

This Week

4-Way Test Speech Contest Club-Level Competition

Guest Program Host: Mark Mariscal

This week we are hosting four or five students who are participating in the Rotary International District 5300 Four-Way Test Speech Contest. This year the theme is: *Rotary: Making a Difference*. The 65 Rotary Clubs throughout the District invite students from local high schools to compete.

Each speech must be based on Herb Taylor's famous statement on business ethics. By their presentations, the students share their perspective of the application of this test ...

"Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?"

Understanding, appreciating, and expressing the true meaning of the Four-Way Test is the most important aspect of each speech. The High School Students are judged as follows:

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Dialing In

By Steve Kerekes,
 President



A Look Back on This Year's President's Advance

This past Saturday (February 24) I attended the President's Advance on the Queen Mary in Long Beach. The *Advance* is really a series round-table discussions. For about 45 minutes at a pop, I sat at a table with five other Club presidents, and we were given a topic to discuss, such as new member orientation, fellowship, succession planning, service projects and public image/media. At the end of each 45-minute round table, each table designated someone to tell all the other tables the three best ideas to take-away from their table. It was an all-day affair which started at 8 am and did not end until about 4:30. I did not have the energy to stay for the Gala Dinner, although I wished I had since Mike Zoeller came that evening to receive the Foundation Person of the Year Award and Mark Mariscal and his wife were also in attendance. In considering the take-aways from the various roundtables, there are many that we are already implementing, and I will not mention them here. But I will use this week's article to discuss what I thought were the best take-aways that we are not implementing.

- **Succession Planning** - There was general discussion at the round tables about succession planning, or rather a lack thereof – for both officers as well as committee chairs. There was a horror story at my table about a Club that had a Projects Chair for many years who worked on his own, and then he had to move on short notice to Oregon. There was no one else in the Club who had the contacts or had been involved in setting up the projects, and so they limped along for a few years until they were able *reinvent the wheel*.

One of the big takeaways was that each Committee really should have an *Assistant Chairperson* who is involved in the activities which they are the As-

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Greeter of the Week

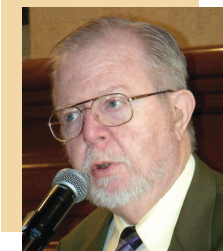
March 08
 Doug Colliflower

March 15
 Craig Cox

March 22
 Steve Cunningham

Program Review

Addressing the Needs and Style of Millennials and Gen-Xers Pays Off Big for PHP



Andrew Gaines graduated from

Azusa Pacific University in 2009 with a degree in business administration. Pursu-

ing his inclination to enter the realm of non-profit business, he joined PHP (People Helping People).

When Gaines joined PHP, it was a small insurance brokerage with six agents. It has now grown to a staff of six thousand agents.

Success for PHP has developed from its mission to address the needs and style of millennials and Gen-Xers. Long-standing reputable insurers contract with PHP to make their products available to this demographic.

PHP reserves the right to streamline the process of policy application and to do it digitally. This has become very popular with clients and, by alleviating the necessity of hiring additional agents, has saved money for the insurers. It is a very large market in which PHP is active. Estimates are that Baby Boomers who are retiring are transferring thirty to forty trillion dollars in wealth.

PHP is expanding internationally. It is entering the India insurance market – the largest in the world. Its goal is to build the largest multicultural and multilingual insurance company in the world.

Advertising by word of mouth is their most effective method in getting out their message.



PHP works with students to help them prepare for their future by:

- * Teaching them budgeting
- Cultivating entrepreneurship in them, and
- Addressing management of their student debt.

Roger Fennell ○

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Rotary Club of Altadena - #7183

Chartered: February 14, 1949

P.O. Box 414, Altadena, CA 91003

www.altadenarotary.com

Meets: Thursday, 12:10p

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Dist 5300 Gov. Raghada Khoury

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Sarah O'Brien, Pres. Elec. Bus. 310-902-6547
Charlie Wilson, V. Pres. Bus. 626-351-8815
Mark Mariscal, Sec. Bus. 323-816-6713
Mike Noll, Treas. Bus. 626-683-0515

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Mindy Kittay • Anthony Hill
Charlie Wilson • Dennis Mehringer
James Gorton • Sarah O'Brien • Mark Mariscal

Chairmen

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David Smith Foundation
Steve Cunningham Asst. Foundation
Craig Cox Membership
Jacque Foreman Public Awareness
Jacque Foreman Acting Publicity
Jacque Foreman Sparks/Website
Mike Zoeller Club Projects
Craig Cox Community
Doug Colliflower Asst. Community
John Frykenberg International
Tony Hill Youth Contests/Awards
Mike Zoeller Youth Projects
Ray Carlson Vocational
Editor, Design & Typesetting Foreman Graphics
Photography Jacque Foreman

March

Water & Sanitation

Program Chair, Tom McCurry

March 08 - 4-Way Speech Contest, Club-Level Competition

Congratulations



Birthdays



03/08 - Jeri Cunningham

03/14 - Steve Cunningham

03/15 - Trish Robinson

03/15 - David P. Smith



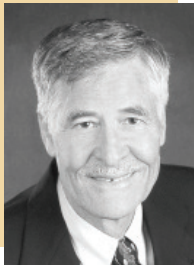
Anniversaries



03/01 - Tim & Etta McCurry

03/13 - Steve Kerekes & Sunny Wu

03/30 Dennis Mehringer & Noriko Suzuki



At last week's District 5300 Foundation Gala at the Queen

Mary in Long Beach (Saturday, February 24), there were a number of incredible Rotary Foundation themes and projects presented, but perhaps the most impactful presentation of the evening had only a peripheral relationship to the Foundation. I attended the event with my daughter Anna and with Mark and Paula Mariscal of the Altadena Club, and I think we would all agree that the discussion regarding the recent 30th anniversary of Women in Rotary was the highlight of the evening. Fittingly, also attending the event was past District 5300 Governor, Silvia Whitlock, the first woman ever to be admitted into a Rotary Club and who, with the Rotary Club of Duarte, has become an iconic presence in the world of Rotary.

The 1989 Council on Legislation vote to admit women into Rotary clubs worldwide remains a watershed moment in the history of Rotary. The vote followed the decades-long efforts of men and women from all over the Rotary world to allow for the admission of women into Rotary clubs, and several close votes at previous Council meetings.

The response to the decision was overwhelming: By June 1990, the number of female Rotarians had skyrocketed to over 20,000. By 2010, the number of women was approaching 200,000.

From the RI website, here is a brief over-

view of the events involved in the history of Women in Rotary.

1950 - An enactment to delete the word *male* from the Standard Rotary Club Constitution is proposed by a Rotary club in India for the Council on Legislation meeting at the 1950 RI Convention.

1964 - The Council on Legislation agenda contains an enactment proposed by a Rotary club in Ceylon (now Sri Lanka) to permit the admission of women into Rotary clubs. Delegates vote that it be withdrawn. Two other proposals to allow women to be eligible for honorary membership are also withdrawn.

1972 - As more women begin reaching higher positions in their professions, more clubs begin lobbying for female members. A US Rotary club proposes admitting women into Rotary at the 1972 Council on Legislation.

1977 - Three separate proposals to admit women into membership are submitted to the Council on Legislation for consideration at the 1977 RI Convention – A Brazilian club makes a different proposal to admit women as honorary members.

The Rotary Club of Duarte, California, USA, admits women as members in violation of the RI Constitution and Standard Rotary Club Constitution. Because of this violation, the club's membership in Rotary International is terminated in March 1978. (The club was reinstated in September 1986.)

1980 - The RI Board of Directors and Rotary clubs in India, Sweden, Switzerland, and

the United States propose an enactment to remove from the RI and club constitutions and bylaws all references to members as *male persons*.

1983-86 - In a lawsuit filed by the Duarte club, the California Superior Court in 1983 rules in favor of Rotary International, upholding gender-based qualification for membership in California Rotary clubs. In 1986, the California Court of Appeals reverses the lower court's decision, preventing the enforcement of the provision in California. The California Supreme Court refuses to hear the case, and it is appealed to the US Supreme Court.

1987 - On 4 May, the US Supreme Court rules that Rotary clubs may not exclude women from membership on the basis of gender. Rotary issues a policy statement that any Rotary club in the United States can admit qualified women into membership.

The Rotary Club of Marin Sunrise, California (formerly Larkspur Landing), is chartered on 28 May. It becomes the first club after the US Supreme Court ruling to have women as charter members.

Sylvia Whitlock, of the Rotary Club of Duarte, California, becomes the first female Rotary club president.

1988 - In November, the RI Board of Directors issues a policy statement recognizing the right of Rotary clubs in Canada to admit female members based on a Canadian law similar to that upheld by the

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Dialing

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sistant Chair for, so that, if the Chairman falls ill, leaves town, or has some long-term conflict, the Assistant Chair knows what to do.

On the issue of officers and President, there was a discussion about each Club having a *succession line* over and above designating a President Elect and President Nominee. It would consist of encouraging new members to sit on the board of directors to learn how our Club works, how it works with other Clubs, the District and Rotary International. Then that person could move on to become an officer or Assistant Chair of a committee. When they are comfortable with that, they can be considered by the Nominating Committee for President Nominee or President Elect.

There was also mention of letting the President-Elect run a meeting when the President is unavailable, rather than always a Past President. That way, the President Elect is comfortable running a meeting when it is his or her term.

- **New Members** - Someone in the Club, either the mentor, someone on the membership committee, or another officer, should schedule a call to each new member after a few weeks to see if they have any questions or need any follow-up. And then again a month later.

One of the Presidents in my group said his Club set up a new member orientation package which is given to each new member. The package gives the structure of the club, the practices of the club (for example, our Club has three service projects a year plus the summer concert series, the Board meets the first Tuesday of each month), a little history about the club, and any other important information. It is sort of a written fireside chat, but does not replace the fireside chat.

- **Media and Public Image** - As in previous Rotary discussion groups I have attended, there was emphasis on having a viewer-friendly website. I know that our Media Chairperson, Jacque, has been working hard with a few other members to develop a new website on the DACdb platform. She has had assistance in this from Ken Stickney, who manages the website for Pasadena Rotary.

There was also a discussion about how to *leverage* the local Chamber of Commerce by having someone go to Chamber of Commerce meetings and talk about what Rotary is doing or planned to do ... also posting on the local Chamber of Commerce website. One of the attendees mentioned that their Club did this consistently, and they never ceased to be amazed at how many inquiries they received and how many members of the Chamber joined. There were also some discussions about *leveraging* our Facebook page, but this discussion really was over my head.

- **Community Projects** - Media is often tied into community projects. If the project is visible enough in the community, it should be communicated to the local media (print and online newspaper, radio) which are usually more than happy to cover it.

There was a lot of discussion about the interesting projects that other clubs put on. I'm not going to say that all, or even most, are suitable for our club, but they were creative. They included a once a year *Wurstfest*, which is an Oktoberfest with sausage and beer, held each year by the Boulder City Sunrise Club. I guess that we already have something akin to this - the Summer Concert Series. Las Vegas Rotary has a *Wine to Water* event in which Rotarians get together with a sommelier and taste wine. There is also

a wine bottle auction, and the proceeds go to help providing clean water and sanitation in poor countries that need assistance. They work with the One Drop Foundation to do this. Website: <https://www.onedrop.org/en/>. Other less hands-on projects, but which raised community awareness of Rotary, were:

- Providing financial assistance for kids who had trouble paying for their cap and gown for graduation,
- Bus passes for people who need to travel to work but have trouble affording them, and
- Preparing *birthday bags* for kids at local shelters. The bags contain everything necessary for a kid's birthday party.

That's all for this week. There were a few other good ideas that I might include in next week's article. ○

This Week

Continued from p. 1

1. Personal Qualities (0-15 points) – This includes appearance, poise, personality and attitude.
2. Material Organization (0-40 points) – This includes subject adherence, use of Four-Way test tenets, theme, flow, logic, color, etc.
3. Delivery and Presentation (0-30 points) – This includes voice control, articulation, enunciation, diction, animation, sincerity, etc.
4. Overall Effectiveness (0-15 points) – This includes overall appeal, impression, persuasiveness, etc.

One of the four students will be our club's representative at the Group Level Competition. That winner goes on to the Regional Level. From there, to the last round, which is always a highlight of the District Conference. ○

Chairmen

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US Supreme Court.

1989 - At its first meeting after the 1987 US Supreme Court decision, the Council on Legislation votes to eliminate the requirement in the RI Constitution that membership in Rotary clubs be limited to men. Women are welcomed into Rotary clubs around the world.

1990 - As of June, there are about 20,200 female Rotarians worldwide. The *Rotarian* runs a feature on women in Rotary.

1995 - In July, eight women become district governors, the first elected to this role: Mimi Altman, Gilda Chirafisi, Janet W. Holland, Reba F. Lovrien, Virginia B. Nordby, Donna J. Rapp, Anne Robertson, and Olive P. Scott.

2005 - Carolyn E. Jones begins her term as the first woman appointed as trustee of The Rotary Foundation.

2008 - Catherine Noyer-Riveau begins her

term as the first woman elected to the RI Board of Directors.

2010 - More than 199,000 women are members of Rotary clubs worldwide, with an increasing number serving as district governors.

2012 - Elizabeth S. Demaray begins her term as treasurer, the first woman to serve in

this position.

2013 - Anne L. Matthews begins her term as the first woman to serve as RI vice president.

In my over 30-year experience as a Rotarian, nothing exceeds the introduction of Women in Rotary in impact to the Rotary world. ○

Maria Perez-Arton receives Her First Paul Harris

Foundation Chair, David Smith, (l) has Maria Perez-Arton check the spelling of her name on the certificate as President Steve Kerekes looks on.



Second Saturdays

January 13 | Kai Clark with special guests John York & Carla Olson

February 10 | Gerry Rothschild Band

March 10 | DeRumba

April 14 | Kenny Sara and the Sounds of New Orleans

May 12 | The Podunk Poets

June 9 | Crown City Bombers

Ring in the New Year with **music** and **community!**

EVENT DETAILS ONLINE →

 **Altadena Libraries**

ALTADENALIBRARY.ORG/PROGRAMS

DOCTORS WITH A HEART

FEB. 14 – MARCH 14, 2018



Dear Patients and Friends,

Flowers and chocolates can express how much you care for someone, but showing someone how much you **deeply care about their good health** can speak volumes. We have a program that can help with improving the health of your family and friends.

Attached you will find two gift certificates for family members or friends, good for a Free Complete Chiropractic or Chinese Acupuncture Assessment Examination and any needed X-rays, from February 14 through March 14, 2018. This includes examination of the spine, posture, muscles, joints, nerves, or this may be used for a complete new patient acupuncture/Chinese medicine examination. This is a total of up to \$250.00 of services we will provide for each person you send us.

I am sure that you know of someone who would appreciate the opportunity to take this step toward better health. In fact, it could be the most important gift anyone has ever given them.

So, why not give a gift certificate to someone suffering to have the opportunity to find out that **they don't have to live with pain anymore**. I ask you one favor, please don't let this go to waste. **These certificates expire on March 14, 2018**. The best gift you could give for Valentine's Day is the gift of good health. This certificate is void without your name on them as the referring patient.

Sincerely,

Michael N. Budincich, D.C.



Budincich Chiropractic Clinic, Inc.
Michael N. Budincich, D.C. & Associates



Budincich Chiropractic Clinic, Inc.
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www.drbud.com

Michael N. Budincich, D.C.
Tom Surnock, D.C.
Polin Togi, LAc

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This gift certificate is good for a Complete Chiropractic or Acupuncture Examination, including examination of the spine, posture, muscles, joints, nerves, and even spinal x-rays if they are needed.

This offer is for new patients only and expires on March 14, 2018.

Name

Referred by

This certificate is void unless referred by a current patient.



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