



The Highlander

THE ROTARY CLUB OF FOOTHILL- HIGHLANDS



2016-17 Rotary Leadership **ROTARY INTERNATIONAL**

John F. Germ
President

*Rotary Club of
Chattanooga, Tennessee*

DISTRICT 5180

Barbara Tracy

District Governor

Rotary Club of So. Sac.

Ray Ward

AG Area 8

Rotary Club of Fair Oaks

CLUB OFFICERS/ DIRECTORS

Dominic Mecklenburg
President

Roland Wright
President Elect/VP

Marilee Monagan
Treasurer

Lee Wiggins
Secretary

Maureen McBride
Club Administration

Patrick Magnani
*Community Service/
Membership*

Bob Meyer
International Service

Gordon Lipp
Vocational Service

Gene Long
Youth Services

Bob Spears
Sgt.-at-Arms

David Stone
VP/Rotary Foundation

Chartered March 12, 1959

Rotary



November 28, 2016

Volume 59, Issue 18



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?**

CALL TO ORDER

President Dominic Mecklenburg

brought the meeting to order at 12:15 p.m. and thanked PP **Lee Wiggins** for serving as today's greeter. He then called upon PP **Bob Meyer** to lead us in the pledge and PP **Maureen McBride** to provide the invocation. **Mo** also served as today's notetaker and Past Presidents **Patrick Magnani**, **Roland Wright** and **Lee Wiggins** all took pictures. **President Dominic** had to report for Jury Duty at 1:30 p.m. so he left the meeting in the capable hands of PEN **Patrick Magnani**.

VISITING ROTARIANS AND GUESTS

The only visitor was fellow Rotarian **Bill Wittich** from the Passport Club.

ANNOUNCEMENTS

USED/BROKEN EYEGLOSS JOINT ROTARY/LIONS CLUB PROJECT



President Dominic reminded us we are partnering with the Antelope Lions Club this year to collect used/broken eyeglasses.

At our weekly meetings, we have a BIG BOX at the front of our meeting room for Rotarians to

deposit their unwanted glasses.

ANNUAL DIAPER DRIVE



Please Don't Forget Us

We are joining forces with the local community to collect diapers for families in need during the holidays. The **last date to bring donations** is next **Monday, December 5th**. These diapers will be distributed by the Antelope Upper Room Ministries on Saturday, December 17th.

E-Waste4Good Program

President Dominic advised the club will no longer get credit for large appliances, i.e. refrigerators, washers/dryers, stoves, etc. donated to our e-Waste4Good program. They will still pick them up but we will not receive any compensation. If it has a cord and can fit in your trunk, it's good to go and we get \$\$\$.

TVs are still OK but need the name, address and telephone number of the donor on a sticker attached to the TV.

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/>

EVERGREEN FUNDRAISER



President Dominic announced the evergreens which we ordered during our recent fundraiser are scheduled to be

delivered to him on Wednesday. As soon as he verifies the items in the order, he will organize the deliveries and you will see his smiling face before week's end.

If anyone is interested, he will have extra wreaths, item W4, available for purchase at a cost of \$22 each.

FELLOWSHIP EVENT



Today was the final day to reserve tickets for the U.S.A.F. Band of the Golden West holiday concert on **Sunday, December 4th at 3:30 p.m. at Memorial Auditorium.**

Four Rotarians and their guests will join together on Sunday to jump start the holiday season.

ANNUAL HOLIDAY PARTY



Our annual holiday party will be held on **Monday, December 5th** at the Lions Gate Hotel and Suites. Festivities will begin with **No Host Cocktails** in the **Lobby Bar** at **6:15 p.m.** and **Dinner** at **7:00 p.m.**

The price per person will be ~\$45 (same as last year.)

We will again have our traditional Gift Exchange with PEN **Patrick Magnani** assuming the role of Santa's Elf. The value of the gift should be ~\$20.

ROTARY BENCH/Dictionary PROJECT



shutterstock · 144059149

On **Monday, December 12th at 12:15 p.m.**, we will gather at **Freedom Park** at the edge of McClellan Business Park

(adjacent to the CA Aerospace Museum) to dedicate our new Rotary bench donated to the North Highlands Parks and Recreation District.

PP **Roland Wright** circulated a sign-up sheet for those wishing to partake of a pre-ordered box lunch. If you were not at today's meeting, please call **Roland** ASAP to reserve your lunch.

Following the dedication, those who are available will head to F.C. Joyce, CCAA and Hillsdale Elementary Schools to distribute



dictionaries to all third-grade students at those schools.

This is such a great project.

Be sure to mark your calendars.

Night at the Museum Fundraiser



IT'S OFFICIAL—MARK YOUR CALENDARS

President Dominic announced our **NATM fundraiser** will be held on **Friday, April 28th**. He was excited to tell us we are back at the **California Automobile Museum**.

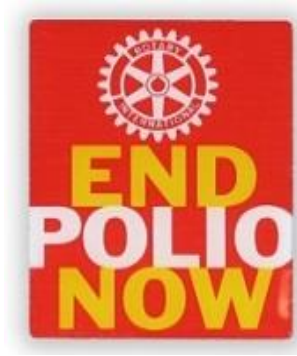
We were reminded this is a great time of year to solicit sponsorships as businesses are preparing their budgets for the new year.

If you get any unwanted gifts this holiday season, remember we can always use them for the Balloon Pop or the Estate Sale which will be held in the spring following NATM.

Tickets and flyers for the event will be available after the holiday break.

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 one of Rotary International's top priorities this year. Rotary and the Bill & Melinda Gates Foundation have extended their partnership 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.

At today's meeting, we collected \$12 toward our ultimate goal of \$1,000.

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% EREY and 100% Paul Harris Sustaining Fellows for the third year in a row.



ROTARY FOUNDATION BENEFACTORS

NAME

Hallsten, John
 Hansen, Richard
 Kaiser, Joe
 Lipp, Gordon
 Long, Gene
 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 W Foundation.

BELL RINGERS, GONG BONGERS PAUL HARRIS FELLOWS

Jordan Backhaus	(B)(GRIF)	PHF
Sonja Cameron		PHF
John Hallsten	(B)(GRIF)	PHF+ 5
Richard Hansen	(B) (GRIF)	PHF+ 7
Joe Kaiser	(B)(GRIFx2)	PHF+ 8
Gordon Lipp	(GRIF)	PHF+ 3
Gene Long	(B)(GRIF)	PHF+1
Gene Long Sr.		
Patrick Magnani	(B)(GRIFx2)	PHF+1
Dr. Steven Martinez		
Maureen McBride	(B) (GRIF)	PHF+ 8
Dominic Mecklenburg	(GRIFx2)	PHF+ 8
Bob Meyer	(GRIF)	PHF+ 4
Marilee Monagan	(B)(GRIF)	PHF+ 2
Sam Morgan	(B)(GRIF)	PHF+ 6
Gerred Popejoy	(B)(GRIFx2)	PHF
Bob Spears	(GRIFx2)	PHF+ 3
David Stone	(B)(GRIFx2)	PHF+ 8
Lee Wiggins	(B)(GRIF)	PHF+ 4
Roland Wright	(Bx2)(GRIFx2)	PHF+ 6

Bell Ringer & Gong Codes:

(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.

Membership Drive

PEN Patrick Magnani took a few moments to talk about our recent membership drive in McClellan Business Park. Teams were asked to give a brief overview of their efforts.

This was not a one-shot deal. We will do this again in the spring.

Several teams reported they invited their “contacts” to attend the Rotary Bench dedication and dictionary distribution in mid-December. Please don’t forget to follow-up with them as this is a great way to showcase what we do in the local community.

JOKES

There were no jokes solicited at today’s meeting probably because PP **Bob Spears** was not in attendance.

FINES AND RECOGNITIONS

There were no fines or recognitions at today’s meeting. PP **Bob Spears** was definitely missed or NOT.

WEEKLY ASSIGNMENTS

MONDAY, DECEMBER 5, 2016
ANNUAL HOLIDAY PARTY

GREETER: ROLAND WRIGHT

PLEDGE: DAVID STONE

INVOCATION: BOB MEYER

NOTE TAKER: MAUREEN MCBRIDE

CALENDAR OF EVENTS

UPCOMING PROGRAMS AND EVENTS NOVEMBER IS ROTARY FOUNDATION MONTH

DEC. 5	ANNUAL HOLIDAY PARTY (SEE BULLETIN FOR DETAILS)
DEC. 12	ROTARY BENCH DEDICATION AT FREEDOM PARK AND DICTIONARY DISTRIBUTION
DEC. 19	ANNUAL MEETING—ELECTION OF 2017-18 BOARD OF DIRECTORS
DEC. 26	NO MEETING-CHRISTMAS WEEK
JAN. 2	NO MEETING-NEW YEAR’S WEEK
JAN. 9	ROSEVILLE TELEPHONE MUSEUM TOUR
JAN. 16	NO MEETING IN OBLIVION OF DR. MARTIN LUTHER KING’S BIRTHDAY
JAN. 23	CATHERINE SURVILLAS – KENYA PROJECT
JAN. 30	JOY SMILEY AND RON LINTHICUM/ SACRAMENTO COUNTY DEPUTY DISTRICT ATTORNEYS
FEB. 6	CLUB-LEVEL DISTRICT SPEECH CONTEST

DISTRICT 5180 CALENDAR:

MAY 5-7	DISTRICT CONFERENCE IN SANTA CLARA
MAY 20	RI PRESIDENT JOHN GERM DINNER SACRAMENTO (EXCLUSIVE D5180 PRESALE UNTIL 1/1/17)

VISIT

5180DINNER.EVENTBRITE.COM FOR TICKET INFO)

HIGHLIGHTS OF THIS WEEK'S PROGRAM

Program Chair **Jordan Backhaus** introduced fellow Rotarian **Bill Wittich** from the Passport Club.



Bill served as an Assistant Governor for District 5180 as well as the Membership Instructor for the Far West PETS training for Presidents-Elect.

Bill is a speaker, consultant, and coach in the field of leadership, motivation, and non-profit management. He earned his doctorate from the University of Southern California, and taught for 31 years at California State University, Long Beach. He served as the department chair for both the Departments of Film & Electronic Arts and Occupational Studies.

He is the author of eight books including a book titled "Stop Recruiting / Start Attracting" which is geared to help service club members and officers understand how membership needs to change from recruiting to attracting a diversity of members. It is aimed at service clubs to help them recruit and retain younger members and boomers in membership.

He is a past president of the Rotary Club of Laguna Sunrise in Elk Grove and is known by

his fellow Rotarians as the *Starbucks Guy*. He says he spends way too much time at his local Starbucks but admits it's the best resource for attracting prospective Rotarians.

His approach is simple and direct. After observing patrons, if he thinks someone "looks" like a Rotarian, he simply goes up to them and asks, "why aren't you a Rotarian?" Most of the people have heard of Rotary but don't really know who we are or what we do. After the initial introduction, he will invite them to join him the following week for lunch—never inviting them to a meeting—because they'll never show up. He will get their contact information and follow up within a few days to be sure they plan to come for lunch. He suggested you might even offer to pick them up and bring them to lunch.

His mantra is "stop recruiting—start attracting."

With 20 members, **Bill** said we are classified as a medium-sized club. Some small clubs have only seven members.

Oh, the days when we had 55-60 members!! Please excuse the editorial comment.

Today, **Bill's** focus was attracting new members not retaining them. He feels most people leave Rotary for very good reasons and we don't have any control over that.

The key to adding members is recruitment which translates into finding them. The second part of the equation is attracting them—offering them something that makes them want to join.

He asked, "why do we want new members?" The reasons are simple:

- Less work.
- Fellowship.
- New ideas.

He then asked, "why do they want us?"

- They want to meet the movers and shakers in town.

- They want to connect for business networking
- Friendship
 - networking
 - social
 - learn something
 - have fun
 - service

Three things to keep in mind when trying to attract new members:

1. What are the benefits to them?
2. Today's prospects shop for a club which best suits them.
3. All prospects have expectations.

Today the average age of a Rotarian is 57. When Paul Harris founded Rotary in 1905, he was 37 years old. The three other members who started with him were between 37 and 42.

Women were admitted into Rotary in the mid-80s and today they make up only 27 percent of the membership.

Bill mentioned places, other than the local Starbucks, to find prospects—Chamber of Commerce, Businesses, Board Members of Non-Profits and on Social Media.

Throughout his presentation, **Bill** kept emphasizing "INVITE THEM TO LUNCH, NOT TO A MEETING." Inviting them to a meeting is a definite turn-off. Until you get them in the door, don't talk about Ending Polio throughout the world and other international projects. His experience has been that prospects are interested in what you are doing locally.

Coming on the heels of our recent membership drive within the confines of McClellan Business Park, we gained some useful insights into boosting our membership. Membership is every member's responsibility and an on-going process.

Joining **Bill** at the podium, PEN **Patrick Magnani** thanked him for his informative presentation and presented him

with a gift in thanks for sharing his successful ideas on how to attract new members.



Bill Wittich donning his new Rotary cap and **PEN Patrick Magnani**

PEN **Patrick Magnani** reminded everyone that we are DARK at noon next Monday, December 5th; and instead will gather in the evening for our annual holiday party.

He asked everyone to stand and join him in a toast to *Rotary Around the World*. He then adjourned the meeting.



Your 2017 D5180 Conference

Go International!

*May 5-7, 2017
at the Santa Clara
Marriott*

*★ Save the Date and Watch ★
for Registration Information
★ on the District Website ★*





Rotary 



**free
e-waste
pickup
fundraiser**

**PLEASE
HELP
SUPPORT**

**FOOTHILL HIGHLANDS
ROTARY CLUB**

Schedule your FREE pick up by visiting
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**



**EWASTE 4
GOOD**



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
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 - simply call 800-240-0160 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!

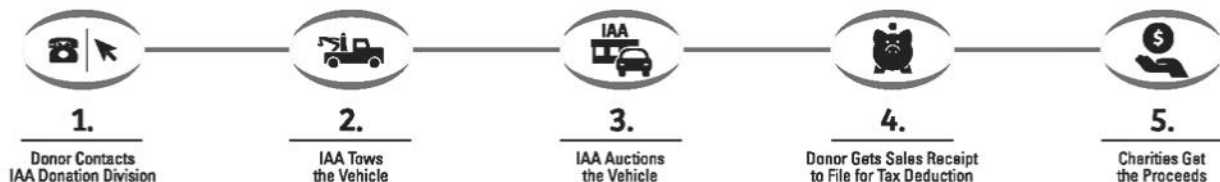
Not every "vehicle" is a car - but every vehicle, in any condition, can be donated!

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:



ROTARY CLUB OF
FOOTHILL-HIGHLANDS

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

Program Powered by the IAA Donation Division.

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Drive change.
Donate a vehicle today.

Click here to donate now

Program Powered by the IAA Donation Division.

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