

# Rotations

Official Weekly Bulletin of the Rotary Club of Lafayette

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John Sherry opened the meeting. Bill Ames offered the thought for the day.

Guests: Margot Camp, who has graciously offered to assist with the golf tournament.

Anna Connolly, Sandi Mitchell, and John Sherry presented Mo Levich his Red Badge, Rotary shirt and jacket.

John Sherry recognized Jack Clarkson, Bill Ames, Mike Henn, Ron Wake, Tom Henry and himself for perfect attendance last year. Mike Heller noted that Peggy Harbarth has had perfect attendance for the past 10 years.

The Foundation Seminar is in Fairfield on Saturday the 23 of August. Ron Wake and Tom Henry plan to accompany John Sherry to the meeting.

Bob Shusta reminded us of two potluck dinners on Sept 12 and 13 for members of the Rotary Club of Ekaterinburg, Russia during their visit. He is looking for a host for one Russian woman. Contact Bob if you can help with the hosting.

Geoff Zimmerman announced that the Art and Wine Festival is Sept 20 and 21. Instead of having a food booth, this year we will have two new roles. We will be roving ambassadors, helping out wherever needed, and we will share a booth with the Lamorinda Sunrise Club to promote Rotary. One of our duties will be to distribute wheelchairs to those in need and to ask for donations for the Wheelchair Foundation.

The Golf & Wine Classic raffle tickets have been distributed; please give stubs and proceeds to John Sherry. The committee is looking for staff and support for the fundraiser. In particular, they are looking for one person to volunteer in the morning to catalog the incoming

wine with value and description using the internet.

Steve Snyder was recognized for selling \$110.00 worth of raffle tickets at last week's Rock the Plaza. He collected happy dollars and fines from Bob Shusta, Troy Winkles, and Jay Lifson.

**SPEAKER:** Patrick Schwerdtfeger, founder of Tactical Execution; a company that leverages marketing strategies through use of the internet. He is an award-winning speaker and was an instructor at the 2007 Internet Marketing Conference in Sweden.



Patrick is also the author of *Make Yourself Useful; Marketing in the 21st Century*, and the organizer of the Entrepreneur and Small Business Academy.

Patrick's presentation centered around media platforms available on the Internet to reach markets that benefit your business or program and sell your products or expertise. The value of this media platform information is to help drive people to our Website. Clubs like Rotary sometimes have a challenge in dispersing information on the value of Rotary to the younger generation. Driving the internet generation to our Website can educate, provide credibility and offer the opportunity to evaluate the information.

There is a component-based approach to internet marketing called tactical execution that helps select the best ways to get people to your website, and impress them when they get there. This is done through blogging websites such as twitter and utterz, that can integrate with our websites to drive traffic and potentially increase knowledge and interest of younger members.





## BOARD OF DIRECTORS

John Sherry . . . . . President  
 Sandi Mitchell . . . . . Vice President  
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 Steve Snyder . . . . . Sergeant of Arms

## MAKE UP MEETINGS NEARBY

### MON

12:00 Danville, Brass Door, San Ramon

### TUES

07:00 Walnut Creek Sunrise, Scott's Seafood  
 07:00 Danville-Sycamore, Crow Canyon  
 Country Club, San Ramon  
 12:15 Moraga, Soda Center  
 12:00 Walnut Creek, Heather Farms Garden  
 Center Bldg  
 05:30 Diablo View, 1515 Restaurant, WC

### WED

12:00 Rossmoor, Hillside Clubhouse  
 12:15 Alamo, Round Hill Golf  
 12:15 Orinda, Community Center  
 12:15 Concord-Diablo, Marie Callendars

### FRI

07:00 Lamorinda, Postino  
 12:15 Concord, Concord Hilton

## GIVE HOPE - GIVE A HAND



The Rotary Club of Lafayette donates an LN-4 Prosthetic Hand in the name of our speakers each week. The LN-4 Prosthetic Hand transforms lives and empowers those who have lost hands and limbs due to land mines, birth defects, and other catastrophes.



## UPCOMING SPEAKERS

08/28 Rhonda Chaikin, Simple Ways to Green Your Business  
 09/04 Stuart McCullough & Kathy Bowles, Youth Homes  
 09/11 Visiting members of the Rotary Club of Ekaterinburg, Russia  
 09/18 Jay Lifson, Instructions for Art & Wine Festival  
 09/25 TBD  
 10/02 TBD

## LOCAL ROTARY EVENTS

09/09 Board meeting, 5, Laf Chamber  
 09/12 Potluck for Russians at Bob Shusta's home  
 09/13 Potluck for Russians at Terry Camp's home  
 09/20-21 Lafayette Art & Wine Festival  
 10/06 Lafayette Rotary Golf & Wine Classic, Rossmoor Golf Course  
 10/07 Board meeting, 5, Laf Chamber  
 10/23-25 Rotary District Conference, Concord Hilton, save our Club 15% if you commit before 08/31  
 10/26 Reservoir Run/Pancake Feed

## ROTARY INT'L EVENTS

06/21-24 2009 RI Convention, Birmingham, England  
 06/20-23 2010 RI Convention, Montreal, Canada

## BIRTHDAYS

08/12 Mary Claire Searby  
 08/24 A.J. Nisen  
 08/26 Mike Henn

## ANNIVERSARIES

08/01 Larry Blodgett  
 08/08 Barry Toomajian  
 08/14 Alan Mac  
 08/14 Ed Stokes  
 08/17 Troy Winkles  
 08/19 Jay Lifson  
 08/20 Bob Shusta  
 08/23 Daniel Baker

## GREETERS

08/28 Larry Duson  
 09/04 Bob Ewen  
 09/11 Steve Falk  
 09/18 Jack Hansen  
 09/25 Mo Levich  
 10/02 Mo Levich

