





MARCH IS ROTARY WATER AND SANITATION MONTH



For the past 25+ years, the Rotary Club of Foothill-Highlands has supported numerous villages in Southeast Asia with funds to construct deep-water wells which provide fresh water to the inhabitants. We recently sent a check to continue this worthwhile project.

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 PE **Patrick Magnani** and providing the invocation was **Richard Hansen** who also served as the note taker.

VISITING ROTARIANS AND GUESTS

We were by ourselves. No visiting Rotarians or guests.

March Board Meeting



The March Board
Meeting will be held
Tuesday, March 13
at 5:30 p.m. at Umpqua
Bank in Antelope.

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

If you have ideas to share, Board meetings would be a great forum. Just ask **President Roland** to be put on the Agenda.

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

ANNOUNCEMENTS

Rio Linda High School had a contest for students to fill out the FASFA (Free Application Federal Student Aid) application. Those who participated had their names entered into a drawling for a chance to win a new iPad. The school was having trouble getting students to apply for the aid, applications went from 30 last year to 300 this Rotary The Club of **Highlands** donated the iPad and the drawing was held this morning. The student who won was Jeremy DeBack. He is a Senior and involved with FFA "Future Farmers of America." **Jeremy** plans to attend Utah State University and double major in Agri-Business & Agriculture Systems Technology.



PE Patrick Magnani, Jeremy DeBack and President Roland Wright

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/



President Roland drawing the winning name.



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.



Ink and Toner Cartridges Mini Fundraiser



IPP Dominic is continuing to collect spent ink and toner cartridges as a minifundraiser 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.



March 11, 2018 - Daylight Saving Starts





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. Thanks to members **Sonja Cameron** and PP **Bob Meyers** for their recent donations.

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 **\$9.50** at today's Rotary meeting. YTD is **\$777.88** or **77.79% 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.



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)(GRIF)	PHF+ 5
Richard Hansen	(B)(GRIF) (GRIF Polio 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 Polio 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 Polio Plus x2)	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** began by calling on PP **Marilee Monagan. Marilee** is celebrating a 15-year anniversary with partner and Honorary Member **Brent Seizer** this week. She spun the wheel for \$10.

Joe asked **President Roland** if he knew **Sonja Cameron's** husband's name. He did not (it was **Fred**). **Roland** spun the wheel for \$14.

PE **Patrick Magnani** had a happy thought. He attended PETS in San Jose this last weekend and is super jazzed about the coming year. He spun the wheel for \$8.

Joe then called upon **Mo.** He asked her if she knew the strongest muscle in her body. **Mo** told **Joe** she didn't have any strong muscles in her present condition. But, if she did, it would be her tongue. **Joe** told **Mo** to sit down.

Joe spun the wheel for \$10. He challenged the members to change tables next week.

WEEKLY ASSIGNMENTS

MONDAY, MARCH 12, 2018

GREETER: DOMINIC MECKLENBURG

PLEDGE: PATRICK MAGNANI

INVOCATION: JOE KAISER

NOTE TAKER: RICHARD HANSEN

CALENDAR OF EVENTS

UPCOMING PROGRAMS AND EVENTS

MARCH IS WATER AND SANITATION MONTH

CLUB CALENDAR:

MAR. 12 **TBA**

MAR. 13 BOARD MEETING

CLUB ASSEMBLY-NATM MAR. 19

MAR. 26 KEN GIANNOTTI, SENIOR VICE

PRESIDENT OF MARKETING AND

LEASING FOR MCCLELLAN BUSINESS

PARK.

APRIL 23 SACRAMENTO COUNTY DISTRICT

ATTORNEY ANNE MARIE SCHUBERT

JUNE 8 NATM

DISTRICT 5180 CALENDAR:

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**

DISTRICT SPEECH CONTEST

The **semi-finals** of the District Speech Contest will be held on **March 27th** from 5:30 p.m.—7:30 p.m. at the Crocker Riverside Elementary School, 2970 Riverside Blvd., Sacramento.

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 available on the District Website or a mail-in registration form is on Page 12 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**.



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?

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. This 24-word code of ethics for employees to follow in their business

and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, the 4-Way Test has been translated into more than a hundred languages and published in thousands of ways.

HIGHLIGHTS OF THIS WEEK'S PROGRAM

President Roland introduced PP Maureen McBride. Mo is working with President Roland and PE Patrick Magnani to develop a Strategic Plan for Membership Development.

Mo began by reviewing Rotary's six **external** areas of focus:

- Promoting peace
- Fighting disease
- Providing clean water
- Saving mothers and children
- Supporting education
- Growing local economies

While our external focus is on the six areas mentioned above, membership is Rotary's top **internal** priority.

When you have a strong membership base, the club is better able to serve. Every club needs new members in order to be vibrant and active.

Why??

Because new members:

- Introduce new ideas,
- Bring fresh perspectives, and
- Extend our club's reach in the community.

We need **active**, **engaged** and **enthusiastic** members.

We are at a critical juncture in the history of this club. At its pinnacle, we had ~65 members which occurred in the late 80s and early 90s.

In the last ten years, our growth has been flat.

In the last year alone, we lost three members. Our current membership stands at 17 which includes David Stone. David's membership will terminated effective June 30th. Of the 17, 12 attend on a regular basis. This has major consequences on our ability to effectively accomplish our goals.

It could also prove troublesome in the future as more and more groups book their events at the Lions Gate. We could be bumped and there are few other meeting location options in this area.

President Roland, President Elect Patrick and the board are concerned about our growth. But, this is an issue which should be of concern to everyone in THIS club.

Our plan is to have several more Membership meetings like the one we're having today to plot our course for the remainder of the 2017-18 Rotary year and into the future. At a minimum, we'd like to induct 3-5 new members in the next 3-6 months.

McClellan Business Park could be a great resource in our search for new members. Rumor has it there are 25,000 workers employed here in the Park. To hear more about the Park's future plans, we have invited Ken Giannotti, Exec. VP for Marketing and Leasing at McClellan Business Park. to be our speaker on March 26th.

In the past, we have asked members to invite prospective members to our weekly meetings which has proved mostly ineffective. So, we are going to develop a **Strategic Plan.**

Determining how the club can improve is crucial to keeping current members engaged and active while making our club attractive to prospective members. By taking an objective look at the club — from the perspective of club members — we hope to reveal our strengths and the areas which need improvement. By discerning this, we hope it will help us attract new members to our club.

Our Strategic Plan consists of four parts:

- Evaluating Our Club,
- Creating a Vision for the Future,
- Determining the Most Effective Way to Attract New Members and
- Keeping Current Members Engaged.

Evaluating Our Club: We began formulating our plan today by having all members present complete a **Member** Satisfaction Survey. The results of which will be presented within a few weeks at our next Membership Assembly.

By taking an objective look at the club — from the perspective of club members— we hope to reveal our strengths and the areas which need improvement. By discerning this, we hope it will help us attract new members to our club.

Another step will be to evaluate and improve our Vetting Process. Instead of Firesides for New Members, we might hold firesides for Prospective Members so they have a better understanding of Rotary, who we are and what we expect of them. Perhaps by doing that we can stop the revolving door.

We are improving our promotional materials. At today's meeting, we distributed newly revised club brochures and are currently working on BE MY GUEST cards which members can give to prospective members.

We want feedback from our members on our Website and Facebook Page.

We need to develop a more updated "Elevator Speech" when asked What is Rotary? Instead of — we are the oldest service organization in the world with 1.2 million members — we need something short and sweet and above all attention getting.

We need to better prepare ourselves with an

answer when asked by prospective members, "Why Join Rotary?"

We also need to look at the classifications missing from our membership. Each member

was giving a "cheat sheet" today to help start a list of those professions we'd like to see represented in our club.

Creating a Vision for the Future: Where do we see ourselves in five years, what size club do we envision?

Determining the Most Effective Way to Attract New Members:

- On-site networking
- Massive mailings to local businesses.
- Inviting Corp. Executives whose businesses are located in McClellan Park to give a presentation on their company.
- Posting flyers for upcoming speakers, fundraiser and service projects in local businesses, i.e. Starbucks.

We need to brainstorm as a group to determine who are prospective members are—friends, neighbors, family members, parents and grandparents of kids who have benefitted from Rotary programs, i.e. RYLA, Speech Contest, etc., former members who left because of business commitments who might now be interested in rejoining.

Keeping Current Members Engaged: Mo invited seasoned members to provide her with feedback on how to accomplish this.

Let's put on our thinking caps and come up with a list and don't forget about the classifications we'd like represented.

Developing a Strategic Plan will take a few months but it is critical to revitalizing our club and attracting new members.

Following **Mo's** presentation, **President Roland** asked us to raise our glasses and join him in a toast to *Rotary Around the World*.

The meeting was adjourned.

Far West Rotary PETS at The DoubleTree Hotel in San Jose March 2-4, 2018

Pictures taken by PE **Patrick Magnani**



Group Photo of District 5180 2018/2019 Presidents Elect



Saturday Night Dinner



R.I. President Elect Barry Rassin



R.I. Director 2017-19 for Zones 25/26 John Matthews



R.I. Past President Rick King

MEMBERSHIP MOMENT

Engaging Younger Professionals Know Your Audience

Many of us have been able to get younger generations to visit a meeting or participate in a project, but getting them to join our clubs has been more difficult. And yet, only 5 percent of Rotary's members are under the age of 40.

How can we get younger professionals to join and stay? We can start by changing our perception of them. Many are interested in helping others. Yes, a lot of them are busy. But, people make time for the things that add value to their lives.

Today's world is one of constant change. So many things arrive immediately — news, texts, status updates. For younger generations, that's normal life. Shifts in technology and culture have allowed them to enjoy instant gratification and customize their experiences. To do things their way. Today. At the same time, they crave connections. A network of more experienced professionals. Mentors with insight, with clout. They also crave experiences. They want to do good.

And that's Rotary. People of action who come together to make positive change. Know the motivators and drivers

A whole generation of passionate and talented people in your community is looking for inspiration. Inspire them. Bridge the generational divide. You can start by learning more about younger professionals in your region. Just remember that they aren't all the same. Do market research in your community and connect with local young professional networks and organizations. Ask them what

inspires them and listen attentively to their answers.

How to talk to an inspired audience.

Once you understand your audience, find the right strategy to communicate with them effectively. Here are some tips to keep in mind:

Use technology: It's part of their daily life. It connects them to the world.

Be transparent: Others market to them, but they don't always talk honestly with them.

Connect often: They are hyper-connected and want to know what their peers are doing and where, around the clock.

Feature compelling videos: They embrace a shared visual language that's engaging and easy to reach.



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

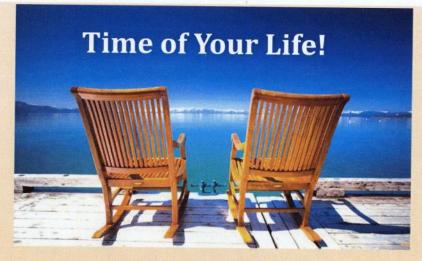
Come be inspired with Rotary fellowship and gain valuable information, such as....

- 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!



Register online at: 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	
	Badge Name	
	Phone:	
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



Schedule your donation at

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!

program,

Angelina
916.453.3

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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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 10:00 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

