

The Highlander



The Rotary Club of Foothill-Highlands

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Club Communications
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2009-10 Rotary Leadership

International President
John Kenny
Rotary Club of
Grangemouth, Central,
Scotland

District Governor 5180
Barry Kalar

Assistant Governor
Area 7
Russ Rheams

Club Officers/Directors
President
David Stone
President Elect
Annie Hallsten
Vice President
Roland Wright
Treasurer

Dominic Mecklenburg
Secretary
Sharon Bias
Phil Danz
Club Service

Mo Browning-McBride
Marilee Monagan
International Service

Lee Wiggins
Community Service
Annie Hallsten
Vocational Service

Terry Sweeney
Sergeant at Arms
Phil Danz

Club Website:

[www.rotary5180.net/Foothill
Highlands/](http://www.rotary5180.net/FoothillHighlands/)

District 5180 Website:
www.rotary5180.net

R.I. Official Website:
www.rotary.org



Oak Park Rotary House Foundation

6th Annual Charity Golf Tournament

Friday,
September 18,
2009



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Our official greeter was **Erik Nooren**. PE **Annie Hallsten** filled in for **President David** who was absent again today. PE **Annie** started the meeting promptly at 12:15 and asked **Jan Fazekas** to lead the pledge today. **Dominic Mecklenburg** provided the invocation and **Richard Hansen** was today's note taker.

Visiting Rotarians/Guests

We were happy to welcome visiting Rotarian **Trish Harrington** of the Point West Rotary Club and today's speakers **Michele Smith** and **Michelle Gamble-Risley**, Principals of M-Communications

Announcements

Trish Harrington presented our Club with two tickets to the Point West Rotary Clubs Brewers Festival to be held on Saturday, September 19th at Discovery Park in Sacramento.



Meeting Location Change

Starting September 1, 2009, The Rotary Club of Arden Arcade will meet in the Community Room at the Sheriff's Sub-Station at 2500 Marconi Avenue, Sacramento, CA. The meeting time remains on Tuesdays at 12:00 noon

Rotary Club of Foothill-Highlands First Annual Open House Event

Membership Chair **Annie Hallsten** announced that the Club will hold an Open House Event on **Thursday, September 17th** from **5 to 7 pm** at the **Umpqua Bank**, 7921 Walerga Road, Antelope.

Estate Sale

Our Club **Estate Sale** will be **Saturday, October 3rd** and **Sunday, October 4th** at **President David's home** at 3320 Marconi Ave. More details will be forthcoming.

North Highlands Jubilee

The Eighth Annual North Highlands Jubilee is set for **Saturday, October 17th, 2009** from **11am-3pm** at the **North Highlands Community Center**. This Festival will be hosted by Supervisor Roger Dickinson and brings together the entire North Highlands community to celebrate all the neighborhood has to offer. A sign-up sheet was circulated at today's meeting and will continue to be circulated until we have coverage for this event. This is a great opportunity to show our presence in the community.

STRS and Super STRS:

The next STRS class will be held **Saturday, August 29th** at 355 Commerce Circle (near the Radisson) from **8:30AM to 3:30PM**. **Super STRS** will be held **simultaneously** at the law offices of **Steve Lemmon, 500 Calvados Ave., Sacramento**. The \$50 application fee covers all training materials and lunch at the event. The application for both classes is available at the District 5180 website www.rotary5180.org.

Shelter Box Project

Below is a web site that the club members can see that explains the Shelter Box Project that we are participating in both last year and this year.

<http://www.rc-foothill-highlands.goshelterbox.org/front/frontLogin.jsp>

Calendar of Events

August

**Membership and Extension Month
Upcoming Programs and Events**

Club:

- Aug 31st** Alison Wells – SKYLAB Youth Center located at Serna Village
- Sept 7th** NO MEETING – Labor Day
- Sept 14th** Leslie Botos – Blood Source
- Sept 17th** Open House Event
- Sep 21st** Author Dave Sterling – “Green Gone Wild”
- Oct 3-4th** Estate Sale
- Oct 17th** North Highlands Jubilee

Dist 5180:

- Aug 29th** STARS
- Nov 14th** Foundation Dinner

**Recognitions and
Happy Thoughts**

Fine Master **Phil Danz** gave everyone a reprieve and “levied” no recognitions today

Weekly Assignments

AUGUST 31ST MEETING

GREETER: BOB SPEARS

PLEDGE: ANNIE HALLSTEN

INVOCATION: BOB MEYER

NOTE TAKER: ROLAND WRIGHT

**Bell Ringers and
Gong Bongers**

Sharon Bias	
Mo Browning-McBride	
Warren Coffeen	
Bob Curran	
Phil Danz	(B)
Bob Desnoyers	
Jan Fazekas	
Annie Hallsten	(B)
John Hallsten	(B)(GRIF)
Richard Hansen	
Duke Hoffelt	
Joe Kaiser	
Gordon Lipp	(B)
Dominic Mecklenburg	
Bob Meyer	
Marilee Monagan	
Sam Morgan	(B)
Erik Nooren	(B)
Andy Smith	(RIF) (RIF)
Bob Spears	(B)
David Stone	(B)
Terry Sweeney	
Lee Wiggins	(B)
Roland Wright	(B)

Bell Ringer & Gong Codes:

(B) = Bell Ringer \$100 to Club

**(GFHF) = Gonger \$100 to Club
Foundation**

**(GRIF) = Gonger \$100 to RI
Foundation**

(RIF) = \$100 to RI Foundation

Weekly Program Highlights



Michelle Gamble-Risley and Michele Smith

Roland Wright introduced today's speakers. **Michelle Gamble-Risley** has appeared on CNN, ABC and National Radio. She is co-author of "*Second Bloom*" and the recently published book with her business partner, **Michele Smith** entitled **SMASH--A Smart Girls Guide to Practical Marketing and Public Relations**.

They are partners in M Communications, a full-service marketing, public relations and events group, which provides sophisticated, highly targeted communication programs for corporate, non-profit organizations, groups and associations of all sizes. They work closely with their clients to develop marketing, branding programs, events program management and media outreach campaigns to build successful relationships that result in success.
<http://www.mcommunicationsinc.com/>

Both women are successful business owners who "re-invented" themselves to achieve optimum self-actualization. The book, **SMASH**, takes a practical, hilarious but down-to-earth approach to bad marketing and PR.

Smash: A Smart Girls Guide to Practical Marketing and Public Relations is the new humorous and inspirational book co-authored by **Michelle Gamble-Risley** and **Michele Smith**. *Smash* isn't just another marketing book to give you 101 ways to reinvent the first 20 ways that work just fine. Who needs a 101 ways to do anything? *Smash* doesn't attempt to be the Harvard guide to give you highbrow gibberish that we "promise" will turn you into the next Google. *Smash* provides the average entrepreneur down-to-earth "takeaways" for executives interested in laughing and feeling inspired to think about marketing in a refreshing light.

Smash offers a practical, straightforward and easy-to-use guide loaded with tips, tricks, hints and most importantly a wicked analysis of common mistakes and missteps. You will never look at your marketing the same way once we've shared off-the-wall insights such as, "Did you know Forrest Gump was the best marketing expert EVER?" What? Yes, and we will walk you through spirited reasons why you don't have to be the class genius to not only successfully market your business but earn a great living and enjoy a higher quality of life.

For more information about the book go to <http://www.3publishing.com/>

Annie thanked our speakers for their presentation and ended the meeting with a toast to Rotary around the world.

District News

District Theme



Where: Mather Golf Course
4103 Eagles Nest Rd., Mather, CA
98655

How Much:
\$120 per person includes:
Green Fees, Cart, Range Balls,
Continental Breakfast
Bring Extra Cash for Gambler's
Circles
and Mulligans
BBO Lunch Only: \$10

Link to Dist 5180 Training Newsletter
<http://209.67.188.169/Resources/NL/District/Training/NEWSLETTER709.PDF>

Prizes:
1st-3rd Place Team
Closest to the Pin- Men/Women
Longest Dive- Men/Women



Success Through Rotary Seminars

August 29, 2009
355 Commerce Circle
(near Radisson)
8:30am-3:30pm
\$50 (all inclusive for either
course)

Courses Offered:

Basic STRS, course outline
to the right, and:



SUPERSTRS II-TECHNOLOGY*

A course requested by STRS graduates to learn
Powerpoint and Excel .
Attendees will need a laptop computer with Powerpoint
(version 2007) and Excel (version 2007) programs. This is
our most "hands on" course yet. Participants will learn how
to create their own Powerpoint presentations and create spreadsheets in Excel
with filters. Shortcuts, tips and tricks abound.

*SUPERSTRS attendance is only open to Basic STRS graduates

R.I. News



2009-2010 R.I. Convention in Montréal, Québec, Canada, 20-23 June 2010

Sophisticated yet friendly, Montréal offers an ideal setting for Rotarians to gather at the 2010 R.I. Convention. More than 80 nationalities and ethnic groups reside in Montréal. In addition, it is also the largest francophone city outside of Paris, making it the most bi-lingual metropolis in North America. Register early for "An International Experience" and to receive the best rates and accommodations. **2010**

Registration Information There are several ways to register for the 2010 convention: [Online registration](#) [Download the registration form](#) [E-mail](#) for special tour group forms and other information

Oak Park Rotary House Golf Tournament

When: Friday, Sept. 18, 2009

6:30AM Registration & Range Opens

7:30 AM Modified Shot Gun/Scramble

12:30 PM BBQ Lunch

Chicken, Hamburgers, Hotdogs/
Sausages/Hotlinks , Salads & Drinks

WHERE TO MAKE UP (See District Website for Full Addresses)

ONLINE MAKE-UP

- Go to: <http://www.rotaryclubone.org>
- Or the eClub of the Southwest at <http://www.recswusa.org/>
- Click on: "Make Up Programs"
- Watch/Read/Review 30 minutes of Programs
- Click on "Request Make Up FORM"
- Donate online if you like
- "If no donation, scroll down & select "CLICK HERE"
- Click REQUEST MAKE UP FORM to open form, to complete online
- Fill out online form and submit to club Secretary

MONDAY

Citrus Heights: 12:15 pm, Cool Hand Luke's 7040 Sunrise Bl
 Fair Oaks: 7:00 pm, Fair Oaks Community Clubhouse
 Foothill-Highlands: 12:15 pm, Lions Gate Hotel & Suites
 Oroville: 12 Noon, Depot Restaurant
 Sacramento: 12:15 pm, Radisson Hotel
 So. Sac: 11:30 am, Casa Garden Restaurant
 Walnut Grove: 12:15 pm, Wimpy's Restaurant

TUESDAY

Arden Arcade: 12:00 pm, Community Room,
 Sheriff's Sub-Station at 2500 Marconi Ave
 Carmichael: 6:30 pm, Palm Street Pub & Grill
 Gold River: 6:00 pm, Casa Ramos, Gold River
 Rancho Cordova Sunrise: 7:00 am, Mills Station
 Marysville: 12:15 pm, Peach Tree Country Club
 Oroville Sunrise: 7:00 am, Depot Restaurant
 Rancho Cordova: 12:15 pm, Elks Lodge
 Rancho Murieta: 6:30 pm, Villas Club House,
 Rancho Murieta North
 Roseville: 12:00 pm, Sierra View C.C.
 Sac Breakfast: 7:15 am, Gonul's Restaurant
 Sutter-Buttes: 7:00 am, Refuge Restaurant
 West Sac. Centennial: 7:00 am, Ramada Plaza Inn & Suites

WEDNESDAY

East Sacramento: 12:15 pm, Zigatos Restaurant at
 the Clarion Hotel on Auburn Blvd at Fulton
 El Dorado Hills: 7:30 am, EDH
 Community Svc. Dist. Pavilion
 Elk Grove: 12:15 pm, Vince's Restaurant
 Laguna Sunrise: 8:00 am, Valley Hi Country Club
 Midtown: 5:30 pm, Café Bernardo
 North Sacramento: 12:15 pm, DoubleTree Hotel
 Rocklin/Loomis Basin: 7:00 am,
 Whitney Oaks Country Club
 South Placer: 12:00 noon, Whitney Oaks Country Cl
 Yuba City: 12:00 noon, Refuge Restaurant

THURSDAY

Folsom: 7:00 pm, Rotary Clubhouse,
 Lew Howard Park
 Gridley: 12:15 pm, Gridley Veteran's Memorial Hall
 Historic Folsom: 7:00 am, Lake Natoma Inn
 Lincoln: 12:00 pm, Women's Clubhouse, 5th and E
 Pocket/Greenhaven: 7:00 am, Aviator's Restaurant
 at the Sacramento Executive Airport
 Roseville Sunrise: 7:00 am, Carrow's
 Restaurant, Douglas Blvd
 Yuba-Feather River Sunrise: 7:00 am, Gary's Plac

FRIDAY

Granite Bay: 12:15 pm, Piatti's Restaurant
 Natomas: 7:15 am, The Hampton Inn, 3021
 Advantage Way
 Orangevale: 7:00 am, La Placita Restaurant
 Point West: 7:00 am, Red Lion/Sac. Inn
 West Sacramento: 12:15 pm, Pheasant Club

THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service
 as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE 4-WAY 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?