

# Rotations

Meetings:  
Thursdays 12:15 pm  
Oakwood Athletic Club  
4000 Mt. Diablo Blvd  
Lafayette, CA

PO Box 943  
Lafayette, CA 94549  
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**Official Weekly Bulletin of the Rotary Club of Lafayette, CA  
February 11, 2010 | VOL 64 | ISSUE 32**



**President Sandi Mitchell, presided**

**Visiting Rotarians:**

**LAD LYNCH VISITED US FROM THE MORAGA CLUB  
RON LIGHT VISITED US FROM THE CONCORD CLUB**

**Guests:**

**NO GUESTS, OTHER THAN OUR SPEAKER**

**Speaker: PATRICK SCHWERDTFEGER.**





### Announcements:

Sandi announced that DG Earl Kilmer will be attending next week. There will be a board meeting beginning at 10:30am prior to next week's regular club meeting.

Sandi announced the 5 club intercity meeting will be held at the new Lafayette Library on 2/25.

Mike Heller announced the speaker for the Interclub meeting will be the Conductor from the California Symphony. An announcement was made that our club donated \$500 to Tony LaRussa's Animal Relief Foundation in honor of Dennis Garrison.

Sandi announced the Contra Costa County is seeking volunteers to be Grand Jurors

John Sherry announced news from the Stage Committee that EBMUD has proposed an alternate site for the Stage at the Lafayette Reservoir and members of the committee went out this week to look at the alternate site.

Ron Wake announced the Rotary Foundation Fun Day will be on May 22nd and invited rotarians and their families to come out for a day of fun in support of RI Foundation.

Ron Wake announced Rotary Ski Day will be on Saturday 3/5. It is a one-day trip and he is seeking participants. He needs at least 5 from our club.

Mike Henn announced that Primary Elections will be June 8th and is looking for Poll Volunteers. Mike noted that our club has earned significant dollars from our poll volunteer efforts and there is an opportunity to bring our club donations to over \$2,000 (cumulative) with enough volunteers on 6/8/2010.

Tracy Vicario announced for Alan Mac that the Rotary Wine Tour will be on Saturday 4/17. Cost will be \$125. Lunch is included and it looks at this point like lunch will be held at Domaine Chandon.

Sergeant at Arms Mo Levich and Andy Scheck recognized members for birthdays, anniversaries, fines and happy dollars:

- Debbie Cooper had her 31st anniversary
- AC Webb celebrated a birthday
- Mo Levich was fined for tardiness
- Larry Blodgett fined himself for just being his usual vocal self
- Chuck Vogel was fined for wearing a rainbow-colored lanyard
- Tom Henry was fined for being late and for not fulfilling his duty as today's greeter
- Larry Duson gave \$5 happy dollars
- Bob Shusta gave several happy dollars in honor of the printing of his updated edition of "Multicultural Law Enforcement"
- John Sherry gave happy dollars for his youngest dog earning show points while in training in Georgia (hope your pup doesn't come back with a southern accent, John: "Woof, woof, y'all!" • )
- Geoff gave \$10 happy dollars at for the efforts put for the by the membership committee in seeking out new members
- Maruice was fined \$5 for his cell phone going off during the meeting
- Jay gave \$5 to relate the story of how his caller ID caused Bob Shusta some domestic grief on the way back from skiing some years ago
- Greg Vaisnor gave happy dollars and related the story of how he was quite probably conceived on St Valentines Day (which is 9 mos. prior to this Nov 16th birthday)
- Ed Stokes gave \$10 in support of ST Mary's College playing in Spokane. St Mary's has never won on the road in Spokane and Ed thought that tonight might be the night the teams pulls out the victory (sorry Ed, St Mary's went down to a 80-61 defeat this evening. Next time they play, we might need to get the club together to tap into our Rotary spirit and to and cheer the team on to victory)

Today's speaker was Patrick Schwerdtfeger. By way of introduction, Patrick identified himself as being originally from Canada and having a last name that has 3 times more consonants than vowels, Patrick is the author of "Webify Your Business" which can be found at this website [www.webifybook.com](http://www.webifybook.com)

Patrick talked about the four main forms of social media today: Twitter, Facebook, LinkedIn and YouTube and how creative business owners can use these resources to reach out to new markets and grow their businesses. Patrick noted that Facebook has over 365 million registered users, and if it were a country, Facebook would rank third in total population, behind China and India and ahead of the United States.

Patrick discussed how a "blog" differs from a website, noting that people can subscribe to a blog, which means receiving news feeds that are of particular interest to the subscriber. By contrast, websites cannot Automatically feed information to subscribers; websites are places that interested people need to seek out. Blogs can be used to populate users facebook, linkedin and twitter sites.

Patrick also noted how Twitter can be used to reach potential customers or clients who might be dissatisfied with a competitors product or service by searching for certain keywords. He cited an example of how Jet Blue searches for the keyword "Southwest" to find people who are unhappy with the service offered by Southwest Airlines, and then contacts those people via a tweet to offer a superior service (e.g., advertising that Jet Blue offers a direct flight to a particular destination in a situation where people have voice express unhappiness over Southwest not having a direct flight)

Patrick discussed opportunities offered through the use of LinkedIn, and Facebook to reach a certain audience and noted several examples in which businesses had reportedly shown significant revenue growth over 1-2 years through the targeted use of these social media. Patrick also offered several tips about how to make oneself more visible via these media.

The raffle grand prize was up to \$85 and there were only two blue marbles in the cup

Larry Duson won \$2.

Tracy won the opportunity to draw for the \$85, but pulled a blue marble, so the jackpot rolls over to next week

Rotary International News	Other News:	Club Calendar
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**Calgary Olympic club makes wish come true for kids**

By Ryan Hyland  
Rotary International News -- 11 February 2010



Ava Caron is one of six children with life-threatening illnesses who will be attending the Olympic Games in Vancouver, British Columbia, through efforts of the Rotary Club of Calgary Olympic and the Children's Wish Foundation of Canada. Photo

*courtesy Children's Wish Foundation*

A Rotary club chartered during the last Winter Olympics in Canada has teamed up with a charity to make wishes come true for six children with life-threatening illnesses.

[read story.](#)

**The Four Way Test**

Of the things we think, say or do:

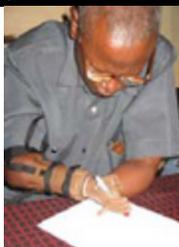
1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

**Officers & Directors**

- John Kenny . . . . . RI President
- Earl Kilmer. . . . Dist 5160 Governor
- Sandi Mitchell . . . . . President
- Geoff Zimmerman . . . Vice President
- Lee Deily . . . . . Secretary
- Greg Vaisnor . . . . . Treasurer
- Chuck Vogel . . . . . Club Service
- Troy Winkles . . . Community Service
- Jesse Wellen . . International Service
- Troy Feddersen . Vocational Service
- Larry Duson . . . . . Past President
- Andy Scheck . . . . Sergeant of Arms
- Mo Levich . . . . . Sergeant of Arms
- Steve Snyder . . . . Sergeant of Arms

**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.



**Make Up Meetings**

and locations of nearby clubs:  
<http://rotary5160.org/clubs/where-clubs-meet/>

**Upcoming Speakers**

- 2/18/10 Earl Kilmer, District Governor visits our club
- 2/25/10 Interclub meeting, new library with our club being the host. Speaker; Barry Jekowsky, Conductor of the California Symphony
- 3/4/10 Budd McKenzie
- 3/11/10 Introduction of new members
- 3/18/10 John Muir Health Foundation – Mara Tyler
- 3/25/10 Jeff Rubin – Customer Service

**Local & District Events**

- 3/5/10 Rotary Ski Day, contact Ron Wake for details
- 4/17/10 5160 District Assembly, Bay area. TBA
- 4/18/10 Wine tour, Napa area, Chair is Alan Mac

**Rotary International Events**

2010 RI Convention, Montreal, Canada

**Birthdays**

- 2/06 Anna Stevenson
- 2/06 A.C. Webb
- 2/12 Barry Toomajian

**Anniversaries**

- 2/10 Debbie Cooper
- 2/14 Maurice Levich

**Greeters**

- 2/11 Tom Henry
- 2/18 Dick Holt
- 2/25 Mo Levich