

The Orange Peel

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

Next Meeting Friday, Oct 03, 2025

Speaker - Boomer Bennett - on campus developing students Leadership & Entrepreneurship

Greeters - Mary Shear

Invocation - Brad Squires

Vocation - Cindy Hill-Morris

Prospector - Mary Shear

Raffle tickets - Jeff Valdman again

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?

How To Create an Elevator Speech



Brad Squires introduced his friend **Nick Nealon** who works in Ai Marketing. Today he was going to speak about “How to create an elevator pitch”.

Note from your newsletter editor - According to Forbes, screenwriters in the early days of Hollywood would seize upon elevator rides to capture the attention of busy executives. Knowing they had a captive audience for at least a half-minute or so, the writers tried to sell decision-makers on movie ideas.

Nick his talk by say that as leaders, you have made “elevator pitches” and they have not been enjoyable. The issue is the script you have had to memorize for your organization and are reciting now can be uncomfortable. Some people go into war Nick calls the “Script Stoke”, the freezing up as they try to recite the pitch.

Recap of the Meeting Sept 26, 2025

Guests

Nick Nealon - Crafting the Rotary Pitch

Derek Maladonado - partner of President Deanna

Sacramento Kids Helping Kids -
Julia Rhodes, Maximilian Henry, Ethan Mannion, Lauren Chapman

Visiting Rotarians

Joe Scheimer - Fair Oaks Rotary, classification is Fighter Pilot, retired.

**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"**

Instead of giving a pitch, talk with C.A.R.E.

- Connect
- Acknowledge the problem
- Resolve the Problem
- Engage

These are the four components in every great elevator pitch.

Connection - Find common ground with your audience using a person, place or thing. Instead of leading with a statistic (did you know that one in four children live in poverty?), find common ground, like a landmark. Have you ever driven by the one-acre farm on Main Street in Orangevale? or, Have you ever visited the Black Miners Bar Park?

Acknowledge the problem - don't over exaggerate the issue. Don't break the audience's heart in 30 seconds. You don't have to go that far. For example, a problem could be described simply. Did you know that after the big Labor Day weekend that there is a lot of litter on the ground at Black Miner's Bar?

Resolve the problem - How is the problem addressed? For example, we have a group of volunteers from our Rotary Club that clean up the picnic grounds.

Engage - What is the logical next step? For example, do you want to help us clean up the park?

Commit this 4-Part Framework to memory. These are the things that should be included. Now you can fill in the spaces in the pitch.

So what is the biggest trap to watch out for in your elevator pitch? It's changing the order of the framework by flip-flopping the middle two components.

- Connect
- Resolve the Problem ←— put this before "Acknowledge"
- Acknowledge the problem
- Engage

For example,

Have you ever visited the Black Miners Bar Park?

We have a group of volunteers from our Rotary Club that clean up the Black Miners picnic grounds.

Did you know that after the big Labor Day weekend that there is a lot of litter on the ground at Black Miner's Bar?

Do you want to help us clean up the park?

This pulls the desire to engage out of the conversation. Instead you want to invite someone into a good story, tell them the plans to resolve the problem and ask them if they want to join in.

Nick answered questions from the audience before wrapping up his talk. He can be reached at Nicholas@Cause-Culture.com

President Deanna thanked Nick for his 4-Part Framework to create an Unscripted Elevator Pitch. She presented Nick with a hand crafted pen made by member Bob Kurtz.



Announcements and Committee Reports

President Deanna Maddock ran through a list of community events;

- Thursday, October 2 - Charity Shred Event at the Orangevale Community Park, 4pm to 6pm, \$10 per box. The proceeds go to Guide Dogs For The Blind.
- Saturday, October 4th is the 6th annual food drive at Divine Savior, 8:30am to 11:30am.
- Orangevale Grange Plan Sale, October 4th from 8 to 12
- Aging Well Symposium & Resource Fair at the Orangevale Community Center, Saturday, October 4, 8:30am to 2pm, Free.
- Next Crab Meeting, Wednesday, November 5, 6:30pm at Steve Blair's home. Steve is looking for a place to store auction items. Let him know if you have a spare room.
- The **Rotary Foundation dinner** is coming up on **November 8, 6-9pm** at the Citrus Heights Community Center.

President Deanna welcomed **Eileen Hernandez** back from her vacation. Eileen was happy to announce that she is **cancer free!** Everyone applauded her. Deanna thanked **Derek Maldonado** and **Audrey Smith-Wiberg** for filling in for Eileen at the meetings.

Dave Shepard returned Rotisserie, the chicken . **Eileen Hernandez** said she would take Rotisserie and we are hoping to see a lot of adventure pictures with Rotisserie.

Polio Plus - the push is on to finish the eradication of polio

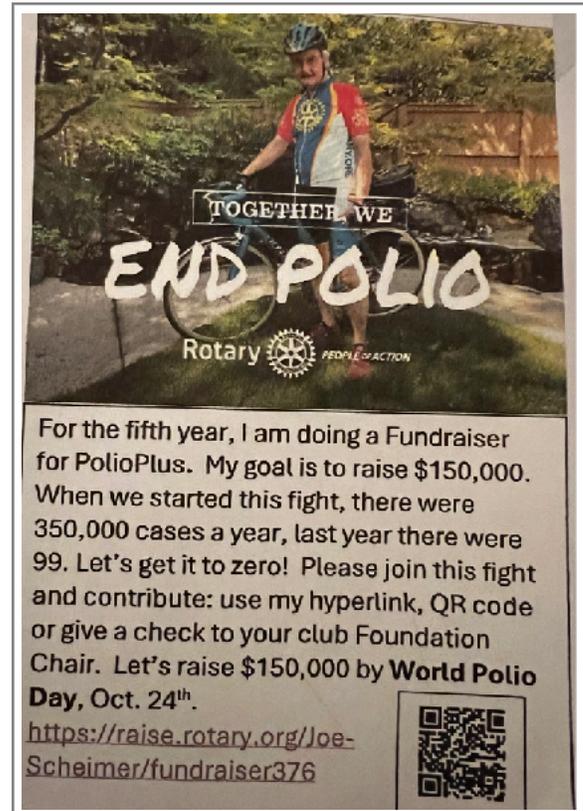
Visiting Rotarian **Joe Scheimer** talked about his personal effort over the last five years to raise money for Polio Plus. He has participated in a Polio Ride every year in Arizona but may not be able to ride this year due to his back problems.

In 1985, there were 350,000 new cases of polio that year; roughly 1000 cases a day. That is when Rotary decided to take on the task of immunizing all of the children of the world. We joined forces with the Polio Global Eradication Initiative, the World Health Organization, Unicef, the CDC, Gavi (Vaccine Alliance) and the Gates Foundation. Rotary is the main private sector donor to polio eradication as Rotary members have contributed more than \$2.7 billion dollars and countless volunteer hours to the fight to end polio.

Today, Pakistan and Afghanistan are the last two countries where polio cases are still being reported. Last year there were 99 Wild Polio Cases in the world; 25 in Afghanistan and 74 in Pakistan. So far this year there are only 9 cases; 1 in Afghanistan and 8 in Pakistan.

Joe passed around little flyers with a QR code you can scan to make a donation to end polio. The drive is on to finish eradicating polio in the next two years. Rotary promised to raise \$50 million per year. Last year, Rotary International was \$1.8 million short and it had to pull the funds out of the reserves.

October 24 is World Polio Day. Joe is helping out district to raise the \$150,000 before the zone institute meeting on October 23. So far he has raised \$67,380. Please make a donation. <https://raise.rotary.org/Joe-Scheimer/fundraiser376>



TOGETHER WE
END POLIO
Rotary PEOPLE OF ACTION

For the fifth year, I am doing a Fundraiser for PolioPlus. My goal is to raise \$150,000. When we started this fight, there were 350,000 cases a year, last year there were 99. Let's get it to zero! Please join this fight and contribute: use my hyperlink, QR code or give a check to your club Foundation Chair. Let's raise \$150,000 by **World Polio Day, Oct. 24th**.

<https://raise.rotary.org/Joe-Scheimer/fundraiser376>

Sacramento Kids Helping Kids

The four young visitors from Kids Helping Kids took to the podium. Kids Helping Kids is a student run non-profit organization committed to making a meaningful difference in the lives of children in need. Over the last eleven years, the organization has raised \$1.6 million. Their business model is to focus on one population. Last year the organization raised money to fight human trafficking.



Julia Rhodes, Maximilian Henry, Ethan Mannion and Lauren Chapman took turns speaking. This year the group is focused on childhood cancer. There are so many costs involved with helping families and children with pediatric cancer. The costs for transportation, lodging, meals, etc are not met by insurance.

Kids Helping Kids is putting on a Benefit Gala on January 9, 2026 at the Harris Center in Folsom. The benefit concert will feature country artist Ann Wilson. There will be both a live auction and a silent auction. The largest auction item will be tickets for the Super Bowl. The student have been going to businesses and asking for donations for the auction. They have also reached out to businesses to become sponsors. The Dutch Brothers have become corporate sponsors.

For more information and tickets, go to KidsHelpingKids.org

Vocational Talk



New member **Mary Shear** gave her first vocational talk. When she got divorce, it was a new beginning to her life. She was a single mother with two boys and she had a job as a clerk. But Mary wanted to get an education which would challenge her and eventually give her financial independence. Her father was a professor at the American River College and that seemed the place for her to go.

Mary decided to try an electronics course at American River and the class was full of men; she was the only female student. When she finished the first electronics class she thought it was easy so she continued on.

Mary worked during the days and went to school at night. Her parents took care of the boys so she could study. Unfortunately, her father got sick and was bedridden. Mary and the boys moved in with Mary's parents. When she has one semester to go to finish her two year degree, he father passed away.

Mary's favorite professor, Mr Carney, doted on her and acted as a father figure. Mr Carney and the other professors knew her father and kept an eye on her. In one particular lab class, the students were put into two-person teams. There was one male student named Don who always like to work alone.

Mr Carney paired Mary up with him and she wasn't happy. He wouldn't let her do anything in the lab sessions. He didn't want her to touch the equipment or help with the experiments. Mr Carney observed the situation and he told Don to share the work with Mary. And long story short, they got married!!

Mary wrapped up her talk with family pictures of her with her boys when they were young. The boys have grown up into men with wives and families of their own. Mary showed pictures of their families.

Mary ended her talk with a quote from Arthur Ashe - "Start where you are. Use what you have. Do what you can."

Prospector

Prospector Bob Kurtz recognized that it was Brad Squires wedding anniversary this week. Then he asked questions about The Rotary Foundation (TRF). He went around the room asking groups of people questions and fining them if they didn't get the answer correct.

How much money is in TRF endowment? \$2 Billion

How much money was raised for TRF last year? \$569 million

How many Global Grants were awarded last year? 1428

How many District Grants were awarded? 468

The two biggest grants this district received were used to help the victims of the Paradise fire and the the other was to help respond to the Covid pandemic.

Happy Fines

Diana Newman wished everyone a happy Jewish Rosh Hashanah (New Year).

Licia Green was happy that her husband returned from his Las Vegas baseball tournament without any major injury.

Eileen Hernandez is happy to be cancer free.

It was time to auction off the Prospector job. Lots of people piled on the dollars and made **Mary Shear** the next prospector. Don't work Mary, we'll help you!

The Orange Ball Raffle

Jeff Valdman had the matching raffle ticket AGAIN this week but when he reached for the orange ball, he got the white ball AGAIN. Jeff will be selling tickets next week.

The Thought of the Day

Have a great weekend and create an Elevator Pitch about Rotary!

