

# The Orange Peel

2025-2026 | President Deanna Maddock | Show up, Give back, Get things done, and Have fun!

## Next Meeting Friday, Feb 13, 2026

- Speaker** - Colleen McCusker - Good Cause Sacramento
- Greeters** - Brad Squires
- Invocation** - Bert Smith
- Vocation** - Dennis Sarkisian
- Prospector** - TBD
- Raffle tickets** - Licia Green

## The Four-Way Test

**Is it the TRUTH?**

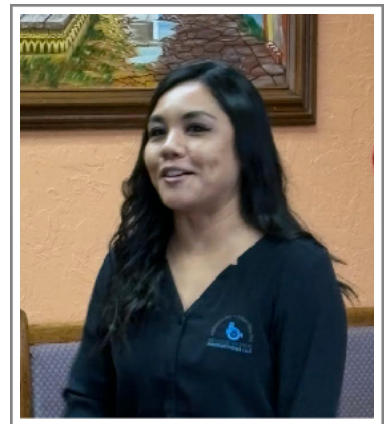
**Is it FAIR to All Concerned?**

**Will it build GOOD WILL and BETTER FRIENDSHIPS?**

**Will it be BENEFICIAL to all concerned?**

## Beyond Words Productions

**SpeakerChair Brad Squires** introduced the speaker, **Jamie Perez of Beyond Words Productions**. He met her through the Sacramento Venture Philanthropy (SVP).



Before Jamie began her talk, Brad played a video that Jamie produced about the annual “Fast Pitch” event at SVP.

All Non-Profits have a story. The Fast Pitch helps them tell it. The Fast Pitch is three minutes long and the presenter can’t use notes or visual aides. Sixteen non-profits participated at the 2025 completion and they each received a check for \$1,000. The pitches are judged and the first place winner, Connect 2 Change, received a \$15,000 check.

People are 75% more likely to give/buy after hearing or watching an emotional story. Jaime described herself as a videographer who makes heartfelt and emotional videos. There are not many women working in this space.

Jaime was born and raised in the Sacramento area. Unfortunately her home life was abusive and her coping mechanism was to make herself invisible. It wasn’t safe to be seen. She carried those techniques into adulthood.

Jaime got a Bachelor degree in Journalism from California State University, North Ridge. Her first job was in Sioux City, Iowa where she was a reporter for a local news station.

## Recap of the Meeting Feb 6, 2026

### Guests

**Jamie Perez** - Beyond Words Productions

**Cody Patton** - Patton Pest Company, friend of Russ Rheams

Collette Palmer - wife of Sean Palmer

### Visiting Rotarians

TBD

### District 5180 Governor

**Megan Ellinghouse**  
2025-2026

### Rotary International President 2025-2026

**Francesco Arezzo**

The 2025-2026 Rotary International presidential theme is **"Unite For Good"**

After two years she moved to Madison, Wisconsin where she worked as a multimedia journalist. She would find a story, write it and produce it. If there was a house fire for example, she would give the anchor the facts of the fire to read. Then Jamie would talk to the victims and show how they were impacted and the community support they needed. She didn't want to focus on the negative part of the story.

The work at the television station was very competitive and the pay was bad. She was surrounded by negativity and she knew she wanted to live a positive life. She felt best telling community stories. After four years she left the TV station and came back to California. She didn't want to go back to working in journalism but she couldn't leave the story telling behind. She decided she wanted to focus on telling impactful stories.

In Jamie's business, she likes to work with organizations such as non-profit organizations but she also likes to work with businesses. A story is not a collection of facts; that's a promotional video.

Jamie talked about working with a construction company. She wanted to make an emotive story for a non-emotive business. Jamie played the video she made for the company. In it, you learn about the life of the owner, how he enrolled in the army and served in Afghanistan and how that impacted his life. He talked about how he started his construction firm and employed other veterans. At the conclusion of the video, Jamie said that she believed his story and she may not be a customer of the owner but she will recommend him as a builder.



The next video that Jamie showed was about a realtor. She wanted to help her stand out and to create a niche market. In the video, the Realtor told the story of her family moving to America and how they had trouble finding a house that

suited their needs and their budget. There were photos of her family and photos of her as a young girl. The realtor showed how she understood and worked with the immigrant community. At the end of the video, it said “From my family, to yours”. Realtors don’t often reach out to the immigrant community. This video positioned her as someone different.

In the last video that Jamie shared, she emphasized that it was made without professional equipment. It doesn’t the equipment you use, its not about the product, it’s about the story.

If children looks at a doll and they don’t see themselves, it’s sad for the child. In this video story, a one-woman owner of “A Doll Like Me” shows how she makes soft fabric dolls that look like the disabled child that was going to receive the doll. For example a little girl with only one arm would receive a doll with the same hair color and with one arm. To make the video, the doll-maker had a lot of powerful and raw recorded zoom calls, videos and photos of the children receiving their package and opening it to discover the doll that looked like them. She didn’t know how to use the recorded zoom calls and videos so Jamie used them to make an impactful story. This video is her favorite and all the Rotarians in the room were touched.

Jamie’s website is [BeyondWordsProductions.com](http://BeyondWordsProductions.com) It is a very nice website with lots of good information. You can download her free storytelling worksheets to get started.

President Deanna thanked Jamie for sharing her videos and presented her with a handcrafted pen made by member Bob Kurtz. She agreed to stay after the meeting to answer questions.

## Crab Feed Event

**Steve Blair** spoke the club’s annual fundraiser that was held last Saturday. Steve started by saying “It was a good night!” He sent out an email with an invitation to a recap meeting at his home on **Feb 18**. Please attend or send your thoughts. He jokingly asked everyone to “start collecting your auction items for the 2027 Crab Feed”.

A few days after the event, Steve was talking to Jake Buckley who said that he missed the energy of the live auction. But Steve went on to present the results of not having a live auction and the activity of the on-line auction.



There were three items that didn’t get sold. Over seven hundred (707) bids were made on the phones! Debbie Emery and Brad Squires were very active bidders. There were on average 5.4 bids per item. The Premier item with the highest number of bids, with 37 bids, was the US Flag that flew over the capital. It went for more than \$300. Steve’s Tahoe cabin had 28 bids, the Makai Resort Cottage on Kauai had 16 bids, and the Traeger Smoker Grill had 15 bids.

Last year we lost money putting on the crab feed so we raised the cost of the ticket. All but two tickets were sold. This year we made \$6,000 putting on the crab feed. The auction brought in more than \$25,000; the Cake Dash made \$5,700 and the raffle made \$2,100. The sponsorships brought in \$25,500. When Steve subtracts the sponsor tickets (\$6,600), the sponsorships netted \$18,000. If there aren't anymore expenses to be paid, **all our hard work brought in \$56,000!!**

Joni Cyr talked to a guest at the event and she was a former Casa Roble student. She was very impressed with the student servers and how well they were serving after their short server training.

## **Announcements and Committee Reports**

**Joni Cyr**, Membership, said that at the Orangevale Community Open House, she got some people interested in Rotary to sign up. Now the the Crab Feed is over, she will follow up with these individuals and invite them to a Rotary meeting.

**Jim Buntin**, International Chair, said that Opt-In, a micro credit organization, sent the club a thank you for our donation of \$500. Our club donated \$1,500 to the human trafficking project work in Vietnam. We received a thank you note from the Sacramento Rotary Foundation.

**Mike McKibbin**, Youth, said that 106 Casa students signed up to serve at the Crab Feed. There were 17 no-shows and 10 students who showed up even though they didn't sign up. The 99 servers came from six clubs - soccer, AVID, FFA, Drama Club, ROTC and Interact.

There were \$4,800 in the tip jars on the 51 tables. Rounding up to 100 students, that means \$48 per student. Multiple the number of students per club and that will be the amount of tips that will be given to each club.

**Janet Cahill** said today is our day to serve at the Food bank from 9am to 12:30pm. The next day to serve is Friday, March 6.

Note from the editor. Dennis Sarkisian sent an email with a summary of our work at the Food Bank (2/6). **Thank you for serving at the Orangevale-Fair Oaks Food Bank today. We were treated to some nice weather. Working alongside our Fair Oaks Rotary friends, we completed quite a bit of prep work, bagging and boxing groceries, then transitioned to processing and loading groceries in vehicles of 77 struggling families, totaling 227 children and adults. We also assisted with processing 7 new applicants. Again, thank you for devoting time to serving families in need. They greatly appreciate it.**

Janet passed around a clipboard for people to sign up to volunteer to help **Audrey Smith-Wiberg** at the **VIP Baseball Tournament** (9 to 5:30). The **Knights of Columbus** will be helping in the kitchen to make meals for the participants. If you will be working in the kitchen, send your name to **Bill Wagner**. He needs 60 people to help in the kitchen.

**Bill Wagner**, Rotary Foundation chair, handed out paper copies of the grid for the **Super Bowl Football Pool**. His wife, **Eriko**, pulled the numbers for the columns and rows. There are 100 squares in the pool and Bill said it 20 members signed up and paid for their squares. That left the club holding the remaining 10 squares. Derek Maldonado put his hand up and paid \$100 for the 10 squares. Good luck everyone!

\$75 for the first quarter score  
\$100 for the second quarter score  
\$125 for the third quarter score  
\$200 for the final score  
and \$500 to The Rotary Foundation

**David Shepard**, Treasure, sent out meal invoices to members who have balances due. Look for his email and pay up!

**Rob Auernig**, Vocational Chairperson, said that he sent an email to the lucky 12 members who will be touring the Siemens Rail Car facility in Rancho Cordova. The tour will be Saturday, February 7.

**Don Russell**, Club chair, said that it was National Student Athlete Day. Where do athletes go to get new uniforms? New Jersey! The next **Dine Around** will be on Wednesday, **February 11** at 5:30pm at **Fair Oaks Brew Pub**. Its located at 7988 California Street in old Fair Oaks near the park. What do you call a pig that does karate? Pork chops!

The **Blood Drive** at **Mode Brewing & Kitchen** is being increased two days instead of one - **Saturday, February 28 and Sunday, March 1** - because the response has been so great. You have to make an appointment. There is only one spot left on Saturday. It is important to visit the Mode website and to sign up for an appointment. [ModeBrewing.com](http://ModeBrewing.com)

**President Deanna** said that she and Derek went to Mode for dinner. Tracy was working that evening. She said that the chemo has been tough but that she is in great spirits and she thanked the community for their support.

## Rotisserie

**Don Glover** was reminded by Deanna to bring back Rotisserie which he did. Deanna passed the chicken and its side kick to **Phyllis Macdonald** to take home for the week.

## Vocational Talk

**Brad Squires** talked about, and showed slides of his farm named **Heirloom Acres**. He and his wife bought the two-acre farm in 2014 which had an old farmhouse and an old barn. Building the farm began with horse stalls so his daughter could have a horse. What he didn't know was that a horse needs "friends". Now there are three horses at the farm plus goats, a llama, rabbits and turkeys.

Brad was able to buy the parcel next door in 2017 so the farm grew to be a total of 12 acres. That's when he bought his first tractor! The old barn was really cool but it was too old and broken down to keep so Brad used his new tractor to pull the barn down. He showed a video of the initial tear down.

In 2018, they started a 2-acre Flower Farm where guests can cut their own flowers from June to September. In 2020, Brad, with the help of family and friends built a nice big barn.

Brad got two cows, not just any cows, he got two Highland Cows (pronounced coos in Scotland). They are named Lily and Clover. Before taking possession of the cows, he was told that Lily was pregnant. Brad was with her the day she gave birth to her calf.



The 1940s farm house was fixed up and in the adobe walls, a large hive of bees was discovered. Brad had a beekeeper come out and help him move the bees to hives and now he has honey on his farm. The old farmhouse was an Airbnb for seven years and now his daughter is moving into it. Brad is very proud of his farm and it creates joy for the community. Brad ended his talk by showing a lovely video of the farm.

## Prospector

**Steve Blair** asked trivia questions past Super Bowls.

- What team has played in four Super Bowls but never held a lead? Minnesota Vikings.
- Name the only team to go four straight Super Bowls? Buffalo Bills.
- Which player has the most Super Bowl rings in history? Tom Brady.
- What city hosted the coldest Super Bowl ever? New Orleans.
- Which announcer has called the most Super Bowls? Pat Summerall.
- Which two starting quarterbacks won Super Bowls with two different teams? Peyton Manning (Colts and Broncos) and Tom Brady (Patriots and Buccaneers).
- How many chicken wings are consumed on Super Bowl Sunday? 1.45 billion.
- How much did a ticket to the very first Super Bowl cost? \$12.
- Super Bowl XLIV beat out what to become the most-watched television program in history? The M\*A\*S\*H series finale.
- What is the highest score ever by one team in a Super Bowl game? 55 points by the San Francisco 49ers in Super Bowl XXIV.

Happy fines:

**Bert Smith** was happy because Mike McKibbin rescued a crab-shaped table sign for a guest who wanted to take it home.

**Mairy Droese** is happy that her quilt club, the Folsom Quilt and Fiber Guild is putting on their 40th quilt show this weekend.

**Steve Blair** is happy that he is going to Hawaii next week.

### *The Orange Ball Raffle*

This week, there were six white golf balls and one orange golf ball. The pot of money was \$117. **Licia Green** pulled out a white ball, therefore not winning the pot of money and she'll be selling raffle tickets at the February 13th meeting!



### *Working at the Food Bank!*

