

# Rotary

## District 5170



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

**January 2019**



While people everywhere view January and the New Year as a “new beginning” or “fresh start”, for Rotarians, January marks the midpoint of our

Rotary Year, and a time to reflect on the progress and challenges of our first six months, and to renew our energy and determination for achievement in the second half of our year. This was the theme of our Mid-Year Meeting held on January 12<sup>th</sup>, attended by Club Presidents and District Leaders, as we reviewed our progress in the key areas of membership and support of The Rotary Foundation, and reaffirmed the District’s support of the Clubs in each of the five Avenues of Service. I came away from our well-attended and spirited meeting with great confidence that our Clubs will look back with pride on their achievements in 2018-19, as we put into action this year’s Rotary theme to “Be the Inspiration”. But there is work to be done, and we renew our call to action to all Rotarians to strengthen

the membership in our Clubs by doing an assessment of whether the needs and expectations of their members are being met (the retention challenge), and whether there is effective outreach and promotion to each Club’s community for new members (the attraction challenge). As we have discussed throughout the year to date, there are great opportunities for the Clubs to try new meeting formats and to create new membership categories through “flexibility” options, and the Clubs that have entered into this new territory are seeing substantial success. Our District Membership Team stands at the ready to assist any Club seeking to take a fresh look at ways to address the Membership Challenge.

Our District TRF Team reported on results from the first half of our year, and shortly after the Mid-Year Meeting we were thrilled to learn that, at the midpoint of the year, our District led all others in Zone 26 in Total Giving (#12 in the world!) and in Per-Capita Giving, and stood in second place in Polio-Plus Giving, with our big campaign yet to come. Our Rotarians are so extremely

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generous! In fact, in addition to posting outstanding numbers for contributions to TRF, our members have been extremely generous in their support of our neighboring communities suffering through the devastating aftermath of wildfires. Hundreds of Rotarians have made individual contributions directly to relief campaigns, and others have contributed through our District 5170 Foundation, which last week sent a check for more than \$17,500 to the Paradise Rotary Club Foundation. Notable in their generosity to that donation were Ceta Dochterman of the Castro Valley Club (\$5,000) and the Rotary Club of Watsonville (\$7,611). Thank you all for your support of friends in need and the humanitarian mission of The Rotary Foundation!

Speaking of: As most Rotarians know, our TRF fundraising shifts gears after January from its emphasis on Annual Giving to the continuing effort for the eradication of Polio. However, the Annual Giving effort continues through the balance of the Rotary year, and there is still a great incentive to make donations by January 31<sup>st</sup> to capture additional dollars for DDF funding for the Clubs when that money comes back to us three years from now. The actual formula is a bit complicated, but the importance of that date is not. If you have made a pledge for the year, or even if you have not yet done so, please submit your check to TRF right away to meet the January 31<sup>st</sup> deadline!

*T. H. Adell*





### A Sneak Peek at Our Forums



**Former Astronaut  
Captain Scott Kelly**  
Saturday Night  
Keynote Speaker



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



**Leadership for Volunteers**  
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

- 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

Conference Registration will begin late February  
at [www.rotarydistrict5170.org](http://www.rotarydistrict5170.org)

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



## Two (2) rooms at Ameron Hotel Speicherstadt via the



RI Convention Housing District 5170 Block  
**now available.** Room rate is at \$275 USD per night  
(inclusive of tax) for Single  
Occupancy or \$299 USD per  
night for Double Occupancy.  
The hotel is located at Am  
Sandtorkai 4, 20457 Hamburg,  
Germany and is 2.5 miles from  
Hamburg Messe und Congress  
GmbH.



**Call the District Office at 408-273-4577  
for more information.**

## Membership Committee

Hung Wei, District Membership Chair

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



All District Clubs are encouraged to explore and implement **Membership and Meeting Flexibility** options. Here are two types of Membership Flexibility as examples:

### **Family Membership:**

In order to increase the participation

opportunity for whole families in Rotary and Club activities, the “Family Membership” category shall be structured as follows:

- a) Both spouses (or domestic partners), plus adult children of the couple (the “Family”), shall be permitted to become full Rotary members under the program.
- b) The first person from the Family (the “Primary Member”) shall pay full Rotary and Club dues and initiation fees. The second, and each additional, member of the Family shall pay annual RI/District/Club dues/or a portion of Club expenses of \$150 (or more as approved by Club Board).
- c) For Clubs in which all Club members pay for meetings/meals, regardless of attendance or eating, the Family shall pay one such charge, and for any meeting attended by more than one Family Member, each such additional Member shall pay the guest meal charge. For Clubs which charge only those who have a meal at meetings, each Family Member shall pay in the same fashion.
- d) 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.

The Rotary Club of Saratoga has just started to implement a Family Membership - one family member pays \$440 Full Membership Dues, while each subsequent member within the same family (spouse, partner, adult children) pays \$220 half Membership Dues, but all members from the same family are full members of Saratoga Rotary and are required to volunteer at its major fundraiser the Art Show - this helps to engage the whole family in Rotary, brings in more resources in volunteering as well as other supports.

**Corporate Membership:** The owners of small to medium businesses (the “Companies”) often cite lack of time for weekly Club meetings as a disincentive for Rotary membership. In order to provide opportunities for such an owner (on behalf of his/her business) to take part in the benefits of Rotary membership, the “Corporate Membership” category shall be structured as the following two modes:

### **Model 1**

- a) The owner/CEO of the Company shall be the “Primary Member” on behalf of the Company. The Primary Member may then designate up to three additional employees of the Company (the “Additional Members”) to be Rotary members under the Corporate Membership, and who shall be welcome to represent the Company at all meetings and in all Club functions. The Primary Member and the Additional Members shall all become full Rotary members under the program.
- b) The Primary Member (or his/her Company) shall pay full Rotary and Club dues and Initiation fees. Each Additional Member (or the Company on his/her behalf) shall pay annual RI/District/

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Club dues of \$150 (which may be billed in two installments), and one-half of the regular initiation fee.

c) For Clubs in which all Club members pay for meetings/meals, regardless of attendance or eating, the Primary Member (or the Company on his/her behalf) shall pay one such charge, and for any meeting attended by more than one Member under the Corporate Membership, each such additional Member shall pay the guest meal charge. For Clubs which charge only those who have a meal at meetings, each Member under the Corporate Membership shall pay in the same fashion.

d) The Company, on behalf of each Primary and Additional Member, shall be encouraged to fulfill fundraising and charitable donation expectations on behalf of such Members.

**Model 2**

A primary corporate member pays regular Club dues, along with a selected number of alternate members (often 1-3) who don't pay dues but can attend Club meetings in place of the primary member. Many clubs ask for the alternates to be named and approved by the Club before they can attend, but some don't. As the primary corporate member must pay RI dues, s/he is reported as the active member. In this Model, the alternate members aren't being charged RI dues, so they are not reported to RI as Club members, but their membership details can be recorded locally by the Club under Corporate Membership.

## **CONGRATULATIONS to our DISTRICT GOVERNOR NOMINEE DESIGNATE, RICHARD FLANDERS!**

The District is pleased to announce that the Nominating Committee, chaired by PDG Joe Hamilton, has unanimously selected Richard Flanders from the Rotary Club of Pleasanton North as District Governor Nominee Designate, to serve as District Governor in 2021-2022.



Richard has been a Rotarian since 1995 and a past president with extensive involvement in Rotary at the club and district levels. He has been the recipient of significant District 5170 Awards – the Neal J. Hoffman Award for the most outstanding younger Rotarian in the district, the Karl Stucki Award given to the Rotarian in the District who exemplifies the greatest commitment to Rotary ideals, and the Richard D. King Award given to the individual who makes the greatest personal commitment to the programs of The Rotary Foundation.

Richard is currently the Chair of the District TRF Scholarship Committee and a member of the Finance Committee, the Membership Committee and the Focus on the Future Committee. He is also a current Trustee of the District 5170 Foundation.

Richard is a practicing attorney in Alameda County and is married to Florence and father to twin children, Brennyn and Ryson.

## Vocational Service

Jim Gibson, District Vocational Service Chair

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



***"What lies behind us and what lies before us are tiny matters compared to what lies within us." - Ralph Waldo Emerson***

An "exercise" that may help Rotarians (or others) learn what it is within them that can help them discern what "drives" their being is noted below... or in

other words, what is their vocation? Often a Rotarian will ask what is Vocational Services supposed to do? The word vocation comes from the Latin word "*vocare*" meaning a *calling*. The truth is, most people need to explore and search themselves to come to learn what that calling might be for them because, well, it may not be evident to us. In a way, how amazing it is that we need to seek out the answer to "Who am I? What am I supposed to be doing in my life?" These questions can get "sidelined" because of all the pressures and activities society and the world push individuals toward. Often, people just become too busy trying to make good money in business so to be "comfortable" and support their families. However, I believe Socrates noted something very important... "Beware the barrenness of a busy life." There can be circumstances where business-pressure and busy work overwhelms one, with the "reward" being a bigger take-home check... but that money is not "real life." So, Socrates is giving people a heads-up, even though people are all different and have different motives, we are still much the same.

I hope we all are set... emotionally, psychologically, spiritually and physically... to have a fantastic year of 2019! If we are not "perfectly set" in any of those areas mentioned in the previous sentence, great! It will give us areas where we can learn and improve!

You may notice that one of the areas I mentioned

above is "emotional." Our emotions play a big part in how we act and react to the world. With the 49ers or Warriors (and other sports teams), if a football or basketball player plays "with emotion," their performance is better and they play at a higher level. That's where emotion can have a positive effect on our efforts to accomplish a specific goal or goals. That can be good. But then, on the other hand, emotion can affect our behavior in a different way: many money management agents (people managing stocks and bonds and any other personal financial assets) tell us that people *should do* this or that, but they don't because we human beings often make "money decisions" (or buying decisions) emotionally. Emotions can control how we *feel*. The *thinking* part of us often overlooks the *feeling* part of us, but examining how we *feel* can lead us to a deeper understanding of ourselves (i.e. What drives us? What is important to us? What do we appreciate?).

Tony Robbins studied this phenomenon and in one of his publications (I believe it was "Awaken the Giant Within" or "Life Mastery") he suggested how we might become aware of a strong "driving force" that we harbor within ourselves by asking ourselves "Power Questions." Note that becoming aware of *how we feel* is crucially important for harnessing the tremendous power we each have within. You may want to try this exercise/examination daily for at least two weeks to see what you become aware of about yourself. However, many people found that if you do the questions "exercise" daily for 4 weeks, it will most likely become a habit that can enhance your life. In doing this exercise, we don't have to "worry" about right answers or what others think... we just need to be honest with ourselves, and be open in our answers. Who knows, we might surprise ourselves in what we learn! You might like to share these concepts and questions, so well composed by Tony Robbins, with your fellow Rotarians. It might help others explore and discover themselves by uncovering their true "calling." And for those who gain insight into

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their essence, 2019 will be a fantastic year!

**Morning Power Questions**

- 1. What am I happy about in my life right now?** *What about that makes me happy? How does that make me feel?*
- 2. What am I excited about in my life right now?** *What about that makes me excited? How does that make me feel?*
- 3. What am I proud about in my life right now?** *What about that makes me proud? How does that make me feel?*
- 4. What am I grateful about in my life right now?** *What about that makes me grateful? How does that make me feel?*
- 5. What am I enjoying most in my life right now?** *What about that do I enjoy? How does that make me feel?*
- 6. What am I committed to in my life right now?** *What about that makes me committed? How does that make me feel?*
- 7. Who do I love? Who loves me?** *What about that makes me loving? How does that make me feel?*

**Evening Power Questions**

In the evening, ask the Morning Questions, and then ask these additional questions:

- 1. What have I given today?** *In what ways have I been a giver today?*
- 2. What did I learn today?**
- 3. How has today added to the quality of my life?**

This "exercise" can be a gift to the Rotarians in your Club. (Thank you, Tony Robbins!) Once a person discovers what "drives them" and understands that perspective about themselves, they may openly embrace any of the programs or projects your Club is involved in... or, they may suggest some other activity that will benefit your community. In doing this, a Vocational Service has been accomplished.

And one last thought about looking at ourselves...

A friend shared with me how he decided to slow down long enough to "stop the blur and look." But not just to look, but *to see*. As Yogi Berra once said, "You can observe a lot just by watching."

He began by admitting that sometimes it helps to open life's door slowly and secretively take a long gaze inside. On other occasions, it's better to jerk life's door open unannounced, slam on the light, and get a quick read. He said he has been doing the latter today, and he doesn't like what he sees. He confessed that his sudden glance has flushed out all sorts of critters:

- Too many involvements
- Intensity level much too high
- Time to pray, to think, to plan, to play is still too rushed
- Midget worries turning into imaginary monsters
- Living life too predictable . . . not enough creativity
- Days off interrupted by needless, low-priority stuff
- Skating across relationships—need to dig deeper
- Extracurricular reading not sufficiently stimulating

I thanked him for sharing his experience with me and asked if I could share it with others... and he said "OK, but please don't use my name." So, thanks to an anonymous friend of ours.

Be well. Do good work. Inspire others! Make 2019 a great year to remember in our Rotary lives!

Jim

... and a little extra...

During a January revival an evangelist asked the people in line what they needed.

One man's request was for his hearing. The evangelist spit on his finger, put it in the man's ear, prayed for him and asked him, "How's your hearing now?"

He said, "I don't know - it's next Tuesday."

## IN MEMORIAM



San Juan Bautista Rotarians and guests arrived to a recent meeting with hugs of condolence. Jim West's normal chair of choice was left vacant. Jim had died December 6<sup>th</sup> and was warmly remembered by his Rotary family.

Rotarian Art Testani began by introducing a slideshow of pictures highlighting Jim, accompanied by the song sung by Louis Armstrong, "What a Wonderful World". One of West's best friends, Supervisor Anthony Botelho, began the tributes from his friends: "It is a lot easier to talk to this group about the county and what we are doing. This is outside of what I normally do. When something like this happens, you wonder how and why. I think everybody in this room is a good friend of Jim's. You've known him for a long time; a member of this community and was active in everything that was charitable

and good. He was a very good friend of mine." Rotarian Annette Cain-Rhines followed, and started off with a word: "Pinnacle: the highest point or part, as of a hill, a line of travel, or any object; the highest point of attainment or aspiration; the highest state of degree; the culminating point. Challenging, crest, depth, endurance, impervious, inspiring, might, natural, peak, permanent, proud, rock, summit, uplifting.

"I chose this word for Jim mostly because he loved rocks and the nearby Pinnacles are full of them. But there are other reasons why this word is a good fit. Jim was solid and grounded in his love and support for the company he worked for and the community he lived in. He aspired to high levels, winning several philanthropy awards and serving as mayor. Some admired his strength and stubbornness and might say he could be as unmoving as a mountain."

Rotarian Jackie Munoz said she and Jim knew each other for over 26 years: "We first met when I was the principal at Aromas School and we needed a new playground. Someone in the community told me, 'You know Graniterock is right down the road and I don't think they have donated much to Aromas. Why don't you contact them?' So, I did and it was Jim. Jim took hold of the project; talked to the owner, Mr. Wolpert and suddenly we had everything donated. Not only did that happen, but Jim organized volunteers from Graniterock to come out and build the playground structure."

Newly elected San Juan Mayor Cesar Flores offered his take as well: "As you all know, I have entered the political arena and a lot of it had to do with Jim's blessing," Flores said. "He urged me to run and I asked him about all the candidates. He said, 'It's right there in the code.' As you can see, I'm the new mayor. It was with his advice and I feel from my heart because he was a dear friend."

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Rotarian Donna Holmes spoke about knowing him for a long time: “You don’t own a trucking business, especially construction, without knowing Jim West,” she said. “I’ve known him since we started, which was about 38 years ago. He was always willing to help. It didn’t matter what it was.”

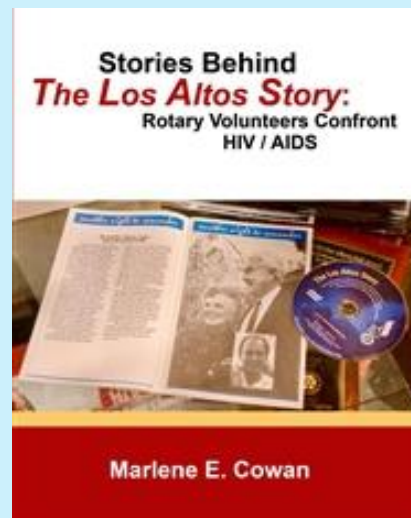
Rotarian Wayne Norton said he and West disagreed a lot and agreed a lot, too: “We also worked together on things,” he said. “One of the things I remember about Jim is that even when we disagreed, he was never disagreeable. Even when Jim and I fought each other on issues that we really cared and were passionate about what was best for the community, I never doubted Jim’s commitment to the community.”

Rotarian Larry Cain said West “resonated” in the community: “All the schools received something from Graniterock because of Jim. Jim is best described as a man with a big heart; long-term and beneficial to a lot of our community. The community is greater because he was here.”

There were other speakers as well, but Testani closed by talking about legacy: “How many of us, when we look back on our lives will be able to have the legacy that Jim is leaving? His friendships, his accomplishments, his personality, his love of community; again, the things he did. I’m amazed at the accomplishments.”

## Stories Behind The Los Altos Story: Rotary Volunteers Confront HIV/AIDS

*New in print:*  
*The Los Altos Story* is the personal account of **Dude Angius** whose son died of AIDS in 1989 and Dude’s decision to confront the stigma they suffered. Ten friends in his Rotary club



volunteered to help. They organized the filming and worldwide distribution of *The Los Altos Story* – a Peabody Award winning video – to educate others and create compassion for the growing number of family tragedies. These are their stories.

**Author:** Marlene E. Cowan, Past President, Rotary Club of Los Altos.

**Dick Henning** writes: This is the full, behind-the-scenes story by a small number of volunteer Rotarians who created the video *The Los Altos Story*, which they hoped would change the world. It is an unforgettable story in the midst of catastrophe and distress, sorrow and uncertainty. With their passion and dedication, they helped change how millions of people perceived those dying of AIDS.” - Richard L. Henning, PhD, Foothill College, Professor/ Dean/ Vice-President, Emeritus

**Order** this book about local Rotarians’ efforts to reduce stigma and create greater compassion in the world.

[www.TheBookPatch.com](http://www.TheBookPatch.com)

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## 23 Local Non Profits To Receive \$40,000 from Morgan Hill Rotary in January 2019

Over the years, the Rotary Club of Morgan Hill has supported those in need, both locally and around the world. The Rotary Club of Morgan Hill through its Community and Hearts of Rotary grants have aided local organizations that operate free clinics, help purchase school supplies for children in need in our community, teach children the fun and appreciation of art, provide musical concerts to elder care facilities, educate the community about and rehabilitate endangered wildlife, and provide community Fourth of July festivities and much more.

**23 local non-profits will receive \$40,000 in January 2019 from Rotary. Recipients receiving financial support are:**

Boys & Girls Clubs of Silicon Valley  
Discovery Counseling Center  
Gilroy Compassion Center  
Independence Day Celebration Inc  
Learning and Loving Education Center  
Loaves & Fishes  
Martha's Kitchen  
Morgan Hill Community Foundation  
Morgan Hill Historical Society  
Morgan Hill Police Explorer Post 811  
Morgan Hill Unified School District  
One Step Closer Therapeutic Riding  
Operation Freedom Paws  
Poppy Jasper International Film Festival  
Rebekah Children's Services  
RotaCare Free Medical Clinic  
Santa Clara County Library District Foundation  
South County Cal-SOAP  
South County Neighborhood Disaster Preparedness Project  
South Valley Civic Theatre  
South Valley Symphony  
The Grateful Garment Project  
The Health Trust

*Lisa Bjarke*

*Director - Public Image, Rotary Club of Morgan Hill*

## Club Events

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

# Texas Hold'em Fundraiser



**12<sup>th</sup> 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](mailto:michaelakt121668@gmail.com)

Go to: [www.castrovalleyrotary.com](http://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.**



# 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  
 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

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>

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Go check it out today!

