

Rotary

District 5170



From the desk of District Governor Tim Lundell

February 2019



We have entered that part of our Rotary and TRF year when we turn our primary focus to the final eradication of Polio. Although the PolioPlus campaign actually began on February 1, we will

really hit our stride during March and April, when our PolioPlus Chair, PDG Dwight Perry, will lead the "Flash Campaign" into what we hope will be a record year in contributions against polio. The "Flash Campaign" target is to secure a contribution of \$50 from each Rotarian (equivalent maybe to a Friday movie night?), which becomes \$150 with the 2-for-1 match of the Bill & Melinda Gates Foundation. When your employer matches your contributions (many do), you can see the multiplier effect grow exponentially. So the questions are asked: Haven't we been "This Close" for an awfully long time? With only a few new cases each year, why is it costing so much money to finish the job? The questions are reasonable, but the answers are compelling. There are only a few places in the world which still harbor the wild polio virus (primarily Afghanistan and Pakistan), but political and military conflict continue to hamper the most effective efforts toward final eradication. Plus, even after we are able to complete a

year without a single new case, the campaign will need to continue full force for at least three years, a period called "Beyond Zero". The challenging reality is that the wild polio virus will remain viable in the environment for a period of time after the last human host, and the cessation of vaccinations in those areas could easily lead to a re-emergence of hundreds of thousands of cases within a matter of years. All Club Presidents have been provided with "Flash Campaign Kits", to promote, collect and recognize your contributions. Please forego that one lunch or movie in favor of helping our District continue its leadership in fighting polio though the multiple-matching of your donations! Make your check, for \$50 or more, to "The Rotary Foundation – Polio".

We are just days away from the opening of registration for the outstanding 2019 District Conference, many months in the planning, at the USS Hornet Museum in Alameda. We will be "Honoring Those Who Serve" and joining in the celebration of the 50th Anniversary of the Apollo Moon Landing (including a special VIP showing of the Sundance Award-winning film "Apollo 11"). Join us in honoring our Club Presidents, our Leadership Academy graduates, and our District award recipients; Rotary and special interest forums; docent tours, great meals

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and music; and outstanding speakers, all in the setting of the Historic USS Hornet. Stay tuned and sign up...and bring family members and friends to share the fun!

Tony Haele



**Former Astronaut
Captain Scott Kelly**

Saturday Night Keynote Speaker

There will be More!

- Big Band Dance • Parade of Flags • House of Friendship
- Rotarians' Business Showcase • Hospitality Suites
- Docent Tours of the USS Hornet • Special Friday Night Event
- A Return of the D5170 Rotary Open Golf Tournament!



**"Hi HO Silver,
The Lone Ranger
Rides Again"**
The Broadcast
Legends



**Tips for Great
Leadership**
John Lipp
—By Popular
Demand



**Energy Conservation
and You**

James (Jim) Sweeney, Ph.D.,
Director, Stanford University
Precourt Institute for Energy



Honoring Veterans

A tribute to those
who've served



**Rotary
International
President's
Representative
Larry Lunsford**
Saturday Lunch
Speaker



A Sneak Peek at Our Forums

- Ole Smoky Moonshine Tasting with Aidell's Sausage • The Magic of Rotary
- 50 Things you Absolutely, Positively Need to Know About Rotary
- The Proud and Incredible History of the USS Hornet

**Conference Registration will
begin March 1 at
www.rotarydistrict5170.org**

We thank these sponsors
and partners who have
come on board already!





945 EN—(417)

TOP 5 REASONS TO ERADICATE POLIO

1**To improve lives.**

16 million people are walking today who would have otherwise been paralyzed.

2**To invest in the future.**

If polio isn't eradicated, within 10 years, as many as 200,000 children could be paralyzed by it each year. A polio-free world will be a safer world for children everywhere.

3**To improve child health.**

Polio surveillance networks and vaccination campaigns also monitor children for other health problems like vitamin deficiency and measles, so they can be addressed sooner.

4**To save money.**

A polio-free world will save the global economy \$40-\$50 billion in health costs within the next 20 years.

5**To make history.**

Polio eradication would be one of history's greatest public health achievements, with polio following smallpox to become only the second human disease eliminated from the world.

endpolio.org**Donate Now**Rotary **END
POLIO
NOW**

Youth Service

Yvonne Kwan, Youth Service Assistant Chair

email— yvonne.kwan90@gmail.com



Interact 5170's annual Presidents Winter Retreat (PWR) took place this past weekend (February 16-17) at Walden West in Saratoga. The theme of this year's PWR was "Make Waves." Over 170 Interact leaders gathered together to go through a series of workshops focused on how to improve themselves and their clubs. In the process, they also built deeper relationships across clubs and areas, fostering collaboration and better friendships.



Registration for **Camp RYLA 5170** is now open! Now is the time for Rotarians to begin selecting their campers. A full guide of steps is available at

<http://2019.ryla5170.com/rotarians>.

Additionally, this year's registration will be completely online – no more physical forms need to be mailed in! The deadline for camper registration is April 30.



Membership Committee

Hung Wei, District Membership Chair

email— hungweichien@gmail.com



Exciting news from a couple of Clubs in our District –

The Rotary Club of San Lorenzo Valley is hosting its very first Thursday evening meeting

as a Meeting Flexibility implementation. San Lorenzo Valley Rotary meets on Wednesday at 7:15am which is challenging for 20+ of its members. The Club has promoted its very first evening meeting through social media in addition to inviting Club members that can't attend the regular morning Club meetings. So this first evening meeting also serves as a welcoming meeting for potential new members. Here is a brief description from SLV Rotary Club in Meeting Flexibility – The venue is at Scopazzi's in Boulder Creek and a meeting agenda is planned that includes 4 different club members talking about specific aspects of Rotary plus our fun(d)raiser trivia contest (detective). A cash bar will be available at each evening meeting and hors d'oeuvres will be served for the first meeting only.

The Rotary Club of Cupertino Membership Committee has approved a Family Membership category, and will submit

Family Membership to its Club Board for approval. Here is a description of the proposed Family Membership –

1. Family Membership applies to a Spouse or a Significant Other of a Member of the Rotary Club of Cupertino.
2. The first Family Member from the Family Membership (the "Primary Member") shall pay full annual Club dues and initiation fees. The second Family Member of the Family Membership shall pay 50% of the annual Club dues and full initiation fees.
3. Each Family Member shall otherwise be bound by, and be entitled to, all rights, privileges, and responsibilities of full Rotary membership as established by the Club, including regular participation in Orientation and Red Badge programs. Financial obligations/contributions shall be per member, not per family.

Does your Club have a story to share in membership growth? Is your Club Board brainstorming strategies in strengthening your Club membership growth through Membership and/or Meeting Flexibility opportunities? The District Membership Team is standing by to provide support and resources at your request.

THE GENIUS OF PEOPLE OF ACTION

News from Rotary Zone 25 & 26



It's been said for many years most people recognize the most trusted and best form of advertising is... **Word of Mouth**. This would help explain the increasing use of "reviews" by all major retailers (Amazon, Costco, Walmart), hotel chains and resorts, movies, and all the assorted apps and websites associated with all of these businesses. Word of mouth 'travels' faster and reveals more about a product or service and influences more people than any of the traditional media could ever hope to in a shorter time. We all read the reviews on-line, both positive and negative, as we shop for the new vacuum or washer/dryer or TV as we work thru the decision process. These reviews are real people **telling their story** about that product. It's their story that makes the impact with you and gives 'life' and 'credibility' to the review in just a few short sentences. It's the story that is the backbone of Word of Mouth advertising and gives it strength and believability. It's the story that makes Word of Mouth advertising so powerful and elevates it to the best form of advertising.

Is it possible to elevate Word of Mouth advertising to even a higher level of impact with your target audience? What if we added a **photo** to the text – something that's worth a thousand

words by itself? What if that photo was localized to a certain community project showing local people doing amazing things in their community? Very powerful.

Could it be there is yet another level we could take this?

Hardly seems possible, but there is.

What if there was a way to tie our Word of Mouth advertising to the company's Vision Statement, giving it deep roots, unshakeable credibility and unequalled strength for the future.

Can you think of any global brands that tie their vision statement and their brand successfully together? Very few.



Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Therein lies the 'genius' of our People of Action campaign. Here are its attributes and strengths:

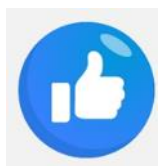
- It's Word of Mouth advertising
- It comes to life using an action photo

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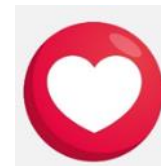
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- It Tells a Story that will appeal to like-minded individuals
- It is directly tied to our Vision Statement: "Together we...."
- It is simple and easy to implement
- It is localized
- It is priced just right: Free!
- And, when combined with the secret ingredient of all great advertising, '*repetition*', it easily becomes recognizable and reinforces who we are
- It answers the question 'Why Rotary?'
- It can be used in all our messaging, especially our everyday conversations

Go on. Tell your Rotary story. Over and over again. Watch what happens!



Increase Engagement with YOUR Rotary Club Facebook Page!



Engage both members and the public with your Rotary Club Facebook page—telling the story of the fun and impact of your club and Rotarians as People of Action!

You don't need to be a marketing professional to use simple techniques to increase engagement and awareness of your club with Facebook.

Join the webinar to learn how to:

- Market your club to potential members—other people of action!
- Write great posts that show off your club's community service, international service, and fundraising events;
- Highlight your own club members;
- Connect your Rotary service partners and weekly guest visitors to your club;

- Simple, easy ideas for continuous club postings which take little time.

You will leave with tools to put to work right away!



Please register for
Increase Engagement with YOUR
Rotary Club Facebook Page!
on Feb 28, 2019 6:00 PM PST at:

<https://attendee.gotowebinar.com/register/5644299356923617026>

Vocational Service

Jim Gibson, District Vocational Service Chair

email— jimgib007@aol.com



February Greetings,
Rotarians!

Someone once said they couldn't see the forest because of the trees... which means, if you can't see the forest for the trees, you can't see the whole situation clearly because you're looking

too closely at small details... or, if you look at things one at a time, you might not realize that a bunch of separate "trees" go together to make a "forest." And so, too, with our lives which we are in the middle of: we might focus on one recent event, then one recent experience, then one recent decision, then one recent failure, then one recent success... but we don't really see "the forest." A slight variation of this concept is: *The mountain is clearer to the person on the prairie than it is to the mountain climber.* What can we discern *about* ourselves *for* ourselves? Here is an interesting exercise that may help us reflect on our life's journey and some of the things we've learned in a slightly different way... If you give yourself the pleasure of doing the exercise, meditate on this: **What seven things would you tell your younger 21-year-old self?** This exercise is only between you and you, and there are no wrong answers. But it is a "meditation exercise" that helps us examine our life experiences, including surprises, where we can be grateful because we now know from our "older perspective" what was really important.

One example might be to have your young 21-year-old understand "gratitude." Here is a very short story that might help us broaden our

current concept of the meaning of gratitude.

According to a legend, a young man roaming the desert came across a spring of delicious crystal-clear water. The water was so sweet he filled his leather canteen so he could bring some back to a tribal elder who had been his teacher. After a four-day journey, he presented the water to the old man, who took a deep drink, smiled warmly, and thanked his student lavishly for the sweet water. The young man returned to his village with a happy heart.

Later, the teacher let another student taste the water. He spat it out, saying it was awful. It apparently had become stale because of the old leather container. The student challenged his teacher: "Master, the water was foul. Why did you pretend to like it?"

The teacher replied, "You only tasted the water. I tasted the gift. The water was simply the container for an act of loving kindness and nothing could be sweeter. Heartfelt gifts deserve the return gift of gratitude."

I think we understand this lesson best when we receive innocent gifts of love from young children. Whether it's a ceramic tray or a macaroni bracelet, the natural and proper response is appreciation and expressed thankfulness because we love the idea within the gift. Gratitude doesn't always come naturally. Unfortunately, most children and many adults value only the thing given rather than the feeling embodied in it. We should remind ourselves and teach our children (or our 21-year-old self) about the beauty and purity of feelings and expressions of gratitude. After all, gifts *from* the heart are really gifts *of* the heart.

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Or what about telling our 21-year-old about "attitude." Let's consider the definition of attitude. Think of your attitude as the "mental filter" through which you experience the world. There are many filters you might have. For instance, some people see the world through a filter of optimism; others through a filter of pessimism. Some see opportunity wherever they go; others see obstacles around every corner. And, of course, most people perceive the world somewhere in between these extremes.

That said, maybe we would tell our 21-year-old that having a positive attitude gives you a significant advantage. First and foremost, people with a positive attitude are optimistic. They focus on "can" instead of "can't." They see possibilities instead of limitations. Now, I'm the first to admit that success requires more than just a positive attitude - there are other principles you have to apply. But it all starts with attitude! Without a positive attitude, you can't tap into any of the other success principles. Your attitude is the foundation, the starting point for your success and fulfillment.

Anyway, enjoy the challenge of what seven things you would share with *your* 21-year-old self!

Be well. Take charge of your own "gifts and talents" and use them to inspire others. Think and be positive, polite and tenacious about encouraging your Club to serve others through Vocational Service so to make a positive difference in our Communities and the World!

Jim

(And, I would be open to talking to your Club should you like.)

... and a little extra...

It's nearly Spring! And many people have babies this time of year. With that in mind, here are some baby name ideas, based on one's occupation...

PROFESSION: NAME

Hot-dog vendor's son: Frank
 Gambler's daughter: Betty
 Exercise guru's son: Jim
 Cattle thief's son: Russell
 Painter's son: Art
 Tennis player's son: Ace
 Clothing manufacturer's daughter: Polly Esther
 Teacher's son: Mark
 Singer's twin daughters: Harmony & Melody
 Patrolman's son: Chase
 Museum curator's son: Art
 Book printer's daughter: Paige
 Trout fisher's daughter: Brook
 Publisher's daughter: Mag
 Woodworker's daughter: Peg
 Iron worker's son: Rusty
 TV show star's daughter: Emmy
 Movie star's son: Oscar
 Barber's son: Harry
 Housewife's son: Dusty
 Steam shovel operator's son: Doug
 Hair stylist's son: Bob
 Homeopathic doctor's son: Herb
 Justice of the peace's daughter: Mary
 Sound stage technician's son: Mike
 Lawyer's daughter: Sue
 Thief's son: Rob
 Lawyer's son: Will
 Doctor's son: Bill
 Meteorologist's daughter: Haley

Club Events

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

Texas Hold'em Fundraiser



12th Annual Tournament & Dinner Dance
Sponsored by the Rotary Club of Castro Valley



Music * Dinner * Dancing * Drinks * Professional Dealers

Saturday Evening - March 9, 2019

Great Prizes for the TOP 10 Finishers!

Vacation Package * Sports Packages * Big Screen TV & More

\$200 Entrance Fee | \$100 Re-Buy Options | \$60 Dinner only

*****Must be 21*****

Limited Seating REGISTER EARLY

Registration closes February 28, 2019

*****Early Bird Special: Start your game with \$20 more chips if paid by 2/1/19*****

To Register:

Call: **510-402-5123**

Email: michaelakt121668@gmail.com

Go to: www.castrovalleyrotary.com (Click on the registration button.)

For folks that don't play poker, join us for dinner and dancing
\$60 Dinner-only option

Our Lady of Grace Church — Stack Center
3433 Somerset Ave, Castro Valley, CA 94546
Doors open at 5:00 p.m. * Play begins at 6:00 p.m.**



Club Events

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



Rotary **RC San Jose East/Evergreen**



Crab Feed



Date: Sat, March 23, 2019

Time: 6pm - No Host Bar
7pm - Dinner

Place: South Bay Yacht Club
1491 Hope St
Alviso CA

ALL YOU CAN EAT DINNER AND MORE:

- ⇒ Crab, Pasta (with meat or vegie sauces)
- Salad, Garlic Bread
- ⇒ Live Auction! Prizes! Drawings!
- ⇒ Our fabulous Dessert Auction!
- ⇒ Tickets: \$60 by 3/7, \$65 after 3/7
- ⇒ Contact: Harbinder Sikka, President-elect

bunty.sikka@gmail.com

Proceeds support
Rotary Club
of San Jose
East/
Evergreen's
service
projects



**SILICON VALLEY
ROTARY
MEANS BUSINESS**

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

- 6:00 – 6:15 Networking with Food & Drink
- 6:15 – 6:45 Introductions and Ice Breaker
- 6:45 – 7:00 Refreshment and Networking
- 7:00 – 7:30 Keynote speaker
- 7:30 – 7:50 Professional Development or Spotlight
- 7:50 – 8:00 Wrap Up
- 8:00 – 8:15 Networking



February

Keynote: Tim Ulen – Tax law changes and not creating IRS audit flags.

March

Keynote: Bert George – Wine retailer, distributor, and vineyard owner. Rotary as a way of doing business.

- Who:** Rotarians and their non-Rotarian guests.
- When:** The 4th Thursday of every month
- Time:** 6:00 – 8:00PM
- Where:** Silicon Valley Sales Group | Sandler Training Center
2905 Stender Way, #80, Santa Clara, CA 95054
- Cost:** \$250 per year or \$35.00 per meeting attendance fee. No cost for first-time guests. Light dinner and beverages provided.
- RSVP:** Available at <https://SVRMB.com#rsvp>
- Contact:** Dave Cowan | (408) 396-3100 | david.cowan@sandler.com

Silicon Valley Rotary Means Business is a cross-club Rotary Fellowship | SVRMB.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 | Phone:(408) 273-4577 | Email: admin@rotarydistrict5170.org

To highlight your club projects and events in the District newsletter, please email the information to 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!

