




## This Week's Program

**Wednesday, February 10 - Join Us via ZOOM**

**THE YMCA's ANSWER TO THE CRISIS**  
**Alfredo Velasco, President and CEO**  
**YMCA of Greater Long Beach**

12:15 p.m. - Dial In to ZOOM  
*Dial In Details Will Be Sent*  
 12:30 - 1:30 p.m. - Program Via ZOOM



**Alfredo Velasco** was born in Mexico City and immigrated with his family to the United States in the 1960s. Growing up in Burbank, he spent time at and enjoyed programs of the local YMCA with the aid of financial assistance.

He attended UCLA on a football scholarship and was an All-American place kicker. Prior to graduating with a bachelor's degree in History, he met his wife Laura, a fellow UCLA student and athlete. She was a Pac-10 middle distance runner --he claims she had been stalking him and she claims the opposite.

Alfredo was a participant and then coached for Kicking Camps held at CSULB by Ben Agajanian, ex-NFL kicker and coach. He was a guest color commentator for halftime and post game for the Los Angeles Raiders in Spanish for a season. He also was in a youth Mariachi band and was an advanced violin player!

Alfredo was the Regional Executive Director of the YMCA of San Diego, serving for 23 years. He has been the President & CEO of the YMCA of Greater Long Beach since 2013.

He serves on various state and national boards and serves locally on the boards of Bikes for Kids; the non-profit Pastor for the City, and others. He also serves as a Eucharistic Minister at St. Anne's Church. Alfredo has served as president of the Rotary Club of Escondido and currently is Treasurer of the RCLB Charitable Foundation. He is the RCLB president-nominee for 2022-2023.

Alfredo believes that people fall into one of three camps: the mountains, beach or desert. He is a mountain person -- he loves hiking, backpacking, skiing, and mountain biking. He lives in Seal Beach with Laura and their three children, ages 20, 18, and 16.

## President 104's Post #31

**Matt Kinley**



### HELP US GROW

For the next few months, our Club will focus on membership development. It's time to share the friendships and opportunities being a member of RCLB affords.

- **Is there a business** you work with that has a leader that you feel would make a great Rotarian?
- **Is there a friend** who seems to be at the right time in their life to connect with Rotary -- to both give and receive --service above self?
- **Do you have an idea of a company** that should be represented in the RCLB? Possibly you do not know a potential Rotarian from that company but you might suggest that person to [Mark Guillen](#), our chair of the Membership Committee.
- **Do you know a former Rotarian**, who knows us well and the work we do, and maybe now is a time they might be receptive to an invitation to return?

Below, I'm providing a template letter you can use to modify as you see fit and send to people who should be in Rotary. Invite someone to a meeting or an event. We have three regular meetings this month, all with top-notch speakers. On February 16 we will have a special evening meeting about our efforts in Caborca, Mexico. And on February 25 at 6 p.m. we will have a Rotary Revealed gathering where we welcome potential new members to learn more about the RCLB.

Thank you for all your commitment to service above self.

## CLUB LEADERSHIP



**Matthew L. Kinley**  
President



**Olivia Maier**  
Assistant to the President



**Ahmet Atahan**  
Vice President



**Sathya Chey**  
Vice President



**Braden James Phillips**  
Vice President



**David Sommers**  
Vice President



**Paul Patrick Scholz**  
Secretary  
Treasurer



**Rhannon Evans Acree**  
Sergeant at Arms



**Bond Nichols**  
Sergeant at Arms



**Rayne Sherman**  
FHDA, CID, CSI  
Sergeant at Arms



**Diane Wood**  
Sergeant at Arms



**Laura Doyle**  
CCO-Club Comm. Offer



**Henry C. Fung**  
Career Service Director



**Richard Gibson**  
Club Service Director



**Sandra Simon**  
Club Service Director



**Daniel Bruce Lipton**  
Community Service Director



**Brett Lewis**  
Fellowship Service Director

**Lydia Vincenty-Lowell**  
Fellowship Service Director

Dear \_\_\_\_\_,

I am a proud member of the 104-year old Rotary Club of Long Beach. As a member I love made great friends and together we work to improve our community and communities all over the world.

Our Club is made up of people from every aspect of our community: people of all ages, professionals, retirees, business and community leaders. We all have in common the desire to give back to humanity.

I believe you would be a great member of the RCLB because we change the world, network with community leaders and have fun!

The Rotary Club of Long Beach (<https://www.rotarylongbeach.org>) is one of the largest in a worldwide network of over 35,000 Rotary Clubs, with over 1.2 million Rotarians working to improve their local communities. It initiates humanitarian projects that address today's challenges affecting the world, such as hunger, poverty, and illiteracy. Our International projects include water projects and combating Malaria in Africa, support for the Navajo Nation and the people of Caborca, Mexico. We have been in the forefront of Rotary's historical battle to end Polio.

You may not be aware of our work in the local community. We work with local schools and students and we take a group to camp to learn how to create a business plan. We built and maintain Rotary Centennial Park. Through a citywide campaign, we have brought food and supplies to students in need at Long Beach City College and CSULB. The Long Beach Rotary Scholarship Foundation (<https://www.lbrsf.org>) grants scholarships to students at Long Beach City College and CSULB. Our Charitable Foundation gives out community grants to educators and other nonprofits.

Join Me on This Journey

I am extending this sincere invitation to any who are interested in creating life changing relationships with other dedicated, amazing individuals in changing the world and serving humanity.

Please join me for a virtual meeting on February 25, 2021 for Rotary Revealed at 6:00 p.m. You will meet some Rotarians, find out what it means to be a member, and learn more about the important projects the Club does.

Very truly yours,

## In the News

### Rotary Meetings - What's Up!

#### THIS Week @ Rotary

Churchhill Moment w/Bond Nichols  
Birthdays - Marcelle Epley, Jill Rosenberg  
New Member Introduction - David Gayl  
Program - YMCA Answer to the Crisis

Breakouts



## NEWS FLASH !!!

THIS WEEK'S MEETING  
Valentine's Day Musings by Cupid

### Rotary Club of Long Beach - Medical Mission to Caborca, Mexico Update By Freda Hinsche Otto, International Service Director

The Rotary Club of Long Beach has had a long-standing commitment to the Children's Medical Clinic in Caborca, Mexico. Teams of Long Beach Rotarians have traveled to Caborca for many years to assist in administering polio vaccines and critical medical services. This year, COVID 19 has taken a severe toll on the Caborca community and prevented the annual outreach that Rotary has typically undertaken.

#### Inspirational Update - Medical Mission to Caborca, Mexico

Tuesday, February 16, 2021

5:30 pm - 6:30 pm

Join us for an update on the medical mission to Caborca and the efforts of the Children's Medical Fund to address the needs of the Caborca families. The one-hour presentation will be presented by Terry Geiling and feature Rotary Caborca Coordinator Mike Brunhober. There will be ample time for questions and discussion.

RSVP by this Friday, January 12 to [madrid@rotarylongbeach.org](mailto:madrid@rotarylongbeach.org) for ZOOM access.



## Camp Enterprise 2021 - Plan B ?

By Andy C. McFarland

Attention all Rotarians who love (or want to learn to love) **Camp Enterprise!** It is with great regret that we must once again face the reality that Camp is going to have to wait another year to resume. Our beloved annual Spring excursion to YMCA Camp Oakes, along with the tremendous mentorship, fellowship, and karaoke opportunities it affords, just won't



Freda Hinsche Otto  
International Service Director



Mark Guillen  
Membership Service Director



Lisa Finn  
Youth Service Director



Mollie Beck  
IPast President



Dennis C. Smith  
President - elect



Alfredo Velasco  
President -nominee



Michele A. Dobson  
President -designate



Madrid Zimmerman  
Club Executive Director  
Club Executive Secretary



Dan Ouweleen  
Assistant Governor

## BIRTHDAYS THIS WEEK



Vali J. De Vries  
February 10th



Donna M. Reckseen  
February 11th



Brett Lewis  
February 12th



Nelson C. Kerr  
February 12th



Michael Joseph Rivard  
February 14th

## UPCOMING EVENTS

### February

- 10th - **Weekly RCLB Meeting**  
**Speaker:** Alfredo Velasco, President & CEO, YMCA of Greater Long Beach  
**Subject:** THE YMCA'S ANSWER TO THE CRISIS
- 10th - **Valentine Floral Workshop**  
**Speaker:** Diane Donaldson  
**Subject:** Valentine Floral Workshop
- 11th - **5 O'Clock Somewhere**  
**Speaker:** The RCLB Virtual Mixer  
**Subject:** Happy Hour with Friends!
- 16th - **RCLB Board of Directors**
- 16th - **Caborca, Mexico Medical Mission - UPDATE**  
**Speaker:** Terry Geiling and Mike Brunhober  
**Subject:** Rotary Foundation Supporting International Priorities
- 17th - **Weekly RCLB Meeting**  
**Speaker:** Robyn Williams, Community Engagement Manager  
**Subject:** MIRACLE FOR KIDS
- 24th - **Weekly RCLB Meeting**  
**Speaker:** Kathy Hughes, ChildNet Youth and Family Services President/CEO  
**Subject:** FOSTER CARE
- 25th - **Rotary Revealed**

### March

be "beneficial to all concerned" until we can get this darn virus under control.

But there is good news! We have been exploring other ways that our club can safely support the Mission of Camp Enterprise: to mentor and inspire young people while promoting the benefits of the American free enterprise system.

An option that looks promising is to provide support to an existing program at Poly High School that has many similarities to Camp Enterprise. The students work together in small groups to create a business plan ♦ sound familiar?

The teacher in charge of this program would love any help we can provide to work with the students (*remotely*), offer business guidance and advice, and possibly help judge the final presentations at the end of the semester.



Are you interested in helping to support these students and keeping the spirit of Camp Enterprise burning like the campfire at our Safety Meetings? If so, in the next few weeks please contact the **Chief Ranger, Andy McFarland** ([andy@ppmco.net](mailto:andy@ppmco.net)) to get more information. Thanks!

## Who Ya Gonna Call?



We are highlighting RCLB members and their Rotary classifications to remind us that our 275 members serve in many diverse professions/businesses.

This week, the focus is on RCLB members in **Advertising, Publications, Marketing, Consulting and Production**. Some members who are no longer active with their businesses remain **Experienced Resources** -- see their Member Profile in [DACdb.com](http://DACdb.com) for their contact info.

### Advertising - Agencies

Jay Beeler Beeler & Associates \* <https://dacdb.com>  
 Stephanie James Experienced Resource (Davis & Associates Advertising) <https://dacdb.com>

### Publications

Jay Beeler \* Beachcomber <https://beachcomber.news>  
 David Sommers Long Beach Post <https://lbpost.com/about>  
 Dan Lipton TravelHost Beach Cities <https://www.facebook.com/Travelhostbeachcities>

### Marketing - Advertising & Brand Development

Susan Collida <http://www.nostruminc.com>

### Marketing - Digital / SEO / Strategist / Website Development

Krisian Gragson GK Media <https://www.gkmediainc.com>  
 Gaia Valentino Experienced Resource [gaiavalentino68@gmail.com](mailto:gaiavalentino68@gmail.com)  
 Nelinia Varenas Breakthrough SEO Marketing <https://breakthroughseomarketing.co>

### Marketing

Mike Rivard Experienced Resource (Entrepreneur) <https://dacdb.com>  
 Nancy Zwiers Experienced Resource (Executive) <https://dacdb.com>

### Consulting - Small Business & Sales Coaching

Wendy Leggett Conflux Business Coaching, LLC <https://www.confluxbusinesscoaching.com>

### Video Production / Audio-Video Production

Kay Cofield California Media <https://www.cal-media.com>  
 Cam Doherty Killingsworth Experienced Resource (Killingsworth Presentations) <https://dacdb.com>

- 3rd - **Weekly RCLB Meeting**  
**Speaker:** Reena Hajat Carroll, CCEJ CEO  
**Subject:** RACISM and HEALING
- 9th - **Malaria Partners - Focus on Africa**  
**Speaker:** Adriana Lanting  
**Subject:** Medical Mission to Zambia - UPDATE
- 10th - **Weekly RCLB Meeting**  
**Subject:** ROTARY ROOTS
- 11th - **5 O'Clock Somewhere**  
**Speaker:** The RCLB Virtual Mixer  
**Subject:** Happy Hour with Friends!
- 13th - **Centennial Park Clean-Up**
- 16th - **RCLB Board of Directors**
- 17th - **Weekly RCLB Meeting**  
**Speaker:** Steve Goodling, LBCVB CEO  
**Subject:** COVID IMPACT ON CVB AND FUTURE
- 18th - **Business Breakfast Roundtable**
- 24th - **Weekly RCLB Meeting**  
**Speaker:** John Bishop, Long Beach Memorial Medical Center CEO  
**Subject:** COVID HOSPITAL UPDATES
- 28th - **Ronald McDonald House Meal Prep**
- 31st - **Weekly RCLB Meeting**  
**Speaker:** Janet Robert, Retired Educator  
**Subject:** KINDNESS

## April

- 7th - **Weekly RCLB Meeting**
- 8th - **5 O'Clock Somewhere**  
**Speaker:** The RCLB Virtual Mixer  
**Subject:** Happy Hour with Friends!
- 10th - **Centennial Park Clean-Up**
- 13th - **Rotary Goal to Eliminate Polio**  
**Speaker:** Greg Owen and Greg Haeseler
- 14th - **Weekly RCLB Meeting**
- 20th - **RCLB Board of Directors**
- 21st - **Weekly RCLB Meeting**  
**Speaker:** Mea Lath, Managing Director - Khmer Arts Academy
- 28th - **Weekly RCLB Meeting**

**Rotary Club of Long Beach**  
 meets every Wednesday

**Club Office**  
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 562-436-8181  
[Rotary@RotaryLongBeach.org](mailto:Rotary@RotaryLongBeach.org)

Visit  
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 Rotary International  
 E-Club of the West

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 Long Beach Convention & Visitors Bureau

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