



## This Week's Program

Wednesday, March 17 - Join Us via ZOOM

### BEYOND THE RED TIER

Steve Goodling, President & CEO  
Long Beach Convention & Visitors Bureau

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



Steve Goodling has led the Long Beach Convention & Visitors Bureau (CVB) toward a path of innovation and modernization for nearly two decades. His background in hospitality stems from joining Marriott International when the company only had 100 hotels worldwide. He then progressed to Shangri-La Hotels, a Hong Kong-based company operating luxury resorts and hotels throughout the world. Steve helped to foster a strong customer centric focus in Long Beach and convention planners have responded positively to the results.

Both ♦Meetings and Conventions♦ and ♦Successful Meeting♦ magazines, with readerships of 34,000 and 72,000 respectively, have awarded the LBCVB as ♦Best in the West♦ for the last four years. The LBCVB won the Gold award three out of four years for the Best CVB in the region with only one winner per category, beating out such great competition such as Los Angeles, Anaheim, San Diego, San Francisco, and Anaheim. These honors were also earned by the Long Beach Convention Center for the past two years♦earning ♦Gold♦ both times.

By hosting the TED Conference for several years, Steve accessed and incorporated many of their future forward concepts and deployed those into creating three ♦turnkey♦ special event spaces. The new Pacific Ballroom, the Cove, and the Terrace Theater Plaza. All have permanent LED stage lighting, rigging, etc., thus saving convention clients significant amounts of money in creating special events. This concept allowed associations with limited budgets to host corporate style events at a significant savings, which they then put these savings back into a higher quality food experience. It also allowed convention planners to fulfill another major trend desired by their attendees, an ♦Instagramable♦ and unique experience, not to be found anywhere else. Both convention planners and clients loved the new venues, as well as the local Long Beach community, which began to have many fundraising events in these venues.

Being the first in the industry with this concept, this innovation gained national attention and Steve was recognized by ♦Venues Today♦, and inducted into their Hall of Fame.

Steve has also been recognized as one of the ♦Top 25 Most Influential People in the Meetings Industry♦ by ♦Successful Meetings♦ magazine, a leading industry publication, which touted Long Beach and Steve as a ♦Trailblazer.♦ In addition, ♦BizBash♦ magazine, a leading publication focused on large-scale special events, inducted Steve into its prestigious Hall of Fame.

Due to Covid, and the acceleration of the adaption of virtual digital technologies, Steve♦s newest venture is converting the entire convention center campus to an interactive broadcast experience♦bringing together convention attendees remotely as well as those around the world to participate in a Long Beach based convention. This effort was recently recognized in Successful Meetings for being the first convention center to do so in the nation.

Steve has been highly engaged in the community and has served on various boards such as Musica Angelica, International City Theater, CCEJ - the CA Center for Equality and Justice and the Ukleja Center for Ethical Leadership at California State University Long Beach

## President 104's Post #36

Matt Kinley



### HAPPY SAINT PATRICK'S DAY 2021

"Most countries send out oil or iron, steel or gold, or some other crop, but Ireland has had only one export and that is its people.♦ President John F. Kennedy, from a 1963 speech in Cork, Ireland.

History records that the Redcoats started the tradition of St. Patrick♦s day in America. In 1762, several Irish-born soldiers serving in the British Army marched though Manhattan to a local tavern adorned with green clothing. The whole thing was started as an opportunity to drink. Since that time, we♦ve celebrated the day honoring the many people from the Emerald Isle. Thankfully, the diversion of adult beverage remains.

My namesake, Daniel David Kennelley was born on December 24, 1775 in Clare, Cork, Ireland. He moved to Maryland, where he met and married Jane Shannon in 1803. Jane Shannon♦s family immigrated to America from Ireland sometime around 1670. The couple moved to Pennsylvania, where Sean♦thair (literally, ♦old father♦) died in 1847. How close to me is he? Born 187 years apart on different continents. Separate language and different religion. But, he seems compellingly close. Daniel♦s great grandson Abraham Ballinger Kinley was my great grandfather, my Dad♦s grandfather. And Daniel's picture takes away the almost two centuries between us. There♦s an actual picture of a man born the year before the Declaration of Independence! He looks stern, but mischievous. He dresses well, and rocks that beard. It looks

## 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  
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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

to me like he's seen rough days and revels in the memories. I doubt he was bossed around. But I am also sure that he found plenty of people who were willing to dismiss him because he was foreign.

In America's welcoming of the people of the world, we have added to the richness of our culture. The Irish like so many other groups have informed our lives. Irish Whiskey comes to mind. But, more than that and as we celebrate this St. Patrick's day with our fellow Rotarians, remember the words of one of the great Irish thinkers and writers, John Donohue: "One of the tasks of true friendship is to listen compassionately and creatively to the hidden silences. Often secrets are not revealed in words, they lie concealed in the silence between the words or in the depth of what is unsayable between two people." (A Book of Celtic Wisdom.)

I will never get to speak or listen to Daniel David Kenneley. I wish I could. What I can do, and what all of us can do as our Club seeks to increase its influence in our city, is to take the opportunity to listen. Remember the adventure of everyone's forefathers as they sought a place of refuge from political or religious persecution or the ability to achieve economic security. Everyone comes from someplace and is looking for a better life. As we seek to make our community a better place, let's listen to our friends who represent different communities and help them make their lives better.

And it's okay to offer a wee bit of whiskey as well.

*Mark*

## In the News - THIS Week @ Rotary

**The Malaria Partners - Focus on Africa presentation Tuesday, March 16 @ 5:30pm is postponed.**

**We will reschedule the virtual safari for another time and let you know.**



## Discover Rotaract via ZOOM! - Thursday, March 18th at 6pm - RSVP to Madrid for ZOOM access

Please invite any prospective Rotaractors to join us - contact **Lisa Finn** ([lisa.finn@cruiseplanners.com](mailto:lisa.finn@cruiseplanners.com)) regarding the **Greater Long Beach Community Rotaract Club**. The foundation for a Rotaract Club has now been laid, we are ready to welcome new members!



- **Is there a business you work with that has a young professional leader** that you feel would make a great Rotaractor?
- **Do you have a family member or friend who is between 21 and 36** that is looking for ways to make a difference in our community and embrace a "Service Above Self" mindset? **We would love to meet them!**

## 2021 Spring Fling Car Rally - this Saturday, March 20 - 10:00am - RSVP Today!

Meet at the public parking lot just north of the **LB Yacht Club, 6201 Appian Way**. Classic cars, motorcycles and all call welcome. See [MAP](#) for the route through Belmont Shore, Downtown, over the bridge and back to **Derrick's on Atlantic** for a No Host Lunch! **RSVP Today** so we can plan for the number of cars and give a head count for lunch!

**Make a donation to the LBR Charitable Foundation (\$25 min)** and send to Rotary Office along with your Downloaded [Waiver](#) and [Emergency Contact Info](#).

## March Membership Madness 'Update'

Greetings, Madness Members! This past week felt like "half time" because of Rotary Roots. So, what better time to give you a half time pep talk? Missing a Lunch Meeting doesn't have to mean there are no opportunities to invite guests. Outside of the weekly meeting, there are plenty of opportunities to connect with a potential member, chat about our upcoming gatherings with a colleague, or simply asking a friend if they are interested in checking out our club.

Sometimes growing membership is simply about "planting a seed" that will blossom into a visit to our club, or better yet, interest in learning more about Rotary Membership. This week, besides the **Lunch Meeting**, we have: **Business Breakfast Roundtable**, **Discover Rotaract**, and **Rotary Car Rally**. Each one of these four gatherings is a great place to bring a friend along to see what great things Rotary has to offer. Looking forward to seeing you and a friend at a Rotary gathering this week.

Remember, you don't need to be on a Team to invite a guest. **If you have any questions, please email Mark Guillen or Madrid.**



## A Year Ago...

By Mollie Beck, RCLB President 103

Wow. It's been a year since we all began hearing about Coronavirus. At the **March 4<sup>th</sup>** meeting --- one year ago --- Sergeant at Arms John Grey and I demonstrated non-contact greetings from the podium and even Robin Gordon Peterson showed us how a well-executed shimmy could also be used.

The following week on **March 11<sup>th</sup>** was Rotary Roots and some of those meetings had to be cancelled at the last minute. Then on Friday **March 13<sup>th</sup>** I sent you all an email announcing the March 18<sup>th</sup> meeting would be cancelled. It was a damn good email too and among other things I suggested that...

*As responsible adults applying the 4-Way Test continues to be our best strategy (Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?).*

*As Rotarians there are certain matters about which we are privileged to make assumptions. Your character and the choices you make that impact*



**Freda Hinsche-Otto**  
International Service Director



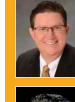
**Mark Guillen**  
Membership Service Director



**Lisa Finn**  
Youth Service Director



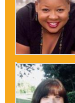
**Mollie Beck**  
Past President



**Dennis C. Smith**  
President-elect



**Alfredo Velasco**  
President-nominee



**Michele A. Dobson**  
President-designate



**Madrid Zimmerman**  
Club Executive Director  
Club Executive Secretary



**Dan Ouwelen**  
Assistant Governor

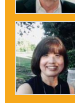
## BIRTHDAYS THIS WEEK



**John J. Gilligan**  
March 19th



**Joen Garnica**  
March 19th



**Christopher Wacker**  
March 19th



**Madrid Zimmerman**  
March 20th

## UPCOMING EVENTS

### March

- 16th - **RCLB Board of Directors**
- 16th - **Malaria Partners - Focus on Africa - POSTPONED - Date TBD**  
**Speaker:** Adriana Lanting  
**Subject:** Medical Mission to Zambia - UPDATE
- 17th - **Weekly RCLB Meeting**  
**Speaker:** Steve Goodling, LBCVB CEO  
**Subject:** COVID IMPACT ON CVB AND FUTURE
- 18th - **Business Breakfast Roundtable**  
**Speaker:** Wayne Slavitt  
**Subject:** Business Succession Planning
- 18th - **Discover Rotaract**
- 20th - **Spring Fling Car Rally**
- 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

others, are two of them. I know you will choose wisely in the weeks to come.

I asked folks to contact us if they needed assistance and to remember the economic implications to our community.

I closed with.

I implore you to participate in life to the extent you are comfortable and can extend to those around you the same level of comfort. The best advice I've heard is to temper fear with reason, panic with patience and uncertainty with education.

On **March 17<sup>th</sup>** we held our very first Zoom meeting for the Board of Directors. It was a test that turned out to be our future and on **March 25<sup>th</sup>** we came to you LIVE from my living room! Madrid showed up every Wednesday with the laptop because I didn't have a camera. We'd stack volumes of encyclopedias yes I still have them and see how handy they still are?! And put the laptop on top, created a blank backdrop out of curtains and there I sat, perched upon a stool, nervous as a cat, wondering what was going to happen next. It was the 34<sup>th</sup> meeting of the year.

Laura Doyle was serving as Communications Director and under the tutelage of Laura, Salvador Farfan and Madrid Zimmerman, we, all of US, learned together this new technology called Zoom. Make no mistake and write this down It was Laura Doyle who introduced this Club to Zoom!

The following weeks were what I called an adventure. Meeting format depended upon what we could cobble together and through it all, you were all there to support our Club. And ultimately that's the message I want to leave you with.

We have persevered. We have supported our Club and supported each other. We took the time to Ring a Rotarian. We have raised money for Reading by 9, built face shields, collected socks, continued our dedication to Feeding the Future. Our work as Rotarians never stopped. We are so strong in what we do and what we believe that we found ways to be helpful. We are Rotarians and we are people of action.

Our Club survived the 1933 earthquake, WWII, Y2K, 9/11 and we are not just surviving a worldwide pandemic but continuing to thrive in spite of it. I am proud to be part of this amazing group of people.

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 the **Financial** industry. Some members who are no longer active with their businesses remain **Experienced Resources** -- see their Member Profile in [DACdb.com](#) for their contact info.

<b>Financial - Investment Counseling</b>		
Russell T. Hill	Halbert Hargrove Global Advisors LLC	<a href="https://www.halberthargrove.com">https://www.halberthargrove.com</a>
Craig T. Cross	Halbert Hargrove Global Advisors LLC	<a href="https://www.halberthargrove.com">https://www.halberthargrove.com</a>
Jeffrey G. Wimbish	Kensington Investment Counsel	<a href="http://www.kensingtonic.com">www.kensingtonic.com</a>
<b>Financial - Stock &amp; Bond</b>		
Joshua Rand	The Rand Group at Morgan Stanley	<a href="https://advisor.morganstanley.com/the-rand-group">https://advisor.morganstanley.com/the-rand-group</a>
<b>Financial - Stock &amp; Bond Brokers/Security Brokerage</b>		
Ronald D. Rand	The Rand Group at Morgan Stanley	<a href="https://advisor.morganstanley.com/the-rand-group">https://advisor.morganstanley.com/the-rand-group</a>
Jan P. Maize	The Maize Group at Morgan Stanley	<a href="https://advisor.morganstanley.com/the-maize-group/family">https://advisor.morganstanley.com/the-maize-group/family</a>
<b>Financial - Wealth Management/Certified Financial Planner</b>		
Jerry G. Maize	The Maize Group at Morgan Stanley	<a href="https://advisor.morganstanley.com/the-maize-group/family">https://advisor.morganstanley.com/the-maize-group/family</a>
<b>Financial Services - Medical Collections</b>		
Walter Larkins	Sapphire RCMS	<a href="https://www.sapphirercms.com">https://www.sapphirercms.com</a>
<b>Financial - 401k Plan Advisor</b>		
Conor Kenneth Weir	Retirement Benefits Group	<a href="http://www.rbgadvisors.com">www.rbgadvisors.com</a>
<b>Financial - Executive Benefits</b>		
Trent D. Bryson	Bryson Financial Group	<a href="https://brysonfinancial.com">https://brysonfinancial.com</a>
<b>Financial - Retirement Planning</b>		
Richard Gibson	Global Capital Advisors	<a href="https://www.richgibsonretirement.com">https://www.richgibsonretirement.com</a>
<b>Financial - Trust Administration</b>		
Gerald A. Lane	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Financial - Financial Advisor</b>		
Sathya Chey	Carlsen Wealth Management Group	<a href="https://fa.wellsfargoadvisors.com/carlsen-wmg/">https://fa.wellsfargoadvisors.com/carlsen-wmg/</a>
Laura Franke	PFM Financial Advisors	<a href="https://www.pfm.com/resume/lfranke.pdf">https://www.pfm.com/resume/lfranke.pdf</a>
Ronald Grimm	Penniall & Associates	<a href="https://dacdb.com">https://dacdb.com</a>
Gregory Haeseler	Well Fargo Advisors	<a href="https://home.wellsfargoadvisors.com/gregory.haeseler">https://home.wellsfargoadvisors.com/gregory.haeseler</a>
Steven M. Keesal	Oppenheimer & Co., Inc.	<a href="http://www.opco.com">www.opco.com</a>
Leslie Wiberg	WealthSpring	<a href="https://www.wealthspringpartners.com">https://www.wealthspringpartners.com</a>
<b>Financial Advisors</b>		
Michael Peters	Waddell & Reed Financial Advisors	<a href="https://michaelpeters.wradvisors.com">https://michaelpeters.wradvisors.com</a>

**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  
17th - Feeding the Future - Grab'n'Go Food Packaging Event  
20th - RCLB Board of Directors  
21st - Weekly RCLB Meeting  
**Speaker:** Mea Lath, Managing Director - Khmer Arts Academy  
28th - Weekly RCLB Meeting

May

5th - Weekly RCLB Meeting  
8th - Centennial Park Clean-Up  
11th - Global Grant Scholars  
**Speaker:** Dee Wood  
12th - Weekly RCLB Meeting  
13th - 5 O'Clock Somewhere  
**Speaker:** The RCLB Virtual Mixer  
**Subject:** Happy Hour with Friends!  
18th - RCLB Board of Directors  
19th - Weekly RCLB Meeting  
26th - Weekly RCLB Meeting  
30th - Ronald McDonald House Meal Prep

June

2nd - Weekly RCLB Meeting  
8th - Rotary Commitment to Disease Prevention  
**Speaker:** Freda Hinsche Otto  
**Subject:** COVID Response - UPDATE  
9th - Weekly RCLB Meeting  
10th - 5 O'Clock Somewhere  
**Speaker:** The RCLB Virtual Mixer  
**Subject:** Happy Hour with Friends!  
12th - Centennial Park Clean-Up  
15th - RCLB Board of Directors  
16th - Weekly RCLB Meeting  
President Matt's Demotion  
23rd - DARK - No Weekly RCLB Meeting  
30th - DARK - No Weekly RCLB Meeting

Our Rotary Family...

Extending our warm wishes for a healthy recovery, **Whitney Leathers**, Executive Director, Long Beach Day Nursery.

Recently posted...

"It's been 7 days and 14 hours since I've had a bite of food to eat. Yep, you read that right and it's safe to say, this foodie is hungry."

Despite that, tonight I'm counting my BLESSINGS!"

READ MORE

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

**Club Office**  
400 Oceangate, Suite 470  
Long Beach, CA 90802  
562-436-8181  
[Rotary@RotaryLongBeach.org](mailto:Rotary@RotaryLongBeach.org)

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Long Beach Rotary  
District 5320  
Rotary International  
E-Club of the West

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Long Beach Convention & Visitors Bureau

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