



**From the desk of District Governor Tim Lundell**

**April 2019**



Our theme this year has been “Learning, Leadership and Inspiration”, and I am very pleased that all of those came together wonderfully at the 2019 District Training Assembly,

held on April 6<sup>th</sup> at the Biltmore Hotel in Santa Clara. My mantra has been that learning is the foundation for leadership, and that has been the foundation for our revived Leadership Academy program, the graduates of which will lead our District well into the future, as well as our advanced leadership seminar, “The Art (and Science) of Leadership”, presented by the renowned John L. Lipp. And so it was that the forums presented at the DTA this month fit precisely into that theme, providing training in club officer skills, community assessments for grants, and digital tools, to name just a few. Also notable among the forums was a first-time presentation on “The Role of the Rotary District”, providing some insight from PDG Orrin Mahoney into the many ways the District administration executes its charge to “inspire and support the Clubs”. We also had the opportunity to appreciate once again the incredible talent of our Richard D. King Speech Contest finalists, and to take a peek behind the curtain at how Rotary

International is adapting to a changing world, as recounted by our own Past RI Director (and District Representative at the 2019 Council on Legislation), Brad Howard. A lot was packed into the five-hour event, but the overwhelming response was “give us more!”. And so we shall. Next year’s Leadership Academy class registration will be opening in July, and we hope to expand the enrollment limit to make the program available to even more future Rotary leaders. John Lipp will return in the Fall to present his “pure leadership” training (following a forum presentation next month at the District Conference), and our traditional training programs at the Avenues of Service and the 2020 District Training Assembly promise to be more robust than ever. Time after time we have found that the skills learned through our excellent Rotary training find application in many other aspects of life and career, so take advantage of these opportunities throughout the year.

This will be my last Newsletter opportunity to invite every Rotarian and Rotary family member to join us for the extraordinary District Conference experience that will take place next month at the USS Hornet Museum in Alameda. Those attending will experience a Conference unlike any we have had before, presenting inspiring stories of heroism, adventure, and history, and honoring all those who provide service to

***Continued on next page...***

their community, their country, and all of humanity. Please take a look at the flyer below to see the huge variety of features and events that will make up the 2019 D-5170 District Conference, and then go to the [District website](#) to [register](#) for the whole program, or any portion that fits your interests and schedule! See you all on the Historic USS Hornet!

[illegible]





# TEE IT UP!

OPEN to ALL Rotarians and NON-Rotarians ALIKE!

**WHEN:** Friday, May 17, 2019

**WHERE:** Corica Park Golf Course  
1 Clubhouse Memorial Road  
Alameda, CA

**TIME:** 12:00 pm - 5:00 pm  
Shotgun start

Your District Golf Tournament experience includes:

- **Lunch**
- **Golf Hat**
- **Goodie Bag**
- **Awards Ceremony**

To Register go to: <https://events.rotarydistrict5170.org/rotary-district-5170-events/2019-district-conference-golf-tournament>

- Proceeds donated to non-profit Veterans organizations



**EARLY BIRD DISCOUNT**

Sign up by **May 3rd**  
for discount ticket  
**\$135** per person

After **May 3rd**  
**REGULAR PRICE:**  
**\$150** per person

**Final date to register is May 7th**

**Rotary District Conference**  
**USS Hornet, Alameda**

*Come on Board!*

**MAY 2019**  
**17 18 19**

Conference Hours:  
Friday, 5-10 p.m., Saturday 8 a.m.-10 p.m.  
Sunday Service Projects 9 a.m. to Noon



## Vocational Service

Jim Gibson, District Vocational Service Chair

email— [jimgib007@aol.com](mailto:jimgib007@aol.com)



### A Personal Vocational Story

It is interesting to me how life unfolds. Most often we human beings believe we are "in control" but even though we do have decisions as to which way we go and what we do, there could

be other factors that influence us that we may overlook.

A Rotarian shared his personal career journey with me which might give some insight into how unsuspected events can nudge us where we go in a career. Often, one or several random outside events can have an influence on how we think and act (and develop) in our lives.

This Rotarian begins his story with his early college days. Mature enough to realize he enjoyed solving "problems," he thought he would go into the engineering field. He took some engineering classes and after two semesters, he was asked (with three other students) to participate in a research project (a six-month commitment) taking place at Stanford Research Institute. From spending much time evaluating the results of lab tests there, he says he came to realize that he was also a "people person" (and being stuck in a quiet laboratory all day showed him that he really wanted to interact with people more, which was important to his enjoying his daily work). So, he became more aware of himself in two ways: 1) that he really liked *the challenges of solving problems* and 2) *he sincerely enjoyed interacting with people*.

Because of that unique experience, he chose to change his "major" from engineering to English so he could interact with people as well as help the country meet its request (at the time) for improved educational programs and more teachers.

Upon graduating with a BA degree in English, he said he wanted to take a part-time job for awhile so he could pay off his college loans, and then, once paid off, go back to school for his Teaching Credential. He found a position at a large, national company and became one of ten "order takers" that customers would call to place their order. After about 4 months or so, he says the Branch Manager called him into his office (he thought he was going to get fired!) and said: "Something unusual has happened here that has never happened before. Customers can call in their order and talk to any of our order-takers, but what is unusual is that a fair number of customers are *requesting* to talk to you to place their order!" Then the Branch Manager asked: "That kind of rapport is rare in business. If you would like to work for our company for a longer period, you have two options: 1) become an "inside manager" to handle the sales for a specific division... or, you could go into "outside sales." For sales, we will send you back to headquarters for training on products for a specific division, and, with sales, you have an opportunity to make as much money as you wish-- more sales equals more money. Plus, we would give you a company car." (Wow! A late model new company car where they pay for gas, insurance and car washes! What an incentive!) The future Rotarian decided to go with the "sales" path with a perk like that, even though he NEVER thought of sales as a career possibility (as a matter of fact, he says, he didn't think much of salespeople, likening them to used car

***Continued on next page...***

*Continued from previous page*

salesmen who "wheeled and dealed" just to get a sale).

What happened after that amazed him. He got first class product training at the company headquarters and he learned some detailed applications that major industries could use. As he went out into the "field," he talked to customers in many different disciplines and markets. In his work, he talked to engineers... to managers... to customers... and found that, in "sales," he was using two things that highly motivated him-- he was meeting and interacting with many interesting and creative people... AND, he was helping them solve problems! Who would have thunk? He said he enjoyed his "sales work" so much he decided to stay with the company... and eventually received a "Salesman of the Year" award.

I was impressed that much of his story was less "career planning" and more of it seemed he was following his "bliss," touching on his talents and desires and acting on opportunities he found "out there." He blossomed!

So, Vocational Services has many aspects to it, but having an individual, a Rotarian, be able to use skills or talents that they enjoy using can be of utmost importance for all concerned. I won't list skills and talents and/or where they could be utilized to help people or organizations, but opportunities are there. There may be a number of ways to explore how to tactfully have Rotarians help our communities, but one way may be to just have a Rotary Club's Vocational Services Chair (personally?) contact your locals schools, your local police station, the local Community Services organization, your City Council, your library, and any number of other organizations aimed at serving your community... and discuss with them to see if they could use some of Rotary's expertise. After all, with Rotarians (extraordinary

citizens), they are willing to help.

So, life can unfold in beautiful, unsuspecting ways... Surprise! Help others... Inspire others... Be well. Do good work. Enjoy the blessings that come your way!

Jim

... and a little extra...

An old farmer in Ohio had owned a large farm for several years. He had a large pond in the back, fixed up nice, with picnic tables, horseshoe courts and some apple trees. The pond was properly shaped and fixed up for swimming.

One evening the old farmer decided to go down to the pond, to look things over as he hadn't been there for a while. He grabbed a 5 gallon bucket to bring back some fruit from the trees. As he neared the pond he heard voices shouting and laughing with glee.

As he came closer he saw it was a bunch of young women skinny dipping in his pond. He made the women aware of his presence and they all went to the deep end of the pond. One of the women shouted "We're not getting out until you leave!"

The old man frowned and said "I didn't come down here to watch you ladies swim naked or make you get out of the pond naked." Holding up the bucket he said, "I'm here to feed the alligator."



## Membership Committee

Hung Wei, District Membership Chair

email— [hungweichien@gmail.com](mailto:hungweichien@gmail.com)



April is Membership Retention Month. Here are a few things you can implement to reach out to your Club members:

- 1) Implement a member satisfaction survey, like [Enhancing the Club Experience](#), to get your members' feedback about club culture and meetings, projects, dues and costs, value, and more.  
**Tip!** Tailor survey questions to represent the culture of your club, and put the questions in a free survey platform, like Survey Monkey, to electronically distribute to members for ease and convenience.
- 2) Host a couple of Spring Fellowship Get-Togethers at a time different from your regular Club Meeting, such as a Breakfast at a local eatery, an Afternoon Coffee/Tea at a local coffee shop, a late afternoon Happy Hour, a casual Lunch, or a fellowship Dinner.
- 3) Send a "how are you" email and/or a phone call to members whom you haven't seen for a while, to say hi and a brief catch up.
- 4) Mail a "Hello" postcard to all members, just to say Hello!

April is Club Leadership Continuity Month. Here are a few things your Club Board can start to plan strategically for Rotary Year 2019-2020 with your incoming Club President and Board:

- 1) We all know it takes a village to tackle big challenges. It's important to assemble a team of capable members to help your incoming

Club President and Club Membership Chair plan, implement, and carry out membership attraction and engagement strategies to strengthen your club. Check out the [Club Membership Committee Check List](#) to get an idea of the roles and responsibilities of the club membership committee.

- 2) Learn the various elements of Club Flexibility in Meeting Formats and Membership Types. Meeting Formats include: Traditional Breakfast, Lunch, or Evening Meeting, After-Work Happy Hour Meeting, Online E- Meeting, ZOOM Meeting, Project-Based Meeting, or a Combination of all the Above Types of Meetings. Membership Types include: Satellite Membership, Corporate Membership, Family Membership, Passport Membership/Chapter, Rotaract-Rotary Dual Membership, Junior-Young Professionals Membership. Brain-storm what fit your Club culture and build flexibility upon your Club culture. Now is the time for your Club Board to work with the incoming Leadership Team to set up implementation steps for Rotary Year 2019-2020.
- 3) Now is the time to be open to new ideas, try out different venues, reflect your community, empower positive changes, welcome and enjoy diversity, so that your Club can be creative, innovative, and relevant!

April is also Awareness Month. Learn what's happening with Clubs in District 5170:

- 1) The Rotary Club of San Lorenzo Valley just implemented an alternate Evening Meeting in addition to its regular Morning Meeting. The Evening Meeting meets twice a month. After the first month of implementation, three new

***Continued on next page...***

**Continued from previous page**

- members have joined with more potential members in the pipeline.
- 2) The Rotary Club of Pleasanton North added a new active category of Family Membership in March. One Family Membership application has already been received and it is estimated that seven more Family Membership applications are expected.

April is the month to develop a culture of Membership Innovation that embraces ambiguity, experimentation, and some tolerance of failure! The District Membership Team is standing by for support and questions. A Membership Program is also available upon request.



*Rotary Means Business is dedicated to one of Rotary's founding principles: friendship and business connections*

**Unique Fellowship Opportunity**

The Silicon Valley Rotary Means Business (SVRMB) Fellowship provides Rotarians with unique opportunities to meet, network, and socialize with like-minded business leaders. SVRMB members can network, discuss their business, and learn from others about trends and patterns impacting their markets and industries.

*"I'd rather get to really know 50 Business Rotarians than meet 250 'connections'. I'm excited about the potential impact a strong RMB group can have on all of us, our clubs, and the community."*

Mark Vickers – RMB Champion

**Rotary Means Business Makes Rotary Stronger**

SVRMB supplements the service and fellowship aspects of Rotary. Stronger businesses make our members stronger. Stronger members create stronger clubs, enabling Rotary to do more to strengthen our community. SVRMB returns us to our roots by creating an opportunity that helps us attract and retain club members.

**Typical Agenda**

- 5:45 – 6:00 Networking with Food & Drink
- 6:00 – 6:45 Introductions and Ice Breaker
- 6:45 – 7:15 Member Spotlight & Business Challenge
- 7:15 – 7:30 Break
- 7:30 – 7:55 Professional Development
- 7:55 – 8:00 Wrap Up
- 8:00 – 8:30 Networking



**For more information or to RSVP**

<https://SVRMB.com/#tickets>

Silicon Valley Rotary Means Business is a cross-club Rotary Fellowship | [SVRMB.com](https://SVRMB.com)



**Rotary Club of San Jose East/Evergreen**  
**GERALD AND DOROTHY ERICH ENDOWMENT FUND**  
**SCHOLARSHIP PROGRAM**

*This fund draws both its name and its inspiration from Jerry and Dorothy Erich. The long-time owners of Erich Printing and Lithographing, they gave many young people their start in graphics and the business world. Jerry funded the endowment and conferred on the Board of Directors the responsibility of carrying on his objective of helping worthy high school graduates of the East Side Union High School District to pursue their educational goals through two-year scholarships to community colleges or trade schools.*



**ELIGIBILITY:** Scholarships are available to seniors and graduates (within one year of graduation) of East Side Union High School District, located in San Jose, CA.

They must have a GPA of at least 2.5 and plan to attend a community college or trade school in a two-year program after completing high school.

**SELECTION CRITERIA:** All applications will be judged on the following:

1. Financial need
2. Teacher recommendations (2)
3. Extracurricular activities
4. High School transcript
5. Completed application
6. Scholarship Committee Recommendation to the Erich Endowment Fund Board of Directors

**APPLICATIONS: NEW THIS YEAR**—We switched to using Google forms instead of a paper application; the link to the online application form and the forms download are on the club's website — [www.rotarysjee.org](http://www.rotarysjee.org). Click on **2019 Scholarship Application**. Instructions, including the application deadline May 31, 2019, are included with the application materials.

**CONTACT:** email President, Sara Calkins at [s.y.calkins@gmail.com](mailto:s.y.calkins@gmail.com).



## Club Events

Click on event flyers to be taken to the Club websites for more information



*The Milpitas Rotary proudly  
presents a*  
***Masquerade Party***  
***Fundraiser***



**Saturday,  
April 27, 2019  
6pm -11pm**

**Ta's Restaurant  
90 S Abel**

**\$80/ticket**

Check/Cash payments or  
more information, contact:  
Hon Lien 408.439.1207  
Denny Weisgerber  
408.221.6607  
Jennifer Cullenbine  
408.316.2663  
Robin Hays  
408.497.9770  
Robert Jung  
milpitasrotary@gmail.com

**Online:**

[www.milpitasrotary.weebly.com](http://www.milpitasrotary.weebly.com)



Help us raise fund to support our local boy scouts  
and girl scouts.



## Club Events

Click on event flyers to be taken to the Club websites for more information



**Sunday, April 28<sup>th</sup>**  
*4 miles*

Register online by April 26<sup>th</sup> at  
**[www.LGGreatRace.com](http://www.LGGreatRace.com)**

For Information call  
**(408) 823-2022**

### Registration

\$40 January 1<sup>st</sup> - January 31<sup>st</sup>  
 \$45 February 1<sup>st</sup> - March 31<sup>st</sup>  
 \$50 April 1<sup>st</sup> - April 28<sup>th</sup>  
 \$5 Discount for children 12 and under

**Where:** Starting line on Big  
 Basin Way in Saratoga

**Time:** 8:30 am

Race day registration from  
 6:30 am - 8:00 am in Saratoga

## Presenting Sponsors



**Join the Fun & Fitness Fair after the race!**

## Club Events

Click on event flyers to be taken to the Club websites for more information



# The Saratoga Rotary Art Show 2019

Saturday, May 4 ♦ 10 am - 5 pm  
Sunday, May 5 ♦ 10 am - 5 pm

♦♦ Free Admission ♦♦    Located at West Valley College    ♦♦ Free Parking ♦♦    [www.SaratogaRotaryArtShow.org](http://www.SaratogaRotaryArtShow.org)

*Come for  
The Art...*



**Featured Artist:**



**Viscosity**  
Contemporary & Custom Bowls Glass  
Booth #536







... Stay for  
The Fun

SARATOGA ROTARY CHARITABLE FOUNDATION BENEFICIARIES INCLUDE



Child Advocates  
CARE OF BUCKLE BELT



LifeMoves  
PROVIDING LIFE-CHANGING MOVES






## Club Events


Click on event flyers to be taken to the Club websites for more information

# FINE ART PARK

LOS ALTOS ROTARY'S 44TH ANNUAL OPEN-AIR ART SHOW


MAY 18-19, 2019

10:00 AM TO 5:30 PM  
LINCOLN PARK, LOS ALTOS






FIND THE ART THAT TOUCHES YOUR HEART!

GREAT REFRESHMENTS AND FOOD  
MEET THE ARTISTS



**Rotary**  
Club of Los Altos

RotaryArtShow.com

Artwork (top, l-r): For Stars by Michael Lee, detail from Picasso by Andrew Lund, Owl Knows All by Anne DeZuretti, Gouache of Knappe by Viscosity Studio, Family Wagon by Full Moon Clay Company, Jackson, 1-4 Looking Forward to a New Day by Lee Paulson, Impartial Orange by Caroline Young, Poster designs Alexander Adkins Design, Inc.

## Club Events

Click on event flyers to be taken to the Club websites for more information



Enjoy a champagne reception, wine, beer, dinner, and dancing at historic Fortino Winery.  
 Enter to win raffle items or bid on spectacular live auction items.  
 Proceeds benefit Rotary Club of Morgan Hill's service projects.  
 Tickets \$95. To register and for more information, visit [www.dazzlemorganhill.org](http://www.dazzlemorganhill.org)

[www.rotarydistrict5170.org](http://www.rotarydistrict5170.org) — [www.rotary.org](http://www.rotary.org)



## Club Events

Click on event flyers to be taken to the Club websites for more information



### 1964 VW Bug Raffle

Drawing May 31, 2019 - Winner need not be present to win  
**\$100/Ticket – Limited to 350 Tickets**

**Cash or Check** (made out to Rotary Club of Morgan Hill Endowment)

Tickets available at the following locations in Morgan Hill:  
On The Road Again Classics • Rosy's at the Beach  
Bubble's and Brew • Guild Mortgage

For more information, contact Rachel Hill [rachel@otraclassics.com](mailto:rachel@otraclassics.com)

Anyone 18 years of age or older and a U.S. resident may enter. The raffle is void where prohibited or restricted by law. Winners are solely responsible for any and all state or local license, title, registration, or fees associated with the vehicle, as well as insurance and must pickup the vehicle or arrange for delivery from On The Road Again Classics, Morgan Hill, CA. Rotary Club of Morgan Hill takes no responsibility for any tax liabilities. Consult your tax advisor.



Rotary Club of Morgan Hill Endowment is a 501c3 organization tax id: 77-0314742  
Rotary Club of Morgan Hill, P.O. Box 283, Morgan Hill, CA 95038



## Club Events

Click on event flyers to be taken to the Club websites for more information



### JUNE 17, 2019 CHARTERING OF THE ROTARY CLUB OF EVERGREEN VALLEY

Please join us for our Rotary club's formal induction celebration into Rotary International. The celebration will be in the beautiful Rotunda of the San Jose City Hall. The program will include San Jose City Council Member Sylvia Arenas (charter member of the club), Past Rotary International President Rick King, District Governor Timothy Lundell, District Governor Elect Ramesh Hariharan, and Emcee Charlie Wasser, President of the Rotary Club of Evergreen Valley.

Tickets are \$29.95 at the following link:

<https://www.eventbrite.com/e/chartering-of-rotary-club-of-evergreen-rotary-tickets-60564465948>

or write [charliewater@gmail.com](mailto:charliewater@gmail.com) for tickets and questions

This new club will be giving the long awaited need in East San Jose to assist our neighbors

New club inductions are very important to Rotary for growth and to reinvigorate Rotarians on their humanitarian missions.

Come celebrate with us and learn about Rotarian spirit. You will probably leave the event giving strong consideration to joining.

And of course, to our fellow Rotarians, please join us as we begin our Rotary journey as the newest club in District 5170.

## Club Events

Click on event flyers to be taken to the Club websites for more information

Rotary  Club of Evergreen Valley

# JOIN US FOR ROTARY NIGHT!

L.A. DODGERS  
FARM  
TEAM

**\$7**  
or buy 6 or  
more for  
**\$5 each!**

**VS.**

**+ FIREWORKS AFTER THE GAME**

PROCEEDS SUPPORT *EAST SAN JOSE*  
**FRIDAY JULY 19th @7PM**  
**@ San Jose Giants Excite Ballpark**  
**588 East Alma Avenue, San Jose, CA 95112**

One lucky participant will  
win the honor of throwing out  
the first pitch before the game!

**LET PABLO PITCH**  
First 1,000 fans  
will receive a  
"Let Pablo Pitch"  
bobblehead

For tickets,  
please email  
daniel.wentling  
@gmail.com



# Rotary District 5170

## 2018-2019 Officers:

District Governor: Tim Lundell  
 Immediate Past District Governor: Orrin Mahoney  
 District Governor-Elect: Ramesh Hariharan  
 District Governor Nominee: Gregg Giusiana  
 District Governor Nominee Designate: Richard Flanders  
 Chief of Staff: Debby Rice  
 Lieutenant Governor: Judy Wilson  
 District Treasurer: Joe Pfahnl  
 Sergeant at Arms: John Bruzus  
 District Administrator: Olivia Poe

## Assistant Governors:

Area 1: Ruben Sundeen  
 Area 3: Jim Bell  
 Area 4: Lee Denlinger  
 Area 5: Art Taylor  
 Area 6: Art Testani  
 Area 7: Karen McNamara  
 Area 8: Tina Orsi-Hartigan  
 Area 9: Richard Schoelerman

## District Chairs:

Community Service: Scott Savage  
 International Service: Jeboy Koshy  
 Vocational Service: Jim Gibson  
 Club Service: Don MacKenzie  
 Youth Service: Chris Miller  
 Marketing/Public Image: Ginger Taylor McDonald  
 Membership: Hung Wei  
 District Trainer/Technology and Communication for Enhanced Training: Arley Marley  
 The Rotary Foundation: Russ Hobbs  
 District Conference Co-Chair: Deb Knowles  
 District Conference Co-Chair: Debby Rice

The District Office is located at 2570 N. First Street, Suite 200, San Jose, CA 95131.

[www.rotarydistrict5170.org](http://www.rotarydistrict5170.org) | Phone:(408) 273-4577 | Email: [admin@rotarydistrict5170.org](mailto:admin@rotarydistrict5170.org)

To highlight your club projects and events in the District newsletter, please email the information to [admin@rotarydistrict5170.org](mailto:admin@rotarydistrict5170.org) by the 10th of each month.



Please help the District Office share the most accurate information. Update your information now on ClubRunner.

<https://portal.clubrunner.ca/50083/User/Login>

## **“Like” Rotary District 5170 on Facebook**

We share club posts, information from Rotary International, District event information and more on our Facebook page <https://www.facebook.com/RotaryDistrict5170>.

Go check it out today!

