



Communications and Public Image for Your Rotary Club

**Tim Lundell, D-5170 District Governor Nominee
Debby Rice, Former D-5170 Public Image Chair**

**D-5170 District Training Assembly
April 13, 2017**

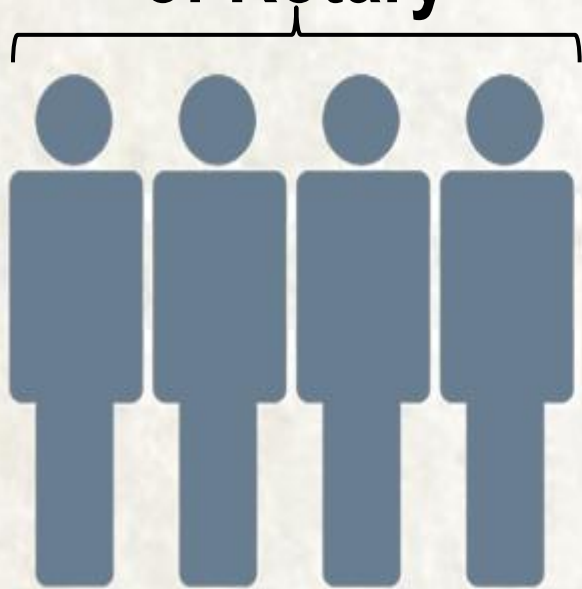


Goal – Demystify Communications and PR

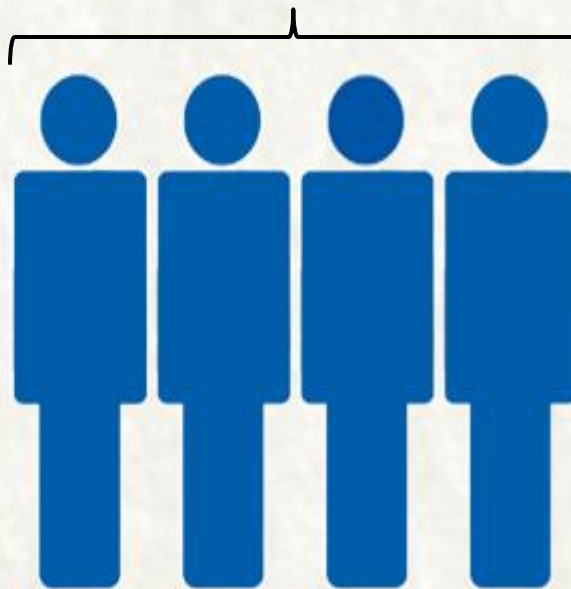
We hope you will leave here with some concrete ideas as to how you can improve communications within your Club and let the world, and your members, know about the good work your Rotary Club does.

Let's start from the perspective of Rotary International..

**40 % Never
Heard
of Rotary**



**40 % Know
Name Only**



**Only 20% Have
Some
Familiarity**





So...

**We clearly have an issue
with getting the Rotary
message to the World...**

**But that is not the only
audience we need to reach
in our messaging effort**



DELIVERING THE MESSAGE

INTERNAL

COMMUNICATIONS

- Newsletter
- Club Directory
- ClubRunner
- Meeting Announcements
- Emails
- Website

**YOUR
CLUB**

EXTERNAL

PUBLIC IMAGE

- Social Media
- Media Coverage
- Advertising
- Website

Demonstrating Your Club Vibrancy!



As Used in this Course, the Words Have Specific Meanings:

- **“Communication”** denotes delivering your message to a defined interested audience.
- **“Public Image”** denotes broadcasting your message to a broad audience whose interest you hope to capture

Sometimes the Audiences Overlap

Your Club website, for example, provides useful information to your Club members, but also can be viewed by people searching For Rotary information.



The Link Between:

- **Internal Communications and Membership:**
Keeping members informed will improve member retention through engagement, fellowship, pride, and participation opportunities.
- **Public Image and Membership:**
Making the community aware of your Club, its projects, its community involvement, and fellowship opportunities will improve member recruitment.



Strategy

- We could teach a course on strategy, but
- There are other resources that discuss strategy
- For this program, your goals are simple:
 - You want your members to be fully informed about the vibrancy of your Club
 - You want to do all you can to let the world know about the good work your club is doing, its events and/or projects
 - You want to remain consistent with Rotary International's look and messaging



Social Media

- We could teach a full course on social media, and
- For this program, social media is an important component, but
- For this session, we will:
 - Provide an overview of the social media channels, and
 - Provide resources for suggestions as to when, where and how to use



Let's Get Going

**Communication Plans and Public Image
are things we all can do.**

Key: Build a team

Key: Be diligent and enthusiastic

Key: Be aware of ideas from others

Key: Have realistic expectations

**So Let's Get Started Discussing
Communications**



Important Tools to Keep Your Members Informed:

- **Newsletters**
- **Email Blasts**
- **Photos of Meeting Guests**
- **Flyers (digital and hard copy)**
- **Powerpoint slides**
- **Website (public and members-only)**

And... consider one of the subscription services that does all of these things: ClubRunner or DACdb



Welcome to ClubRunner

An Official Rotary International Licensee

Club Presentation

ClubRunner

1-877-469-2582

Key Benefits of ClubRunner

- Superior communication features
- No need to know any technical language
- Effective club image & improved public relations with professional website themes and layout options
- Stronger membership growth and retention
- Centralized club reporting and administration
- Better handling of events and volunteers
- Efficient and easy management of committees
- Increased data security
- Automatic transfer of information between districts and other clubs

ClubRunner Features



Take a closer look at the powerful suite of features:

- [Website Designer](#)
- [Member Directory](#)
- [Email Message Center](#)
- [eBulletin](#)
- [Contacts Module](#)
- [Event Planner & Calendar](#)
- [Volunteers Module](#)
- [Dues & Billing](#)
- [Attendance Manager](#)
- [RI Database Integration](#)
- [Custom Reports & Directories](#)
- [Photo Albums](#)
- [Committee Management](#)
- [Online Payment & E-Commerce](#)
- [MyEventRunner](#)
- [Mobile App](#)
- [Social Media Integration](#)
- [Sponsorship Feature](#)

Website Designer

Home Page



Display live information from your database:

- Meeting information for visitors
- Events calendar and speakers
- Club executives, directors & committees
- Useful links to other relevant websites
- Download files
- Photo Albums with slideshows
- Home page stories and news

...all without having to know HTML!

Website Designer

Adding Content

To add a story to the home page, any member who has been granted editor rights can log in, then type content into the built-in editor.

Pictures are automatically resized and compressed for optimized downloading on the web and are saved in your image library for future use.

Options available to allow you publish or save as draft, hide or show an article on the home page, story library, and eBulletin.

The screenshot shows a web editor interface for editing a story titled "Pumpkin Picking in Toronto". The interface is divided into several sections:

- Story Settings:** Contains fields for Title, Permalink, Author, and Date. The Title field is set to "Pumpkin Picking in Toronto". The Permalink field is set to "b-pumpkin-picking-in-toronto-b". The Author field is set to "Type at least 3 letters of name". The Date field is set to "Oct 02, 2013". There are checkboxes for "Display author" and "Display date". A "Thumbnail Image:" field with a "Load from Image Library" button is also present.
- Story Brief:** Contains a rich text editor with a toolbar. The editor shows a thumbnail image of a pumpkin patch and the following text:

By: Toronto.com
Posted: August 2013
October may end with Halloween, but it begins with the celebration of harvest, the culmination of the growing season.
For earthy fall recipes or to prepare for haunting fun, folks drive to pumpkin patches on the outer limits of Toronto in search of the great orange gourd. Once picked, the plump fruits will be carved, gutted, baked, roasted, stabbed, sliced, set on fire, and occasionally smashed.
- Story Content:** Contains another rich text editor with a toolbar. The editor shows the following text:

October may end with Halloween, but it begins with the celebration of harvest, the culmination of the growing season.
For earthy fall recipes or to prepare for haunting fun, folks drive to pumpkin patches on the outer limits of Toronto in search of the great orange gourd. Once picked, the plump fruits will be carved, gutted, baked, roasted, stabbed, sliced, set on fire, and occasionally smashed.
Here's our unofficial guide to finding the right Jack-O-Lantern. Scroll to the bottom for pickin' tips...

At the bottom right, there are three buttons: "Cancel", "Save Changes as Draft", and "Save and Publish".


Member Directory

ClubRunner makes it easy to manage your member directory by:

- Maintaining your member database with photos
- Allowing each member update his or her own profile
- Printing or downloading an up-to-date photo directory
- Creating additional fields to track more information
- Sending automatically generated notices to RI to synchronize with their databases
- Easy conversion to Excel, Word and CSV

ClubRunner stores your directory database safely in a password-protected members-only area of your site.

Member Profile

 **Sarah Sunset**
Printable Version

[Update](#)

[Personal](#) [Rotary](#) [Geography](#) [Commitments](#) [Settings](#) [Privacy](#)

[Edit](#)

Member Details

Title	Ms.	Gender	Female
First Name	Sarah	Birthday	Jan 01 1974
Middle Name		Anniversary	Sep 17 2009
Last Name	Sunset	Spouse/Partner First Name	
Nickname	Sue	Spouse/Partner Last Name	
Suffix		Spouse/Partner Nick Name	
Preferred Address	Work	Spouse/Partner Birthday	
Preferred Phone	Home	Alternate E-mail	
E-mail	support@clubrunner.ca		
<small>*All emails will only be sent to the primary email address</small>			
<small>Birthday and anniversary years can only be viewed by Club Executive level or higher.</small>			

Home

Address Line 1	2155 Clearview Terrace	Home Phone	1 905-555-1234
Address Line 2		Cell	1 905-555-1235
City	Sunnytown	Home Fax	1 905-555-587
Country	Canada		
State/Province	ON		
Zip/Postal Code	L5L 4R1		

Work

Company Name	ClubRunner	Position/Title	Support Specialist
Address Line 1	2060 Winston Park Drive	Business Phone	1 905-829-5299
Address Line 2	Suite 102	Business Fax	1 905-829-2726
City	Oakville	Website URL	http://www.clubrunner.ca
Country	Canada		
State/Province	ON		
Zip/Postal Code	L6H 5K7		

Email Message Center

ClubRunner **simplifies** the way club members **communicate** via email—whether it be within their club, to prospective members, club directors or special groups and committees.

Club Communication

To modify and resend a message to the same recipients, click the Resend option. To create a duplicate of the email message only, click the Copy Email option. Note that the Resend option will send to the exact same people regardless of any executive assignment changes

[Show All Emails](#)[Show My Emails Only](#)[Compose New Message](#)

Status	Subject	Owner	Actions
Draft	Invitation #2	Ivan P.	Open Delete
Draft	Club Invite #1	Ivan P.	Open Delete
Draft	Meeting Minutes	Hudson Daniel	Open Delete
Sent on Feb 19, 2014 at 07:12 PM	Meeting Minutes	Hudson Daniel	View Resend Make a Copy Delete
Sent on Feb 10, 2014 at 01:12 PM	New Features on ClubRunner	Gabby Bell-Eckler	View Resend Make a Copy Delete
Sent on Feb 10, 2014 at 01:04 PM	ClubRunner's Tip of the Week	Gabby Bell-Eckler	View Resend Make a Copy Delete

In addition, email addresses are **centralized**. This means that if a member changes his/her address, it is **reflected everywhere**, in all distribution lists, without the need to notify others.

eBulletin

The eBulletin is a great way to boost public relations, club image and membership growth and retention.

Create a professional email newsletter quickly by incorporating contents such as stories, news, speakers and events from the website.

Easily personalize the look of your bulletin with custom banners, footers, themes and layouts.

Peace Through Service
Sakuji Tanaka
Rotary International President
2012-13

Lulu Islander

THE ROTARY CLUB OF RICHMOND, B.C. CANADA

chartered April 12, 1962

Tue Jun 11, 2013 Home

Editor Rebecca Leroy
If you have any comments or questions, please contact the editor.

Speakers

Jun 12, 2013
No Speaker Fellowship
Jun 26, 2013
New President Induction
View entire list...

Events

2013 Lisbon Convention
Jun 23, 2013 - Jun 26, 2013
Summer Barbecue
Residence
Jun 23, 2013 04:00 PM - 08:00 PM

Website Sponsors

Come and get to Know Us

sun June 23

Reminders

June 23, Summer BBQ - please bring spouse and guest who might be a potential member. see detail

Looking for Guest Speaker

Do you know of any potential speakers or if you have interesting topic to share, please contact our Public Relations Chair. Click on the link at the bottom of the bulletin for more information.

Photo Albums

Showcase your events and the latest happenings in your club to the community and world.

Any member with authorized access can post pictures to your website without the necessary technical and design skills.

ClubRunner handles all the technical aspects of image compression and resizing and publishes your albums in a professional online gallery, complete with captions and a slideshow option.



Mobile App



Your key to connect to your club on the go!

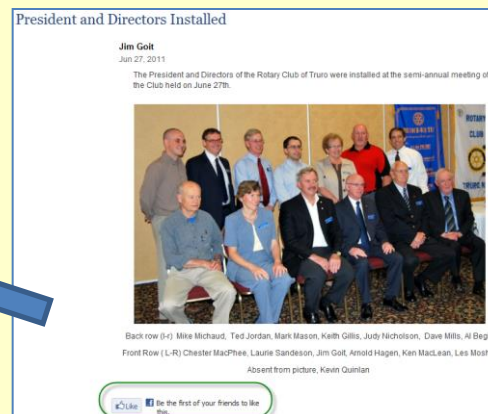
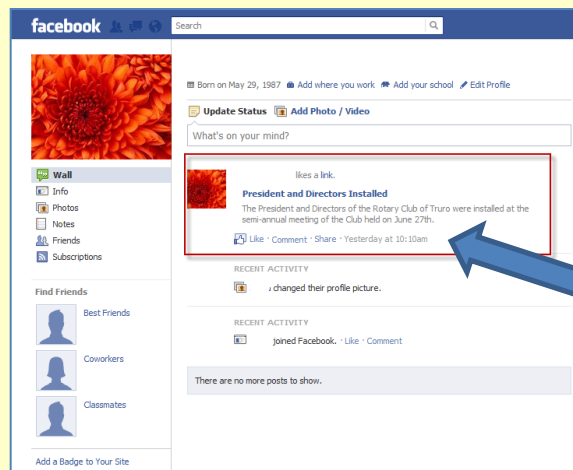
Password protected, just like your website, the ClubRunner Mobile App consists of 3 main modules:

- Member Directory
- Latest Stories Feed
- Rotary Club Locator

Social Media Integration

Use the widget selector to simply drag and drop social media plug-ins such as Facebook to your homepage.

Add share icons throughout your site, making it one click away from being promoted to the world!
Additionally, add any RSS feed to instantly display the latest Rotary news headlines to your site visitors!





This is true for every Club:

- **Every Rotarian is on the “messaging” Committee**
- **Our Members are our best voices for spreading the word, within and without the Club**

Now Let's Look At Social Media and Website Specifics



Why Use Social Media?

Why use social media?

Your competitors are social

93%



Nonprofit

Source: Nonprofit Social
Networking Benchmark Report

87%



B2B

Source: Clearpoint Agency

86%



B2C

Source: Uberflip



Social Media Channels

Top 6 social networks

Which social media?

The top networks



Facebook



LinkedIn



Twitter



Pinterest



Instagram



Google+



Social Media Channels





Steps for All Social Media

CREATING A PAGE

1. Choose the right "type" for your business or organization
2. Pick the right profile picture and cover photo
3. Tell people all "About" your business
4. Tell your story by marking your milestones
5. Post a first update that people will want to tell their friends about
6. Tell your network and connect your touch points



Overcome the Challenges!

Concerns?

Social media looks
really interesting,
BUT...

Using new
marketing tools
sound great, BUT...

Reading what's
being said sounds
useful, BUT...

I hear about new
tools and networks
every day, BUT...

I'll never have
millions of fans.

I don't know what to
say on social media.

I'll never have a
dedicated staff to do
it right.

I just don't have the
time to stay current.





Facebook

Top 6 social networks



Facebook

Primary Audience

All

Looking For

Useful, interesting, informative content

Best For

Sharing text, photos, videos and reaching a large audience

Used By

B2B, B2C, nonprofit





Facebook

FACEBOOK TIPS

- 1. Length of posts:** Posts between 100 and 250 characters receive 60 percent more likes, comments, and shares.
- 2. Type of posts:** Photos, photo albums, and videos get 120 percent, 180 percent, and 100 percent more engagement than links and text-only posts
- 3. Tell your fans what you want them to do:** Comment, like, share tag friends etc.
- 4. Have conversations with your fans.**
- 5. Build it by telling your friends, family and existing about it.**
- 6. Tell your network and connect your touch points.**



Facebook



FACEBOOK TRAINING CHECKLIST

- ▶ The Newsfeed/Notifications
- ▶ The Timeline
- ▶ Posting, Tagging, @Name & Messaging
- ▶ Scheduling Posts, Best Time
- ▶ Searching For Friends
- ▶ Facebook Insights - Basic
- ▶ Uploading Video/Pictures
- ▶ Creating A Facebook Event
- ▶ Optimising Your Devices For Facebook
- ▶ Facebook Analytics
- ▶ Sharing Content From Other Sites



Twitter

Top 6 social networks



Twitter

Primary Audience

Young adults

Looking For

News, brand updates, trends

Best For

Sharing news, and original and curated content

Used By

B2C, nonprofit





Top 6 social networks



Primary Audience

Business

Looking For

Industry news, tips, solutions

Best For

Sharing thought leadership

Used By

Mostly B2B





LinkedIn



LINKEDIN IS FOR **PROFESSIONALS**

Who To Follow

Influencers and individuals in your industry. Persons in a similar position.

Types of Content

Quotes, articles, words of wisdom, sound industry advice.

Frequency of Posts

LinkedIn should be monitored daily.



Instagram

Top 6 social networks



Instagram

Primary Audience

Young Adults

Looking For

Photos of People & Products

Best For

Sharing visual content for products,
adding links to website, blog

Used By

B2C





What do I Say?

Get likes, shares, comments

Entertain, invite conversation, ask questions, images & video

Be useful & informative

Industry info, hints + tips, curate content

About your business

Calls to action, not "buy now"

50%

30%

20%



Content Ideas

▪ Help – what do I say?

- **What's new** at your business/organization?
- **What did you do recently** to help someone achieve success?
- **What advice** have people been asking you for lately?



Social Media in Your Club

- **Make Social Media for the Club a priority!**
- **Make sure Club members understand the “multiplier effect”**
- **Designate members periodically to post regular news about meetings, guests, projects, events**
- **Encourage members to expand their contact lists to include community leaders and business people.**



Choosing Your Champion

- Find someone who is excited about it (even if they don't know what they're doing)
- Build excitement
- Make time for this and put it in their job description
- You want someone who likes talking to people
 - Not who you might think
 - Does not have to be a computer whiz

A SMALL
CHANGE

A SMALL
CHANGE



Let's Move on to Public Image:

Two kinds of Public Relations/
Marketing:

- Paid, and
- Not Paid



Paid:

- **You control content**
- **Buy Standard Media**
Print • TV • Radio • OnLine
- **Partner with another club/organization to get more bang for the buck**
- **Negotiate non-profit rates**



“Paid” Collateral:

- **Brochures**
- **Business Cards**
- **Post Cards**
- **E-ads**
- **Posters**
- **Bookmarks**
- **Chatskys**
- **Catalogs**
- **Programs**
- **Banners**





And then there is easy and effective non-paid:

Personal PR:

- **Tell your story**
- **Wear your pin**
- **Rotary gear**
- **Logo on your car**





Unpaid-Media

- Event postings
- Human interest
- Social columnist
- Sponsorship



Bring your family and friends to the

Saratoga Rotary Art Show 2017



A Community Fundraiser

**Saturday, May 6
and**

Sunday, May 7, 2017

**West Valley College
10am to 5pm**

141 Great Artists!

Food and Entertainment.

Free Admission!

Plenty of Free Parking!

Participating Wineries and Breweries

Wines

Plumed Horse Chardonnay
Plumed Blanc, Left Bend
Merlot, Left Bend Syrah

Beers

International, White Ale,
"805", Vintage Ale,
St. Bernardus



We thank our Art Show sponsors:

MAJOR SPONSOR



CAROL BURNETT
NOEL BARNARD
CAROL MAULDER
AINE COMINGS
KETAN JASHAPARA

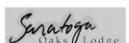


El Camino Hospital
THE HOSPITAL OF SILICON VALLEY

**Conrado
Home Builders**

The Mercury News

FATIMA VILLA





Types of Media

- Large newspapers
- Small papers
- Cable networks
- TV stations
- Public access TV
- Billboards
- Radio stations
- Newsletters-- company, agencies
- Online publications
- Social media
- Magazines



Don't be timid – you are doing the media a favor.

They need to fill pages, space and time. You are providing that.

Timely and professional submittals will be welcome.



Needs of the Media

- Is it news? Is it timely?
- Proximity?
- Impact on readers and viewers. Interest?
- Visual. Picture worth a thousand words.
- Match story with the medium





Media Likes:

- **A community benefit
National/International stories with
local angle**
- **Human interest**
- **Unusual stories**
- **Testimonials of those involved
(all sides– getting and giving)**
- **Photos that tell the story**



Society Column: Celebrating spring in Saratoga

From sushi to Easter eggs

BY DEBORAH RICE

What a small world. Attending a funeral in the small coastal town of Newport, Oregon, and not knowing many at the service, I introduced myself to many people, including the church organist. Turns out that organist is Sue Fagalde Lick, the former editor of the Saratoga News from

1990-1996-ish. Not sure who was the most surprised. Sue is enjoying retirement in Newport, is writing books and short stories and is very involved in her community and sends greetings to all in Saratoga.

Can't wait to see "Legally Blonde" at Saratoga High School. This is the stage musical based on the movie about Elle Woods, a sorority girl who attempts to win back her ex-boyfriend by getting a law degree. I love the way Reese Witherspoon's Elle killed her foes with kindness—a good lesson for

us all to learn. The McAfee Theater show dates are April 21, 22, 28 and 29 at 7:30 p.m. and April 23 at 2 p.m. saratogahigh.org

We love to welcome new business owners to Saratoga, like Denise Imms, the owner of Tribe at 14440-5 Big Basin Way. Imms has some fabulous hooked pillows, carpet bags, purses and more. She describes her store as Bohemian chic. A graduate of Westmont High School, Imms and her husband have lived in Saratoga for nine



Marion Dickel in Masu Sushi.

Debby Rice, page 24

Denise Imms recently opened Tribe on Big Basin Way.

Debby Rice

Continued from page 22

years. She has great things—stop in and welcome her to town.

Saratoga has wonderful city employees. Special thanks to director of public works John Cherbone, who waters the flowers in Blaney Plaza. I caught him one spring day with his watering can keeping a large flower pot healthy and happy! saratoga.ca.us

Stopping in Masu Sushi Japanese Bistro, I ran into Marion Dickel, Saratoga Union School District's English language arts/English learner development teacher. Dickel says Masu is "a great place for a quick working lunch." The sushi and sashimi is fresh and well prepared. Masu also offers teriyaki dishes, barbecue (including Korean) and a great selection of appetizers. 14510 Big Basin Way, 408-868-0600.

If you travel like many Saratogans like to do, check out Bank of Ameri-

ca's Travel Rewards card. Customer service rep Alejandra Torres will be happy to help you out. It saves those service fees that really add up when you travel internationally. 14476 Big Basin Way, 408-741-2843.

Our Lady of Fatima Villa is hosting its annual Easter Egg Hunt on April 15 at 2:30 p.m. The International Order of Odd Fellows is also sponsoring an egg hunt the same day at noon in Wildwood Park. Everybunny is welcome.

The annual Saratoga Rotary Art Show (May 6-7 at West Valley College) is being sponsored by local businesses: Finet Mortgage, Our Lady of Fatima Villa, Carol Burnett, Carol Mauldin, Moe Baniani, Anne Cummins and Kesha of Alain Pinel Realtors, the San Jose Mercury News, Left Bend Winery, El Camino Hospital and Saratoga Oaks Lodge. Saratoga events like the art show depend on and appreciate their sponsors. It's a great way to showcase your business and support the local

community. The art show returns proceeds to local charities. This year's chairman is Bill Comportm and he's doing a terrific job. The show will return (partially) to the grassy area at West Valley College. Hope to see you there. SaratogaRotary.com.

I am writing this column from Cumberland Island National Seashore. If you haven't heard or visited this island, I heartily recommend it. It is a barrier island the size of Manhattan just off the Florida/Georgia border and a national treasure, with wild horses, pristine beaches and gators. Even better is traveling with Saratogans Meredith Moran, Jennifer Guy, Ellen Evan, Sharon Greig and Sandra Olson. There is just one hotel, and I give it a five-star rating! It was where JFK, Jr. was married. cumberlandisland.com

If you have business or social news about Saratoga, I'd like to know, email me at: Debby@debbyrice.com. And Happy Easter!

**Columnists
(like me) need
and welcome
input!**





Helpful Tips

- **Need info at least 2-3 weeks prior**
- **Mail, Fax or Email – ask for their preference**
- **Details, details, details**
- **Remember--we compete with other organizations for media coverage**



Trudy Vanderpyl, 89, knits scarves that will be delivered to new moms at local hospital maternity centers. Vanderpyl has had only use of one hand since birth due to being afflicted by polio.

Stitch by Stitch

Trudy Vanderpyl knits scarves that will keep newborns warm

By DENORAH RICE

Photographs by GEORGE SAKKESTAD

Stitch by stitch, Trudy Vanderpyl is slowly knitting a scarf. The color isn't important to her; it's the cause that truly

matters.

Vanderpyl, 89, has decided to lend a hand in helping babies born into needy families. Once com-

pleted, her scarf will be added to a Saratoga-Los Gatos Assistance League "baby bundle," which also includes blankets, diapers, toys

and books. The bundles will then be donated to less fortunate families.

As the scarf takes form, Van-

derpyl says, "I've been knitting all my life." But it isn't easy for her.

Blankets, page 17



Fisher Middle School's Club 41 winner of county's Hoffmann Award

LOS GATOS WEEKLY TIMES

Vol. 130, No. 17 Tuesday, April 30, 2013

ALBRIGHT WAY PROJECT MOVES FROM PLANNING TO COUNCIL AFTER 'NO' VOTE

Business park proposal will be decided by town council, judge

By JUDY PETERSON

The controversial proposal to build a new business park at Albright Way and Winchester Boulevard was the topic of the April 24 Los Gatos Planning Commission meeting that went on for five hours and sent the plan to the town council for its input.

Usually, the council is the deciding body on an issue like this, but because the town was sued over the plan, a Santa Clara Superior Court Judge who ordered an environmental impact report for the project must also approve it.

Developer John Shenk's plan would see the Los Gatos Business Park torn down to make way for up to four 65-foot tall office buildings and a three-story parking garage.

Netflix has agreed to occupy at least one of the buildings in the new office park. Netflix's current headquarters on Winchester Circle is the tallest building in town. According to Planning Commissioner Marico Sayon, "The majority of the [current] Netflix building tops out at 43 feet. The tower is at 60 feet."

Netflix facilities director Amy Dee said the new build-

Albright, page 10

THE MENKES CLINIC
Medical, Pediatric, Surgical and Cosmetic Dermatology

WELL-KNOWN

Dr. Sandy Berneck

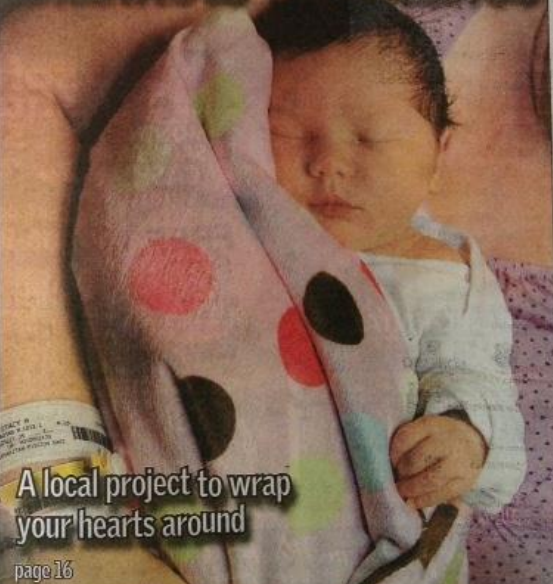
Dr. Berneck is Stanford trained,

Board certified in Dermatology, and

fellowship trained in Mohs surgery.

650.962.4600
www.menkesclinic.com

Blankets for Babies



A local project to wrap your hearts around

page 16

Two-day-old baby Gianna Moody is wrapped in a new baby blanket her family received from Project Baby Blanket. Photo courtesy of local Rotary clubs.

Blankets

Continued from page 16

Yesterday's hard rain has left a lot of babies in the hospital. One of the many of babies who have been affected with colds, flu, and other illnesses, the hospital's pediatric unit is full. The hospital's pediatric unit is full. The hospital's pediatric unit is full.

Blankets for babies are a great way to keep them warm and cozy. The hospital's pediatric unit is full. The hospital's pediatric unit is full.

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Project Baby Blanket coordinator Karli Hamilton, left, and Ann La Grone, president of the Rotary Club of Los Gatos, help package some of the hundreds of baby blankets that will be donated to area hospitals.



New parents Stacy and Scott Moody are happy to receive a new baby blanket for their newborn daughter, Gianna, at Good Samaritan Hospital.

APRIL 30, 2013 SILICON VALLEY COMMUNITY NEWSPAPER 17

Blankets

Continued from page 17

San Jose, Calif. Gov. Steve Jobs, whose daughter is a 10-year-old child in an area spanning Oakland to San Francisco. Blankets for babies are a great way to keep them warm and cozy. The hospital's pediatric unit is full. The hospital's pediatric unit is full.

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to deliver their first child, and after Gianna was born on March 28, they were surprised with their special gift.

"I just provided us three beautiful blankets to choose from," says Stacy. "We then took the pink blanket, and we love it. It was so nice to receive such a wonderful gift."

For Scott, though, it was a reminder of something that happened many years ago when he was born in South Korea.

"I was about a week at a pediatric station when he was a newborn," says Stacy. "We then took to a local orphanage. It was there that we were adopted. It was something he kept for many years."

No doubt families receiving blankets offered to the Rotary Club and the American League will cherish their gifts too.

"Good Sam is a very special place. I never expected such a response," she says, adding that she'll have packaged more than 4,000 blankets by the time the project is finished. "I think we'll have a lot of blankets to give to babies in need."

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Elisa Ayentes-Wilkins of Good Samaritan Hospital delivers a baby blanket to new parents Scott and Stacy Moody for their 2-day-old baby Gianna. Stacy and Scott Moody said they were thrilled to receive their newborn Gianna in a new baby blanket.

18 SILICON VALLEY COMMUNITY NEWSPAPER APRIL 30, 2013



Weather: ☼ San Jose, CA | Nov

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Story

Blankets for Babies: A local project to wrap your hearts around

By Deborah Rice, for Silicon Valley Community Newspapers

POSTED: 04/18/2013 08:02:52 PM PDT | UPDATED: 2 YEARS AGO

0 COMMENTS

Stitch by stitch, Trudy Vanderpyl is slowly knitting a scarf. The color isn't important to her; it's the cause that truly matters.

Vanderpyl, 50, has decided to lend a hand in helping babies born into needy families. Once





Get the name (and contact people) at your:

- **Local paper**
- **Radio station**
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Your committees can also submit special event details to the MercuryNews .com by filling out a form online:

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June 2015

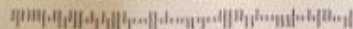
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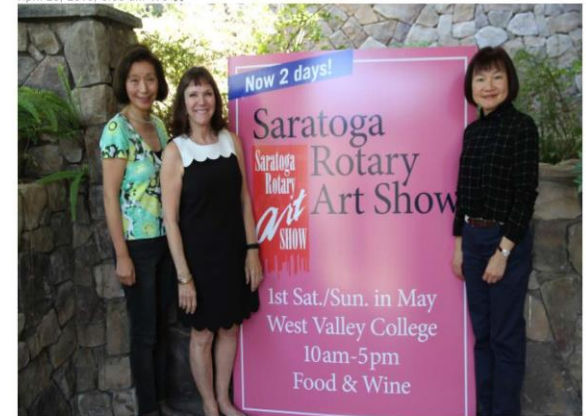
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記者李榮／薩拉度加報導

April 28, 2015, 8:00 am 479 次



薩拉度加扶輪藝術秀將於本週末舉行。左起：張環、葉斯、朱淑玲。（記者李榮／攝影）

58年歷史的薩拉度加扶輪藝術秀（Saratoga Rotary Art Show），過去都是一日的活動，今年將延長為週末兩日。參與籌備的薩拉度加市長朱淑玲（Emily Lo）27日說，現場販賣各式藝術小物、珠寶、配件，還有品酒、現場演奏等活動，特地選在母親節前一週舉辦，希望有更多人能前往欣賞藝術家的創作結晶，也可以購買藝術品當作母親節禮物孝敬媽媽。



BUSINESS

Rotary puts students through their paces at Enterprise Conference

Students from Saratoga, Prospect and Lynbrook high school attended the annual Rotary Enterprise Leadership Conference at Asilomar. Ten teams of six had a challenge: to create a business organization and plan for a new product or service and present to a panel of Valley business leaders.



DEBORAH
RICE

Volunteers included Saratoga's Bill Comport, Renee Paquier, Fabrice Rockich, Wil Houde and Mark Linsky. ELC introduces students to the business of business. It's free, paid for by sponsoring Rotary Clubs. Participating students included Felicia Hung, Sanam Mohan, Kylie Stokes, Shazia Gupta, Shireen Haghsheenas, Miles Albert and Shawn Silverman.

Santa Clara County Boy Scout Council's key fundrais-

ing event is their Community Leadership Breakfast. Eagle Scout Larry Grace gathered his troops: Bob Barbatti, Ernie Brookfield, Bob Catalano, Dave Del Gado, Julie Herndon, Jim Le Blanc, Bella Mahoney and Steve Sahonovich, who donated to the council. Humble and charming speaker Mike Ricci, San Jose Sharks development coach, had words of wisdom: "If every young man was a Scout for a year, the world would be a better place ... and those qualities would make a championship hockey team!"

Tickets going fast for Montalvo's Food & Wine event on June 7. The \$225 fee lets you sample gourmet fare from celebrated NorCal restaurants and tastings from the region's finest wineries. Proceeds support Montalvo's arts and education outreach programs. The VIP Package Reception lets wine lovers bring a vintage bottle of wine and share tastings. Up for auction: a dinner bottling Paul Conrado's Cabernet catered by Michelin-starred Plumed Horse. montalvoarts.org

Tickets also going fast for the



Students from Saratoga, Prospect and Lynbrook high schools gathered at the Rotary Enterprise Leadership Conference at Asilomar.

Pampered Pig Races, June 27 at Our Lady of Fatima Villa. The Flying Pig Stampede is geared for families; the evening event is a gourmet sit-down dinner, black tie-optional Royal Pig Derby. Think Ascot races, with baby pigs. Only 200 tickets, and after 24 hours 55 had been sold. A fundraiser for a refurbished rehab unit, a resource for our community. It's bound to be something to talk about! fatimavilla.org.

From time to time, you need a notary. Ismar Maslie of Montalvo Realty is offering free notary service to all Saratoga residents—Montalvo Realty, 14585 Big Basin. 408-877-6000. Nice guy!

The Saratoga Clothing Company is open at 14440-5 Big Basin Way and can help your spring cleaning effort. Denise and Ernie Imms have designer resale clothing, but what makes them unique is they do not consign, but buy items outright, cash on the spot.

Denise says, "My husband built all the store fixtures him-

self, and some with reclaimed wood from an old barn on our property." They live a few blocks from the store, so are true locals. 408.621.4301.

You may notice, and if you do, please thank the Village Gardeners, who are busy putting flowers everywhere as they prepare for our America in Bloom judges visiting Saratoga May 8-5.

Saratoga Rotary Art Show is now two days (May 2-3), and chairman Jim LeBlanc says, "We couldn't do this without our sponsors. A big thanks to Richard Hanke, Left Bend Winery; Bella Mahoney, Our Lady of Fatima Villa; Carol Burnett, Carol Mauldin, Mo Baniani, Anne Cummins, and Ketan Jashapara, Alain Pinel Realtors; Paul Hernandez, Saratoga Oaks; and Pat Wolfram, El Camino Hospital." You will get a preview of the show via the catalog—an insert in your Saratoga News.

Hope to see you at the pancake breakfast and open house on April 18, 8-11 a.m., at the

Saratoga Fire Station, 14380 Saratoga Ave., 408.807.9001. Firefighters will be the cooks. Proceeds will go to the burn unit at Valley Medical. The firefighters love to show kids the engines, and the restored antique engine will be on display.

Could/should Saratoga be known far and wide for its public art? Dr. Hugh Roberts and the Montalvo Phelan Library Committee gathered leaders to share ideas about what an art-filled Saratoga might look like. Voicing opinions were Annette Stransky from the Saratoga Historical Society; local artist Jerry Smith; City Councilwoman Mary Lynne Bernal and Kelly Sicut, director of the Lucas Artists Residency Program. Lots of interest and ideas on the range of potential public art. The challenge is to get private and public groups to work together.

This column is about business and social news around Saratoga. If you have a story or a tip you'd like to share, please feel free to send me an email at deborahcuburnrice@gmail.com



The Santa Clara County Boy Scout Council recently held its Community Leadership Breakfast. At the event were, from left, Bella Mahoney, San Jose Sharks development coach Mike Ricci, who served as guest speaker, and Dr. Julie Herndon.



**Pick 4-6 key events
from your year – not
everything is
worthy of news
articles!**



Create Club PR Calendar

- **July** **New Officers**
- **Aug.** **TGIF**
- **Sept.** **School project**
- **Oct.** **Scare-a-thon Movie**
- **Dec.** **Breakfast with Santa**
- **Jan.** **Rotaplast Trip**
- **Feb.** **Valentine's Dance**
- **March** **ELC**
- **May** **Annual Fund Raiser**



Fact sheets vs. Press Releases:

- **Easier**
- **Faster**
- **Reporters like the plain facts....they will write the copy**



Fact Sheets Basics:

- **Who?**
- **What?**
- **Where?**
- **Why?**
- **When?**
- **What community are you serving?**
- **Is there an interesting twist?**
- **Contact Person?**
- **Photo Op?**



Make your story Rotary-centric: Cross promote

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- Use your website
- Use your newsletter
- Use your Interactors
- Use other Rotary Clubs
- Use the district website
- Email blasts to your Club
- Take photos



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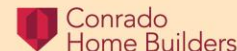


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Art Show Map
on Page 11

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News
and LG
Weekly
homes**



Chris Efstratis
405
Natural Fire



Julia Embry
551
Artist



Gigi Erickson
563
Erickson Arts



Sally Fuess
531
S. Fuess Fine Art



Christian Gardelle
523
Artist



Cornelia Goldsmith
460
Artist



Ali Golkar
503-504
Ali Golkar Studio 2012



David Griswold
570
Dave's Bird Houses



Lynn Guenther
424
Artist



Karen Hale
572-573
Mixed Media Paintings



Steve Hamilton
629-631
Artist



Ken and Ingrid Hanson
610
Harper Designs



Yvette Head
511
Autumn Lane Studios



Lisa Hilquist
544
Lisa Hilquist Studio



Xuan Ho
459
Swan Mosaic



Ina Hohensee
612
Jewelry by Ina



Takashi Honda
565
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Brian Iles
481
Barnwood Bird Houses



Clare Smith, joined in 2007



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Please Note: Alphabetical listings vary due to individual artist's requests to be listed by first name, last name or business name.



Entertainment Schedule

Saturday, May 6

Entertainment — Main Stage

- 11:00 am **Rhythmaires**—Senior Dixie Band
- 12:00 pm **Island Spice Dance Review**—Polynesian, Hula and Tahitian Dance
- 1:00 pm **Silicon Valley Shakespeare**—Shakespeare Group Theatrical Experience
- 2:00 pm **David Johnson**—Classic R&B, Jazz Vocalist
- 3:00 pm **Stewart Tartan Pipes and Drum Corp**—Pipes and Drum Corp Closing March

Sunday, May 7

Entertainment — Main Stage

- 11:00 am **Indian Classical Dancers**—Anjali Natya/Nupur Folk
- 12:00 pm **Peninsula Banjo Band**—Four String Banjo
- 1:00 pm **Lincoln HS Big Band**—Big Band and Jazz Music, Award-Winning HS Band
- 2:00 pm **Dulce Musica**—R&B, Jazz and Original Material
- 3:00 pm **Redwood/Castillero String Orchestra**—Middle School Award-Winning Classical String Orchestra, Director Scott Krjnan

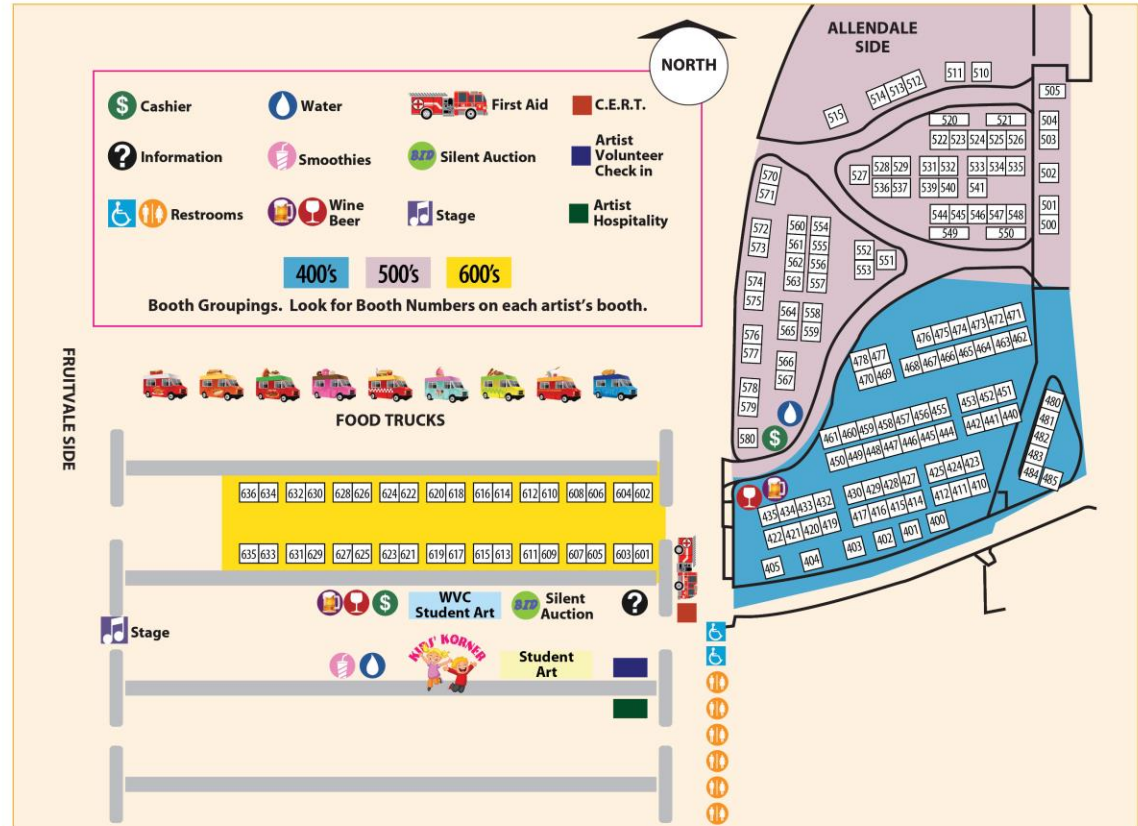
Activities for the Kids

When the kids need a break from shopping, stop by the Kids' Korner for hands-on STEAM projects, face painting, and other entertainment, including the Saratoga High Robotics Team on Saturday.



Stop by to see Student Art

Student Art from over 20 local schools including West Valley College. Please take time to check out these artists of the future.



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Health Care



Polio Eradication



**Youth
Leadership
Training**



Literacy



Community Aid



Why Rotary Now?



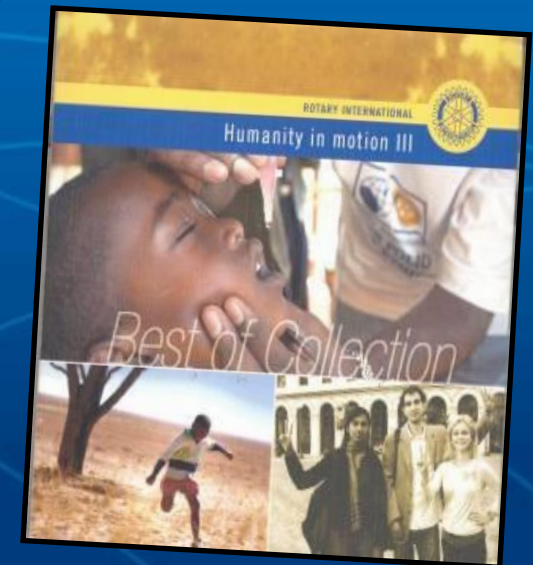
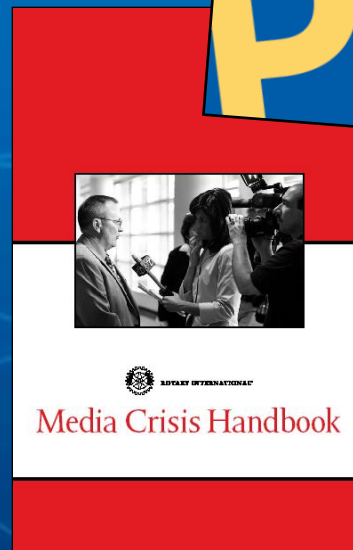
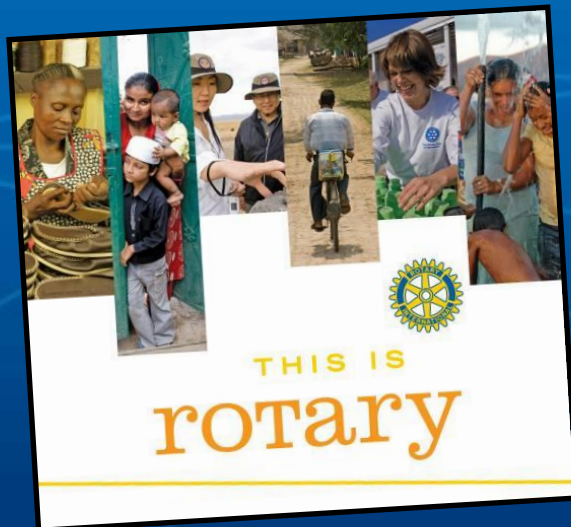
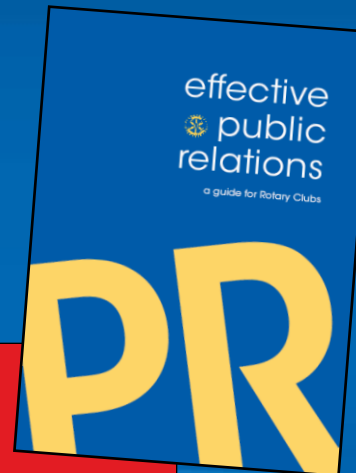
Volunteer



Use Professional Rotary Tools



Rotary Int. Resources





RI Website

A photograph of five diverse professionals (three men and two women) walking outdoors on a paved path. They are all dressed in business attire (suits and dresses) and are smiling, looking towards the right. The background consists of lush green trees and foliage.

ROTARY LIGHTS UP LIVES!

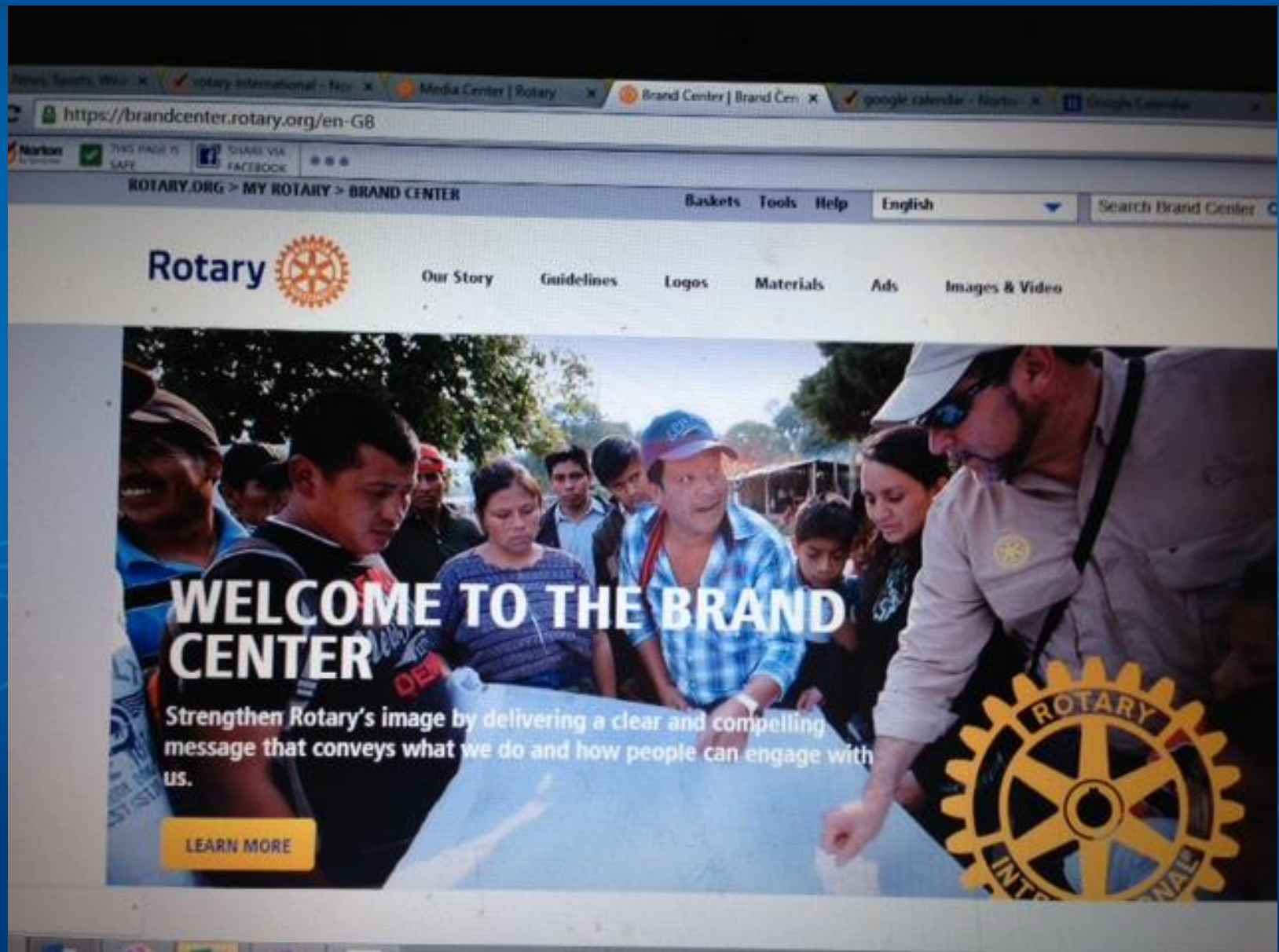
We are neighbors, community leaders, and
global citizens uniting for the common good.

With you, we can accomplish even more.

joinrotary5170.org



Rotary Brand Center





Rotary Brand Central

rotary international - No... x Media Center | Rotary x Brand Center | Brand Cen x google calendar - No... x Google Calendar

://brandcenter.rotary.org/en-GB

THIS PAGE IS SAFE SHARE VIA FACEBOOK

Join Leaders. Exchange Ideas. Take Action.

TELL ROTARY'S STORY

GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

LEARN MORE

Rotary

LOGOS

Download high-resolution logos and Rotary graphics.

LEARN MORE

POWERPOINT

MATERIALS

Use our editable templates and customizable materials to promote your club or project.

LEARN MORE

WE CAN HELP

Find answers to the most commonly asked questions on our FAQ page.

FEEDBACK

Your feedback is important to us as we continue to make improvements



Think Outside the Box !!





An event to maximize an event

Calling all talented people!



Proudly Sponsored by:



**You could be the
2011 Saratoga Idol!**

**Show us your talent and
you could win \$1000!**

**Ages: 2-110 Categories: Open, Singing,
Dancing, Playing an Instrument, Juggling,
Magic — Your Special Talent!**

Judging will take place Saturday, April 16, 2011 at The Forum in Cupertino.
Finalists will appear on the Main Stage at the

**54th Annual Saratoga Rotary Art Show
Sunday, May 1, 2011**

The winner will be announced that afternoon and prizes awarded:

1st place \$1000 ✧ 2nd place \$500 ✧ 3rd place \$250

Application Deadline — April 10, 2011

We encourage you to apply on-line at www.saratogarotary.org,
or you can send this application along with a check made out to
Saratoga Idol for \$25 to:

**Saratoga Idol
Saratoga Rotary Art Show
232 Carbonera Drive
Santa Cruz, CA 95060**

**Along with the check, please send a JPEG photo and a 50 word
bio to the email address.**

Questions: saratogaidol@saratogarotary.org
Or call: Bruce Labadie at 831-457-1141

Name of Payee _____
Name of Contestant _____ Age _____
Address _____
City _____
Phone _____ Alternate No. _____
Email _____
Talent _____
Number of people in your act _____

Release of Liability:

I, the undersigned, do agree to release and hold harmless The Rotary Club of Saratoga and its officers, members and volunteers from any claim, demand or cause of action for injury to above named participant(s) or damage to his/her personal property which arises out of, or is in any way connected with the Saratoga Idol programs or Saratoga Rotary Art Show programs, including any travel in connection with such programs. The Rotary Club of Saratoga will not be responsible in case of accident, illness or property damage.

Signed _____ Date _____

We will contact you to arrange an audition. Preliminary judging will take place Saturday, April 16 at The Forum in Cupertino. Finalists will perform on the main stage at the Saratoga Rotary Art Show, Sunday, May 1 (times to be determined). Judging will take place and winners will be announced the day of the show.

Our Art Show is a wonderful showcase of artists and talents. Please plan to bring your friends and family and enjoy the Show!

**For questions, please email
saratogaidol@saratogarotary.org**

Saratoga Idol is organized by the Saratoga Rotary Club.





Have fun

Saratoga Rotary

**NEWS
AT
NOON**





- **Typical News at Noon has 47 Looping Slides with Birthdays, Events, Photos, Notes from People Not at the Meeting, District News, Other Club Meetings/Events**

**Happy to Share a News Program
with anyone interested**



- **“I’d like to move to my final point before taking your questions ... so start thinking about your questions now.”**



Whose Job Is It?

The purpose of the District is to inspire and support the Clubs.

Your District is here to help – but it's up to Clubs to use effective Communications and Public Relations to get the message out, for membership growth and retention!

Share with your members, the District, and the whole community that your Club does good ... and has a good time doing it!



Questions/Ideas?