



rotary club of brentwood

OFFICIAL NEWSLETTER • DISTRICT 5160 • CLUB 429 • CHARTERED SINCE 1949

2007-2008 Rotary Board



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Review

AUGUST ISSUE | 2007

we are on our way to what i know will be an awesome rotary year for brentwood rotarians!

A MESSAGE FROM PRESIDENT LISA

Our participation at the Brentwood CornFest from July 13 – July 15 was a huge success. We raised over \$300 in tips which was donated to The Wheelchair Foundation's Chairman, David Behring, at our July 23rd meeting. This donation, as well as the remainder of the funds Brentwood Rotary earns from the CornFest (we should know the total by the middle of September, 2007), will go towards Brentwood Rotary's participation in the District 5160/5170 wheelchair distribution trip to Monterey, Mexico in January, 2008. More information to follow.

August is Rotary Membership and Retention Month. Rotary International President Wilf Wilkinson has scheduled seven Presidential Membership Conferences in late July and August to teach practical tips for: 1) Retaining club members, 2) Recruiting new members, 3) Managing change in our club and District and 4) Extending Rotary through new clubs.

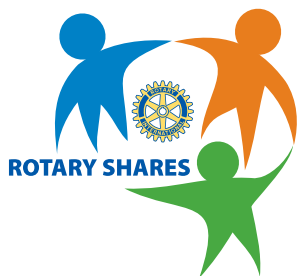
Brentwood Rotary is a strong club because we understand the importance of these applications. However, we will not continue to be the strongest growing Club in District 5160 if we are not open to learning new techniques and approaches to remain a strong and vital club.

Please join me on August 17th and 18th in San Jose at the DoubleTree Hotel, spouses and guests are welcome. Use this link to sign up or learn more information today www2.rotaryzone2324.org/event070817.html.

August Challenge: Sponsor a new member and earn a Rotary International Sponsor pin, bring a guest who may be interested in becoming a Rotarian or communicate with a current member that has been absent to assist them in re-engaging in Rotary!

Always Yours in Service!

President Lisa



WE ROCK THE RELAY

In May the Relay for Life disclosed the generous nature of the community and of our Rotary Club.

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JULY HIGHLIGHTS

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THOUGHT YOU OUGHT TO KNOW

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JULY HIGHLIGHTS

Our July 23 meeting featured David Behring talking about the Wheelchair Foundation.

He described how Ken Behring got the idea through experiences that happened as he dropped off medical supplies and wheelchairs from his plane while big-game hunting in third world countries.

In Viet Nam, for example, he gave a wheelchair to a woman who told him. "All my life I've been in pain waiting to die. Now you've given me a wheelchair and I want to live."

Ken started the Wheelchair foundation on his birthday in 2001 and since then almost 600,000 wheelchairs have been distributed to countries from one end of the world to the other.



To learn more about the Wheelchair Foundation, goto: wheelchairfoundation.org



rotarians rock the relay

In May the Relay for Life disclosed the generous nature of the community and of our Rotary Club. The Relay raised nearly \$300,000. Dave Wahl was co-chair, Jeff Schults handled Corporate Sponsorship and Online duties; Rotarian Brett Morey served as Media and Publicity Chair. Steve Gursky handled the Opportunity Drawing activities, which added nearly \$9,000 to the event total.

Richard Inglis' wife Michelle managed the Kids Zone, Dirk Zeigler's wife Beth served as a Team Captain Mentor, Donna Becnel managed the volunteers, and Nancy Kaiser served a Team Captain for the Rotary team.

Cancer survivor Don Barnhill lent the use of his beautiful motor home for the accounting volunteers. Karen Wahl was Accounting Committee Chair.

Dan Smith was the welcome speaker. He opened a lot of eyes when he stood before the crowd wearing his purple Cancer Survivor T-shirt and spoke of courage and hope that had been born from his dealings with the disease.

Dozens of you Rotarians raised funds, walked, volunteered, and flipped pancakes. The American Cancer Society thanks you all.

David Wahl, 2007 Event Chair

 rotary club of brentwood

Review

The Review is a monthly newsletter published by The Rotary Club of Brentwood, Northern California. The Review welcomes submissions for publication consideration, including news releases, calendar events, photographs or other material. Contact Don Huntington at 925-634-7927 or at: don.huntington@gmail.com.

The Review is also available in PDF format at our website. brentwoodcarotary.org.

Website and Newsletter was designed by Richard Perez-Pacheco. Email: richard@blacksheepca.com.

THE FOUR WAY TEST

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take

charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943,

The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

of the things we think, say, or do

1ST: Is it the truth?

2ND: Is it fair to all concerned?

3RD: Will it build goodwill and better friendships?

4TH: Will it be beneficial to all concerned?

THOUGHT YOU OUGHT TO KNOW

Lisa McBride presented briefly to the July 23 meeting. Lisa McBride endured the trials of coping with her son's autism.

She is determined to use her own experience as a base for developing resources to aid other families facing the same challenge.

Lisa started the Special Kids Foundation in October 2005 as a way of sharing

what she learned. She plans to build a facility to serve the thousands of special needs children and their Families in the East Contra Costa area, supporting children with such disabilities as Down's

syndrome, cerebral palsy, and (of course) autism.

To learn more about the Special Kids Foundation, visit www.spkids.org or contact Lisa McBride at 925-584-7762.

CLUB GOALS 2006–2007

CLUB:

Increase membership by 2% or 2 new members net.

Better promote and publicize the projects and successes of the Brentwood Rotary Club through local media.

Continue having great fellowship through monthly TGIF gatherings while providing "service above self" to our community and east Contra Costa County.

Encourage at least 15% of members to attend the District 5160 District Conference in Sacramento.

VOCATIONAL/YOUTH SERVICE:

Sponsor one new Interact Club (Freedom High School).

Continue to recognize the Students of the Month at Liberty, Heritage, Freedom, and LaPaloma High Schools.

Provide scholarships to one graduate from each LUHSD high school, adding Heritage High School in 2008.

Sponsor two (2) students from each Interact Club to Camp Royal in 2008.

Sponsor at least one (1) student from each Interact Club to Camp Venture in 2008.

COMMUNITY:

Continue to support a wide variety of community and scholastic programs.

Support literacy through the Dictionary Project by providing dictionaries to every third grader in the Brentwood Union School District.

Sponsor one new Rotary Club (Discovery Bay).

Improve upon current major fundraisers (Golf Tournament and Trade Club Dinner) while striving to think of new ideas to raise funds to allow Brentwood Rotary to support more International and Community-based projects.

FOUNDATION:

Continue to be a 100% sustaining Club and strive for an average of \$200 per Rotarian in annual giving to the Paul Harris Foundation or Foundation Annual Program's Fund.

Encourage membership in the Paul Harris Society — goal of 5 new members.

INTERNATIONAL SERVICE:

Continue our success of \$100 per capita in annual giving to Rotary Foundation.

Continue to support a variety of international programs including the R.I. Rotoplast (see community budget for specific programs)

Sponsor at least one Ambassadorial Scholar candidate.

Sponsor at least one team member to District 5160's Group Study Exchange to Madagascar

Encourage at least 10% of members to attend the Rotary International Convention in Los Angeles in June, 2008

Support a variety of International projects including Rotoplast, LN-4, Mission to Mexico, International Immunization Day.



rotary club of brentwood's new website unveiled

We have a new president, a new team, and a new look for the website. The website has many of the previous features including a Calendar, Member Listing, Newsletter Download, Links and Picture Gallery.

There are several new features to the website. An "About" page was added, which tells visitors what we stand for and what we have accomplished. The "Members" page explains why you should be part of the Brentwood Rotary Club, plus a member listing with an easy direct link to members' email addresses or websites. We developed a new state of the art "Calendar" layout and event listing, which can be viewed in multiple formats. We kept the "Galleries" page and added an easy way to add new images. We added more links to the "Links" page and the "Contact" page gives the viewer the information

they need to get in touch with us. This site includes a content management tool, which allows authorized users to add an event, photos and any late breaking news. Users can get their information fast and be well informed on news and events.

I hope you enjoy your new site and the new newsletter format. Please feel free to let us know if there is anything we can improve on.

Contact Richard at 925-516-1938 or richard@blacksheepca.com.

UPCOMING EVENTS FOR AUGUST

Rotary Member-ship & Extension Month

Clean Air Month

1 WEDNESDAY

Anniversary
Don and Marion Valdez

5 SUNDAY

Friendship Day

Birthday
Donna Landeros

6 MONDAY

Weekly Meeting
Program: Eric Peasah, Counter Trafficking Field Manager for the International Organization of Migration (IOM) in Ghana, West Africa.

Anniversary
Don and Rae Huntington

9 THURSDAY

Anniversary
Caroline and Wallace Robertson

11 SATURDAY

Birthday
Paul Kelly

12 SUNDAY

Anniversary
David and Veronica Roche

13 MONDAY

Club Dark
6th Annual Wheelchair Foundation Drive
Fore Mobility

15 WEDNESDAY

Birthday
David Roche

17 FRIDAY

Presidential Membership Conference
(San Jose, thru the 18th)

18 SATURDAY

Service Clubs Unite (6pm)
Second Annual SKATE Competition

Birthday

Don Valdez

19 SUNDAY

Anniversary
Don and Lillian Sterling

Birthday

Don Giacomini

20 MONDAY

Weekly Meeting
Program: Jack Graham, District 5160 Membership

Development Director

24 FRIDAY

Anniversary
Ron and Pat Reagan

Birthday

Tom Hay
(honorary member)

25 SATURDAY

Daffodil Day

Birthday

Dave Wahl

27 MONDAY

Weekly Meeting
Program: Rick Lemrye, Civil War Enthusiast

31 FRIDAY

Birthday

Tim Bouslog

For up to date events, goto: www.brentwoodcarotary.org.

Brentwood Rotary Weekly Meetings begin at 12:15 PM and are held at the Nines Restuarant, Brentwood Golf Club, 100 Summerset Drive, Brentwood.

FACES AND PLACES



Dave Wahl, Bruce Ghiselli, Lisa Bass and Don Huntington standing proud.



Dirk Zeigler, Paul Kelly and Rich Inglis hanging out at this year Brentwood Corn Festival Rotary Beer Booth.



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Brentwood, CA 94513

Review

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