



# rotary club of brentwood

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

## 2007-2008 Rotary Board



- President**  
Lisa L. Bass
- President-Elect**  
Dirk Zeigler
- Secretary**  
Keith Nance
- Treasurer**  
Steve Gursky
- Foundation**  
Jim Wangeman
- Foundation**  
Bruce Ghiselli
- Community Service**  
Brett Morey
- Membership**  
Don Harms
- Vocational - Freedom**  
Jeff Schults
- Vocational - Liberty**  
Laura Montalvo
- Vocational - Heritage**  
John Fink
- Vocational - Rotaract**  
Fred Ehler
- Vocational - Rotaract**  
Thais Kishi
- Program Coordinator**  
Ed Ferraro
- Sergeant of Arms**  
Mike Davies
- Internal Relations**  
Don Huntington
- Public Relations**  
Richard Perez-Pacheco
- Past President**  
Mac Kaiser
- Asst. Governor**  
Don Werschem

# Review

SEPTEMBER ISSUE | 2007

## August was Rotary International Membership and Retention Month.

### A MESSAGE FROM PRESIDENT LISA

**Special thanks to Chris Becnel and Bruce Ghiselli for each sponsoring a new member in our 2007-2008 term, Susanna Wahl was inducted in July and Jackie Hanel was inducted in August.**

Rotary club members are part of a diverse group of professional leaders working to address various community and international service needs. At the Presidential Membership Conference in San Jose mid-August, I learned that only 20% of Rotarians sponsor a new member and that we lose, for one reason or another, 16% of our current members annually. Retention of Rotary Club members is as critical to the long-term growth and success of Rotary's clubs as the induction of new members. It is more productive and cost effective to retain current members while building membership through recruiting than to continually replace members lost to attrition.

Brentwood Rotary has been very successful in recruiting new members while maintaining a great team of Rotary volunteers. But what happens when we become too comfortable with our Rotary family and assume that we will always have the positive membership growth and retention that we have seen in past years? Rotary International, in North America, has lost over 4,600 Rotarians in the past year. Brentwood Rotary provides an outlet for professionals in our community to volunteer but we also share a fellowship that most Clubs strive for. Our Rotary family members should be treated

with the same respect and caring that we provide our families at home and this will be one of the answers to our member retention methodology.

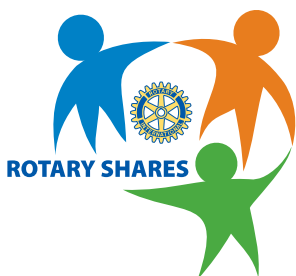
Do unto others, as you would have them do unto you -

Every Rotarian, Every Year is more than about being a sustaining Rotary Foundation Club. Member Get Member is each Rotarian's personal responsibility for helping our Club grow through recruitment and retention.

**September Challenge:** September is Rotary New Generations Month. I challenge you to have lunch with a Rotarian from a different generation than your own during a September meeting.

*Always Yours in Service!*

*President Lisa*



### KIDS HELPING KIDS

Kids Helping Kids, Founded by 10 year old Tyler Page had it's first ever Family BBQ.

page 2

### AUGUST HIGHLIGHTS

The Wheelchair Foundation's Annual Drive Fore Mobility was held on August 13th.

page 2

### THOUGHT YOU OUGHT TO KNOW

The Marsh Creek Cleanup is scheduled for September 15

page 3

## AUGUST HIGHLIGHTS

**The Wheelchair Foundation's 6th Annual Drive For Mobility was held on Monday, August 13th. Thank you to all of the Brentwood Rotarians that volunteered during the day.**

The Wheelchair Foundation has delivered over 580,000 wheelchairs to more than 150 countries and geographical areas around the world. Rotarians have been working with the Wheelchair Foundation to provide mobility and hope since December 2000, less than six months after the Wheelchair Foundation was founded. Since that time, Rotarians have delivered over 140,000 wheelchairs 120 countries and regions and have written over 60 TRF Matching Grants to over 30 different countries. TRF Matching Grants are a wonderful way for Rotarians to work with their Rotary Clubs, receive Paul Harris credit for their donations, utilize District Designated Funds (DDF) and receive funding from The Rotary Foundation to further The Wheelchair Foundation's mission to provide mobility to those in need.

Since 2004, local Rotarians have worked with Rotarians from Monterrey, Mexico to create something special—a lifetime of friendships, an opportunity to serve those in need and the ability to personally deliver wheelchairs to those who lack mobility. This year's trip will be from January 16–20, 2008. Rotarians will not only have the opportunity to personally deliver wheelchairs to those in need but you will be able to explore sights, sounds, history and cultures, visit other humanitarian sites and projects and build friendships of a lifetime with the people of Mexico.



## kids helping kids

**Kids Helping Kids, Founded by 10 year old Tyler Page had it's first ever Family BBQ event on August 4th, 2007 at the Veteran's Park on Balfour Road in Brentwood.**

There were true hero's at this event, walking around in pink, blue and yellow capes. These hero's were children who saved and brought change from their piggy banks to donate towards saving children from Child Trafficking in Ghana. Tyler himself was auctioned as "A Lunch Date With A Hero" which was a hit. He is looking forward to his lunch date with the winner, Jessica Perry.

The DB All Star Band played great music while Ribeye's cooked hamburgers and hotdogs for all to enjoy. Fun activities were available to play such as a flush tank, African Dancing, Kids ID Kits, Kids Savings accounts, Bingo, sumo wrestling, basketball and much more. Even Home Depot came out and set up a work shop for the kids to make a project. The Brentwood fire department came out in their fire truck for these heroes to climb into. There were raffle prizes galore including a brand new bike, cases of wine, rounds of golf for 4 and a trip to Sonoma. Mayor Bob Taylor attended and graciously auctioned himself for "Dinner with the Mayor". The success of this

event for it's debut was remarkable with a total amount raised of \$6,282.91 which includes an overwhelming amount in the hero jar of \$272.91. This event could not have happened without the wonderful response from our sponsors and support of the community members, local businesses and children who volunteered, made signs and worked the entire event.

All the way from Accra, Ghana, West Africa was a very special guest, Eric Peasah, counter trafficking manager for the International Organization for Migration for Ghana. The purpose of his visit was to come meet Tyler and his group who are making a difference with children they have never met. Eric gave a wonderful presentation filled with information on child trafficking in Ghana and how Tyler's mission is making a difference. In 5 months his efforts have raised an outstanding \$17,684.28, which brings him ever closer to his \$50,000 goal.

**Laura Page, Director**, LauraPage610@sbcglobal.net  
**Tyler Page, Founder - Kids Helping Kids**, 925.759.4806  
To learn more go to [KidsHelpingKidsWithNothing.com](http://KidsHelpingKidsWithNothing.com)



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](http://brentwoodcarotary.org).

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

**The Marsh Creek Cleanup is scheduled for September 15 beginning at 9:00 a.m. at Creekside Park, 1010 Claremont Drive, Brentwood.**

The clean-up represents our annual participation in California Coast/Delta Cleanup Day. We'll be cleaning up more than eight miles of Marsh Creek during the annual California Coast/Delta Cleanup Day.

Educational activities are planned to teach children (and perhaps to remind some Rotarians) about the environment. Games and activities are planned for younger children. Wear work clothes and bring drinking

water and snacks. A free picnic lunch will be provided.

**Contact the Parks & Recreation Office at 925-516-5444 for more information.**

**District Governor Stan Smalley**

### MESSAGE FROM THE PROSPECTOR

**During the last two weeks, I have visited 13 clubs within a 45 minute drive of my home in San Ramon. Every Past District Governor that I have ever talked to always say that the most fun part of the job is the club visits and I could not disagree.**



Meeting with the Club Boards is so rewarding. No matter how much information the club puts on their Planning Guides, it does not convey the excitement of a Community Service Project Chairperson explaining a local project. When you can talk directly with the members who have gone on a Polio National Immunization Day or provided clean water and sanitation to a remote village that changes the standard of living for hundreds of people, they have had their lives changed. I like to say that they got hooked; hooked on Rotary. I feel that we have been warmly received by the club members during the meetings. There is a true feeling that our clubs share, Rotary Shares.

With the theme this year of Rotary Shares, I have decided to share some of the projects and ideas that I have seen. I am not going to mention in which clubs these projects or ideas were in since I do not want to indicate that any certain clubs are better than others. Besides, it is really the individual members who have taken on a challenge to make something better. It is the club that was fortunate to recruit that

member and support those individuals into becoming outstanding Rotarians.

The first example I want to share with you is about this woman that joined one of our Rotary Clubs a little over two years ago. This woman enjoyed working with high school age children and agreed to work with the Club's struggling Interact Club with only 18 students. She set out trying to increase the size of the club by recruiting in the hallways. She also got the students involved with projects they had never done before. The Interact got excited to the point that the students started approaching her to join. This Interact Club today, just in two years, has 120 members and there is a waiting list of students to join the Club. One Rotarian can make a difference.

Another example that I found interesting was a Red Badge program that asked all of their current Red Badge members to come to their 12:15 lunch meeting 45 minutes early every other week. One of the club's Directors or Chairpersons would meet with the group and orientate them to the club's projects and processes. The idea was to really teach the new members the culture and workings of the club. However, a secondary benefit developed. The "Class of Red Badgers" began doing social things together as a group and bringing new members into the club with their enthusiasm.

I will share more next month. We look forward to visiting all of your clubs.

## INTRODUCING



### Laura Page

**Non-Profit Director  
Morning Star Properties  
3373 Main Street, Oakland  
Birthday: June 10th.**

Laura was inducted into the Brentwood Rotary Club on June 4th. She was sponsored by Brett Morey. She attended Central State Chico. Laura married her husband Ray on June 25th, 1995. They have two sons, Tyler and Ryan. She enjoys Softball. Laura is involved with "Kids Helping Kids With Nothing", "Seed", and "PTA - Discovery Bay Elementary".



### Jeff Alan Benedictson, DDS

**Dentist  
Dianne Hornberger, DDS  
1140 Second Street, Ste. D, Brentwood  
Birthday: September 29th.**

Jeff was inducted into the Brentwood Rotary Club on April 9th. And was sponsored by Val Tompkins. He attended the University of Western Ontario. Jeff married his wife Dianne Hornberger, DDS on April 8th, 2006. He enjoys Music and Golf when time permits. He joined the Brentwood Rotary Club because he wants to keep up with events in Brentwood.

## UPCOMING EVENTS FOR SEPTEMBER

### New Generations Month

#### 1 SATURDAY

GSE Team Member Applications Due

#### 3 MONDAY

Labor Day  
Club Dark

#### 4 TUESDAY

Birthday  
President Lisa Bass

#### 5 WEDNESDAY

Birthday  
Don Barnhill

#### 6 THURSDAY

Anniversary  
Vince Guise

#### 7 FRIDAY

Birthday  
Vince Guise

#### 8 SATURDAY

Anniversary  
Don Giacomini  
Int'l Literacy Day

#### 9 SUNDAY

Anniversary  
John Fink  
Grandparents Day  
East Contra Costa Historical Society BBQ (2pm - 6pm).

#### 10 MONDAY

Birthday  
Henry Lonsdale

#### Weekly Meeting

Program: Eric Bather (Brett Morey)  
World Suicide Prevention Day

#### 11 TUESDAY

Anniversary  
Mac Kaiser

#### Birthday

Bob Roche

#### 12 WEDNESDAY

Birthday  
Thais Kishi

#### Birthday

Chesley "Ches" R. Perry (first General Secretary for Rotary Int'l, born in 1872).

#### 17 MONDAY

#### Weekly Meeting

Program: Bud Wolf, Davis Rotary Club, Child Abuse (Ed Ferraro)  
Citizenship Day  
Constitution Day

#### 19 WEDNESDAY

Prostate Cancer Awareness

#### 20 THURSDAY

#### Birthday

Don Werschem

#### 21 FRIDAY

#### Birthday

Ray Glosser  
International Peace Day

#### 22 SATURDAY

Yom Kippur

#### 23 SUNDAY

Fall Equinox

#### 24 MONDAY

#### Weekly Meeting

Program: City Employee, City Update (Donna Landeros)

National Immunization Awareness Week

#### 25 TUESDAY

World Heart Day

#### 28 FRIDAY

#### Birthday

Wesley Olsen

#### 30 SUNDAY

#### Birthday

Bruce Ghiselli

## FACES AND PLACES



Eric Peasah, Counter Trafficking Field Manager for the International Organization of Migration and Madam President Lisa Bass



Mayor Bob Taylor at this year's Wheelchair Foundation Drive Fore Mobility.

For up to date events, goto: [www.brentwoodcarotary.org](http://www.brentwoodcarotary.org).

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



rotary club  
of brentwood

Post Office Box 325  
Brentwood, CA 94513

Review  
SEPTEMBER ISSUE | 2007