

# Rotary

## District 5170



From the desk of District Governor Orrin Mahoney

November 2017



### Happy Rotary Holidays

First of all, I hope everyone had a happy and healthy Thanksgiving this year. Given all the recent disasters, we are very lucky to have avoided anything of that

magnitude in our District.

I have now completed 51 out of 54 Club Visits and they have all been great. It is truly amazing to see all the good work that you are doing here in District 5170 and around the world.

Even though many will be focused on family and friends in the next few weeks, Rotary continues to make an impact, and I want to note some past and future key Rotary activities.

A key past activity is the Rotary Zone 25/26 Institute. This annual event takes place at the end of the GNATS (Governor Nominee) and GETS (Governor Elect) Training Seminars. It is



also the event where our District Governor Elect, Tim Lundell graduates from GETS, and starts his journey as our 2018-19 DG in earnest.

The Institute is also attended by many past District Governors and always has a great set of inspirational speakers, this year including 2018-19 Rotary International President Barry Rassin. Other speakers inspired and informed us and may do the same at this year's 5170 District Conference.



As to upcoming events, here are the key ones with separate articles elaborating on them.

Ian Riseley, this year's RI president, will be visiting the Bay area and will be at a dinner at the Doubletree on January 3<sup>rd</sup>. See following article.

Rotary International Rose Parade Float. This is historically funded by donations from the Clubs. See following article.

Social Media Webinar. Put on by the Zone Public Image Team, this should be

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informational and relevant to today's Club activities. See following article.

Finally, we all want to congratulate Gregg Giusiana, from the Rotary Club of Gilroy, who has been nominated to be our District Governor in 2020-2021.

Best,



ROTARY:  
MAKING A  
DIFFERENCE

## 2016-17 Presidential Citation



Awarded to District

5170

for helping Rotary make a difference in the lives of people all over the world.



John F. Germ  
President, Rotary International





## Reserve Your Table

Plan for  
an evening of fellowship  
with

Rotary International  
2017-2018

**President Ian Riseley  
and First Lady Juliet**

WEDNESDAY, JAN 3, 2018

Doubletree, San Jose

IAN RISELEY, 2017-2018 RI PRESIDENT  
CHARTERED ACCOUNTANT & PRINCIPAL RISELEY & CO,  
ROTARY CLUB OF SANDRINGHAM, VICTORIA, AUSTRALIA



**Please JOIN US !**

for  
**FELLOWSHIP AND DINNER**  
with

**Rotary International President Ian Riseley  
and First Lady Juliet Riseley**

**Wednesday, January 3**

Doubletree Hotel, Gateway Place, San Jose, CA

**5:00 PM Major Donor Reception**

**6:00 PM Dinner *Business Attire***

**REGISTRATION**

<https://goo.gl/MBk61T>

**CONTACT**

**Ellen Hancock   mehancock@rocketmail.com   925-529-5094**

**DETAILS**

Individual ticket \$90   Major Donor Reception \$25   Club tables \$900 seats for 10

Seating priority will be in the order that tables are purchased. Tables purchased by a club on separate dates are not guaranteed to be in proximity to each other. Groups with less than 10 people, or individuals, will be seated as space permits.

Discounted hotel room \$125 + taxes   1-800-222-TREE   ask for the 1/3/18 Far West Presidents' Rate  
<http://doubletree3.hilton.com/en/index.html>   Rotary Group Code: CDTFWP



## Promoting Rotary to 75,000,000 People

With a television audience of over 75,000,000 and a live audience of over 700,000, the Rose Parade is a media gold mine and with the Float WE ARE THERE! For the last 37 years the Rotary Rose Parade Float Committee has placed a float promoting Rotary in the parade.

The float design this year is a whimsical bunny gazing at the just planted peach tree, with the peaches representing Rotary's Six Areas of Focus. It dovetails with some of Rotary International President Ian Riseley's messages for this year:

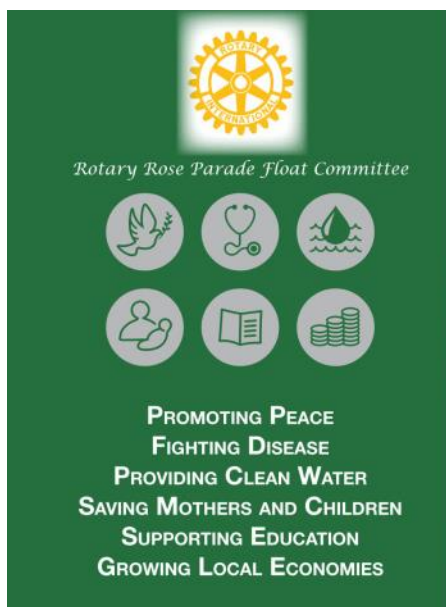
Green Message: "Making a difference by planting a tree for each of its 1.2 million members by Earth Day April 22, 2018."

Peace Message: "Six Areas of Focus for Peace" – The nearly 17 foot tree bears 6 peaches representing Rotary's Six Areas of Focus. A tag on the tree clearly shows the symbols of Rotary's Six Areas of Focus.

The Committee needs our help in accomplishing this project. All of the funding comes from Rotary clubs throughout North America. While Rotary International provides assistance, it is not financial. This is not a project of Rotary International. Your Club President has been asked to contribute \$3.00 per member. I ask that you respond quickly and make your donation even if you just pass the hat at your meeting.

Thank you for your support!

Orrin Mahoney  
2017-18 District Governor



Planting the Seeds of Service  
2018



Make donations payable to Rotary District 5170 (please note Rose Parade in memo line)  
Send to: Rotary District 5170, 2570 N. First St., Suite 200, San Jose, CA 95131

For more information about the Float, see [www.rotaryfloat.org/](http://www.rotaryfloat.org/)

# Membership Committee

Hung Wei, District Membership Chair

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



Hope all of you have enjoyed a Thanksgiving Holiday full of fun, relaxation, and lots of Love! Here are a few tips for Rotary membership developments during your holiday spare time –

## Access My Rotary's New Interactive Online Membership Courses

Are you looking for ways to connect with new members? Do you want to learn more about membership leads? Is your Club diverse? Find strategies for taking membership challenges in the Rotary [Learning Center](#)

New courses include interactive modules that allow you to choose your own adventure. After reading a scenario, you'll get to decide what to do. You can even see what happens when you choose different actions. Whether you use these courses at learning events or on your own, they offer a fun experience for everyone.

## A Work in Progress – Area 8 Program Speaker Referral Project

Under the leadership of Area 8 Assistant Governor Tina Orsi-Hartigan, President of the Rotary Club of Campbell Peter Allen is refining procedures for Area 8 Club Presidents to input Program Speaker referrals through online links. The following is Peter's email instructions:

Following up on our last meeting, I'm sharing two (2) links to our program referral form...

### 1. This is where you go to enter speaker

**referrals.** I've updated it to take recommendations only, not warnings. Please share this with the person (s) in your club who will be responsible for entering the referrals, and bookmark it for future reference: <https://goo.gl/forms/E68sfcORbjei005G2>

### 2. This is where you can go to access the

**responses.** Click on the "Responses" tab at the top of the page, then click the little green square icon to open a spreadsheet: [https://docs.google.com/forms/d/1GJYslwsp9O17SYsAoohfxXrmsN\\_nYjix7DLN3DcBWnc/edit?usp=sharing](https://docs.google.com/forms/d/1GJYslwsp9O17SYsAoohfxXrmsN_nYjix7DLN3DcBWnc/edit?usp=sharing)

P.S. A reminder to make sure you have permission from the speaker(s) to share their contact information.

Stay tuned for a progress report from Area 8 **Program Speaker Referral Project** in the next month or two!

## Holiday TLC (Tender Loving Care) for Your Club Members

During this holiday season, it is a perfect time to drop a note or a card to members of your Club, whether they are regulars or those who are missing in action from Rotary – host a Holiday Card Writing Fellowship in lieu of a Club Board Meeting to send a card to all of your members from the Club Board, a reminder of Rotary fellowship and a showing of appreciation for every member who is part of Rotary!

# Public Relations & Public Image Committee

Larry Dean, District PR & Public Image Committee Chair

email— [ldean95014@comcast.net](mailto:ldean95014@comcast.net)



We welcome club members to share and learn tips and techniques to enable all of us to promote your club with great results!

Our goal is to help you achieve your goals and provide the materials and resources you need to be successful.

- Sharing of tools, visuals, the Rotary Playbook to all clubs

## Committee's Goals:

The Public Relations & Public Image Committee seeks collaboration and teamwork with District and Club leaders in achieving these shared goals.

- Rotary members in the District are “Brand Ambassadors” and communicate Rotary’s service and fellowship in our communities and the world.
- Increase club membership and donations through marketing communication.
- Residents of communities are committed to supporting Rotary for its community and international service.
- Build the brand of Rotary through consistent and effective use of the visual identity.
- Social Media i.e. Facebook, website - essential tools in spreading the word and establishing visibility and digital presence.

## Meet our team:

Maggie Padovani, Cupertino

Rick Kitson, Cupertino

Alia Wilson, Sunnyvale

Amy Potts, Los Gatos

Ana-Marie Jones, Oakland

## Committee's Role:

The purpose of the Public Relations and Public Image Committee is to increase the understanding and commitment of various stakeholders, including District and Club leaders, District members and their communities in the cause of Rotary and its service projects and activities.

The Public Relations and Public Image Committee in District 5170 provides:

- Up-to-date information to the District Clubs via newsletter
- Assist clubs in providing training (Webinar) opportunities
- Branding and identity guidance
- Social media training

Visit the District website at

[www.rotarydistrict5170.org](http://www.rotarydistrict5170.org) and check out the Public Image section where we have materials, media suggestions, a District Media List you can review and find your local press contacts, social media ideas and suggestions, and lastly, brand guidance in promoting your club.

Lastly, we look forward to working with you and keeping you well informed about “best practice tools”, training webinar opportunities and Rotary campaigns!

## Webinar: Social Media 101 for Rotary Clubs

**Want to know more about WHY your club should be using social media and which social media platform to use?**

**Join our webinar Social Media 101 for Rotary Clubs—offered at two different times—to learn more!**

This webinar will focus on how to use social media effectively to promote your club's public image.

We will explore why your club should be using social media and which social media platform will work best for you.

Then, we will share some tips and tricks to improve the appeal of your club's page, your posts, and how you post.

**Simply use one of the links below to register for the webinar. After registering, you will receive a confirmation email containing information about joining the webinar.**

**If you are not able to attend, you will still receive a recording of the webinar if you have registered.**

**Please register for Social Media 101 for Rotary Clubs on Jan 23, 2018 6:00 PM PST at:**

<https://attendee.gotowebinar.com/register/30721840888789250>

After registering, you will receive a confirmation email containing information about joining the webinar.

OR

**Please register for Social Media 101 for Rotary Clubs on Jan 25, 2018 9:00 AM PST at:**

<https://attendee.gotowebinar.com/register/8449480064630128642>

After registering, you will receive a confirmation email containing information about joining the webinar.

**Vicki Puliz**

Zone 25 Rotary Public Image Coordinator

[vickipuliz@puliz.com](mailto:vickipuliz@puliz.com)

775.378.5914

*Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.*

[www.zone2526.org](http://www.zone2526.org)



## Youth Service

Chris Miller, District Youth Service Communications Lead

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



This past June, 49 Rotary Clubs (the most ever) sent 196 youth to the Rotary Youth Leadership Awards (RYLA) program! Young people from all over the district in 2018 will come together for a week of leadership training. In addition to attending skills modules and activity workshops, campers built friendships and strengthen bonds within the Rotary Youth family. The 2018 camp will take place from June 24-29 again at Mission Springs, and the same allocation process as 2017 will be used in 2018.

**Club RYLA chairs need to submit the club reservation form no later than November 30, 2017 at this link:**

<http://registration.ryla5170.com/ClubReg2018.php>

Please contact Ben Macatangay at [benedictomacatangay@gmail.com](mailto:benedictomacatangay@gmail.com) or Joanne Mansch at [joanne.mansch55@gmail.com](mailto:joanne.mansch55@gmail.com) for additional information.



On November 5th, the first district wide Day of Service of the 2017-2018 school year was held at Kids Against Hunger. Interactors packaged meals

that will be sent to aid vulnerable families affected by the recent hurricanes. Check in with your Interact clubs for club and area events supporting The Right To Thrive.

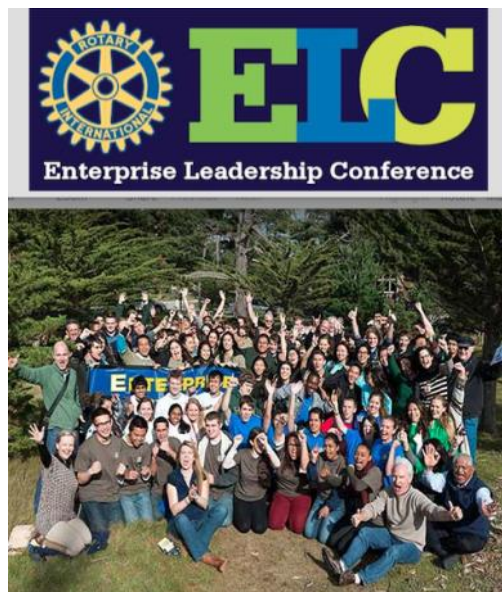


Project and Theme shirts are on sale now! Support Interact 5170 by purchasing and proudly wearing shirts designed by our fabulous Publications team. [tinyurl.com/dawningshirts](http://tinyurl.com/dawningshirts). Profits support The Right To Thrive.

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The Enterprise Leadership Conference (ELC, or EI, Enterprise Institute in Oakland) is designed to help develop the leadership and presentation skills of industrious high school juniors through a working introduction to the opportunities, benefits and challenges of establishing and operating a business in the free enterprise system. March and April are the big months for the ELC/EI program!

Click here to learn more about the ELC programs:  
<http://www.youthservicesandbeyond.org/elc/>

### **December 18: ELC #1 (San Jose and Los Gatos Clubs) Applications Due**

Dates for ELC/EI 2018:

**ELC #1** (San Jose, Los Gatos Clubs): March 14-16, 2018

**ELC Silicon Valley West** (Campbell, Los Altos, Mountain View, Santa Clara, Saratoga, and Sunnyvale Clubs): April 4-6, 2018

**EI:** (Oakland Rotary Club): April 27-29, 2018



Planning for the Speech Contest is underway!

- Club Level to be completed by February 23, 2018
- Area Level to be completed between February 26 - March 23, 2018
- Regional to be completed between March 26-April 13, 2018
- District Level to be held at the District Training Assembly on April 26, 2018.

Special thanks to the following clubs which have agreed to host area level contests: Santa Clara, Almaden Valley, San Lorenzo Valley, Cupertino, and Los Altos Sunset.

Visit the speech contest webpage for additional information, which has been updated with information for the 2017-2018 Rotary Year: <http://www.rotarydistrict5170.org/SitePage/speech-contest>

You may also contact Kamal Della, District Speech Contest Chair at [kamaldistrict5170@gmail.com](mailto:kamaldistrict5170@gmail.com).

## Club Events

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



# 6th Annual SantaCon Hayward!

Saturday December 2, 2017 • 5:00 p.m. til 11 p.m.

www.SantaConHayward.com



How it works:  
Dress Like Santa or Ms. Santa.  
Show Up and Have FUN!



**HAYWARD ANIMAL SHELTER**

**Prizes!** Enter Santa / Ms. Santa Suit  
Contests at each Santa Stop!

**Santa Stops**

- 5:00 - Eko Coffee Bar  
1075 "B" Street
- 6:00 - World Famous Turf Club  
and Funky Monkey  
22519 and 22554 Main St.
- 7:00 - Metro Taquero and  
Brews and Brats  
1063 and 1061 "B" Street
- 8:00 - The Dirty Bird and  
The Stein Room Lounge  
926 and 939 "B" Street
- 9:00 - The Bistro  
1001 "B" Street
- 10:00 - Chalk it Up  
22540 Foothill Blvd.

## A Benefit for the Hayward Animal Shelter

Supported by



## Club Events

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



# Rotary



DISTRICTS  
4240/ 4250

**XXV PROJECT FAIR BELIZE**  
**JAN, 25-27, 2018**

*Greetings from Belize.*

*On behalf of Districts 4240 and 4250, I welcome you to our Uniendo America Project Fair, to be held at the Best Western Belize Biltmore Plaza Hotel in Belize City, from January 25 to 27, 2018.*

*Belize is just an hour and a half away by air from Miami USA. It is served daily by several major US Airlines. American Airlines, Delta, United, Southwest and West-Jet. Connecting with Central America and Panama are Avianca and COPA airlines. A local airline Tropic Air also connects with Honduras and Guatemala. Central Americans can also travel by road from their respective countries.*

*The newly renovated Best Western Belize Biltmore Plaza Hotel offers spacious deluxe rooms, a warm and spacious dining room, a swimming pool and a cozy bar.*

*We are also proud to say that we have done our part in reducing the costs to attend the fair while guaranteeing you the quality of service you are accustomed to. Registration has been reduced by a third from US\$150.00 to US\$100.00. Booths are now US\$50.00. Special room rates to Rotarians attending Uniendo America Project Fair are:*

*US\$125.00 nightly with breakfast included.*

*US\$135.00 double occupancy.*

*Reservations can be made by calling 501-223-2302.*

*email: [sales@belizebiltmore.com](mailto:sales@belizebiltmore.com) or*

*[www.belizebiltmore.com](http://www.belizebiltmore.com)*

*To take advantage of these rates you must reserve no later than December 31, 2017. reserve early.*

Best Western Belize Biltmore Plaza is a full service Caribbean style hotel situated in the quiet and serene residential area of Bella Vista on the northern outskirts of Belize City. This Belize hotel is perfect for meetings and conferences, and is easily accessible on the Mundo Maya route, between Mexico and Guatemala on the Northern Highway. It is 3 miles from downtown Belize City and 7 miles from the Phillip Goldson International Airport.

For the vacation traveler, The Best Western Belize Biltmore Plaza Hotel is ideally located for day trips to the nearby Maya ruins and sanctuaries where endangered creatures roam freely in the wild. Belize World Heritage sites, such as the Blue Hole and the Barrier Reef, are easily accessible.



*Special room rates to Rotarians attending Uniendo America Project Fair:*

*US\$125.00 nightly with breakfast included.*

*US\$135.00 double occupancy.*

*Reservations can be made by calling 501-223-2302.*

*email: [sales@belizebiltmore.com](mailto:sales@belizebiltmore.com) or*

*[www.belizebiltmore.com](http://www.belizebiltmore.com)*

*To take advantage of these rates you must reserve no later than December 31, 2017. reserve early.*

for more information on the Project Fair  
Please feel free to call us at 011-501-620-3069/  
223-5296, or send us an email at:  
[renevillanueva1516@gmail.com](mailto:renevillanueva1516@gmail.com)

## Club Events

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



**MISSION 10 RACE**  
A BENEFIT FOR COMMUNITY SERVICE PROGRAMS AND SCHOLARSHIPS

**Rotary**  
Club of Hollister, CA

**2018**

**35TH ANNUAL**

**MISSION 10 RACE**

**SATURDAY JANUARY 27, 2018**  
**MISSION SAN JUAN BAUTISTA**

**1/2 MARATHON | 10 MILE | 5K | 1 MILE KIDS FUN RUN**

**CALIFORNIA**  
HALF AND FULL  
MARATHON  
SERIES

**REGISTER NOW AT MISSION10.RACEMINE.COM**  
FOR RACE DAY NEWS AND PHOTOS FOLLOW US AT FACEBOOK.COM/MISSION10RACE

[https://www.youtube.com/watch?v=id8\\_eh74P-g](https://www.youtube.com/watch?v=id8_eh74P-g)



## Club Events

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

The Sunnyvale Rotary Club presents its 24th Annual

# Crab Feed and Auction



**Saturday, January 27, 2018**  
**5:00 p.m. - 7:30 p.m.**

#### TICKETS:

**\$55** Adult - 13 and over  
(\$25 is tax deductible)

**\$20** Children 8 - 12

**FREE** for children 7 and under  
(limited tickets available at the door)

#### CONTACT:

**Joe Ribera 408.739.1522**

Make checks payable to :  
**Sunnyvale Rotary Foundation**

#### St. Cyprian Church

1133 West Washington Avenue,  
Sunnyvale, CA 94086  
(corner of Washington & Leota)



ALL PROCEEDS BENEFIT LOCAL CHARITIES

#### Menu

All you can eat fresh crab, pasta, bread,  
salad, ice cream

Wine, beer, soft drinks, special desserts  
available for purchase





## HERE'S HOW YOU CAN HELP

Over **1,000** members will attend the 2018 Silicon Valley District Career Development Conference in Santa Clara, California!

**JANUARY 6, 2018**

Santa Clara Marriott  
2700 Mission College Blvd  
Santa Clara, CA 95054

As a competitive events judge, you'll sit across the table from tomorrow's emerging leaders.

DECA members have been preparing for months in classrooms throughout Silicon Valley to have their chance to shine in front of you. You'll be so impressed you'll forget they are still in school.



## REGISTER TODAY

[www.californiadeca.org/judge](http://www.californiadeca.org/judge)



DECA is an international organization comprised of 225,000 high school and college students interested in business, finance, hospitality, marketing, and entrepreneurship.



DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

# Rotary District 5170

## 2017-2018 Officers:

District Governor: Orrin Mahoney  
Immediate Past District Governor: Jeff Orth  
District Governor-Elect: Tim Lundell  
District Governor Nominee: Ramesh Hariharan  
Chief of Staff: Jerra Rowland  
Lieutenant Governor: Gregg Giusiana  
District Treasurer: Mary Humphrey  
District Assistant Treasurer: Joe Pfahnl  
District Administrator: Olivia Poe

## Assistant Governors:

Area 1: Robert Kidd  
Area 3: Jim Bell  
Area 4: Milly Seibel  
Area 5: Robbie Izat  
Area 6: Art Testani  
Area 7: Donna Maurillo  
Area 8: Tina Orsi-Hartigan  
Area 9: Richard Schoelerman  
Small Clubs: Ramesh Hariharan

## District Chairs:

Community/International/Vocational Service: Jeboy Koshy  
District Trainer: Arley Marley  
Friendship Exchange Chair: Lee Denlinger  
Marketing/Public Image: Larry Dean  
Membership: Hung Wei  
Technology and Communication: Charlie Wasser  
The Rotary Foundation: Russ Hobbs  
Youth Service: Margarethe Pfeffer

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!

