



## This Week's Program



**Wednesday, May 5 - Join Us via ZOOM**  
**Getting Verified on Social Media**  
**Gino Marcello Fracchiolla - Founder/CEO Infiniti Marketing Group**  
**12:15pm - Dial In to ZOOM**  
*Dial In Details Will Be Sent*  
**12:30 - 1:30pm - Program Via ZOOM**

**Gino Fracchiolla** is the founder of Infiniti Marketing Group, a full-scale public relations marketing and digital media agency. Since 2017, Infiniti has been serving clients with a wide range of services from press to social media.

Like Gino, many of his celebrity clients have had infractions with the law prior to turning their lives around. Gino credits experience he gained from serving time in prison to giving him the skills to grow a business. His clients are from all walks of life, from rappers and social media influencers to real estate agents. With plans to venture into the music industry, Gino is definitely someone to watch in 2021!

## President 104's Post #42

**Matt Kinley**



### THE LAST HURRAH

This week's meeting is a swan song of sorts. The final performance, the coda, the conclusion. We hated to use it, we were happy to have it, and we are even happier not to be dependent on it. We know we will use it again. It has become way too comfortable, too familiar. An alternate way to communicate with humanity, if not awkwardly and in only two dimensions.

Imagine if we didn't have it? Would we have had merely a phone, limited to the simple sound of our friends' and family's voices, devoid of faces? Would we have been more inclined to break the rules to see a friend or a loved one? In retrospect, we were lucky to have it. It allowed us to keep a face-to-face relationship with our world.

I wonder if it changed us, though? It's nice to be home. It's nice to have your car parked for days at a time. It's nice not to get on the freeway, to have to go somewhere, dressed, ready to go, teeth and hair brushed. It's nice not to include commute time in your calculations when you hit snooze. Did we become lazy, depending on the screen over real human touch? Did we start a slight evolution from three dimensions to two dimensions? Can we come back?

In Rotary meetings, we did our best to involve everyone. Is that possible? By its technology, we were each assigned a random block, like Twilight Zone meets Hollywood Squares. You didn't get to choose your block; it was given to you. Sure, some of us tried to dress-up our boxes with electronic backgrounds or pig ears that magically fit on the side of the head, or fancy backdrops of the Turks and Caicos. While we tried, the boxes robbed us of our individuality and our humanity. We were on page 3 of 90 boxes, 4<sup>th</sup> block over, 3<sup>rd</sup> one down. Our main function was to turn on mute should our dog bark or cell phone ring. These occasions actually created anxiety, because somehow everyone knew it was your dog or your phone and people pointed and said, PLEASE MUTE YOURSELF. Only to forget to unmute when it was finally your turn to say something. Then, we stumbled onto those group sessions of 5 or 6, and that helped, our voices could be heard! But we were still faces on a screen, like those characters on Gilligan's Island that *you know*, but you really don't know. The medium is limited. Two dimensions are not enough. Bring back that third dimension, not just latitude and longitude but altitude, too!

According to folk wisdom, swans sing most beautifully when anticipating death. It turns out, that's not true. Swans sing all the time, dying or not. This week is our last Zoom meeting where the main participants in the meeting will participate via their computer. After that, Zoom will be an appendage, a support for those who can't make it to the meeting, a necessary accommodation to our busy lives. Not dead, but there. Now, we have the pure privilege of going to live meetings and actually being with our fellow Rotarians. We can bring the swan out now and then to sing, but we can also capitalize on our newfound freedom and be out and about in the world. Knowing that swans can sing every day of their lives, let's not pretend that we are stuck inside. Let's celebrate our good fortune at this, the last Zoom-only meeting of the RCLB!

## 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



**Rhiannon Evans Acree**  
Sergeant at Arms



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



**Diane Wood**  
Sergeant at Arms



**Henry C. Fung**  
Career Service Director



**Richard Gibson**  
Club Service Director



**Sandra Simon**  
Club Service Director



**Daniel Bruce Lipton**  
Community Service Director



**Christopher Yco**  
Youth Service Chair



**Brett Lewis**  
Fellowship Service Director



**Lydia Vincenty-Lowell**  
Fellowship Service Director



## IN THE NEWS

### Thank You - Mary Zefara Loos

Kudos and much appreciation to **NEW Rotarian Mary Loos**, publisher of *Long Beach Living* and *Alamitos Bay Neighbors* for featuring the **Long Beach Rotary Scholarship Foundation** in a article by LBRSF Chair Craig Cross.

*Long Beach Living* and *Alamitos Bay Neighbors* are neighborhood-focused magazines that feature local families on the front cover.

*Long Beach Living* is mailed to Alamitos Heights, Bixby Hill, Park Estates, University Park Estates, and Del Lago. *Alamitos Bay Neighbors* is mailed to homeowners in Naples, the Peninsula, Bay Harbour, Spinnaker Bay and Coves.

Click on and enjoy the links below to see the entire publications. Thank you, Mary and your team!

[Long Beach Living](#) - [Alamitos Bay Neighbors](#)



## International Service - Zambia

### NEXT Week @ Rotary

Rotary Club of Long Beach - Join the Safari! - Tuesday, May 11 - 5:30-6:30pm

**Adriana Lanting** will be your safari guide and **Copperbelt project coordinator Jim Moore** for this adventure in **Zambia and beyond**. This meeting will focus on the work in which we are taking part and give us the most recent updates on how we can continue to participate. Grab a drink of choice and join us for a new kind of safari!

RSVP to [madrid@rotarylongbeach.org](mailto:madrid@rotarylongbeach.org) for ZOOM access



### @ Rotary last week...



Welcome new Rotarians!

**Jill Baker**  
Superintendent  
Long Beach Unified School District

**caryn desai**  
Artistic Director, Producer  
International City Theatre

### Who Ya Gonna Call?

vocations business profession craft experience expertise referrals occupation  
career advisors supplier craft experience expertise referrals occupation  
recommendations professional services support

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 **Government** and **Consultants - Political, Public Affairs and Public/Private Partnerships**. 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.

#### Government - County - Finance

Stacy Rose Mungo County of LA Budget Manager

<http://www.stacymungo.com/about-stacy-2/>

#### Government - Municipal - City Attorney

Charles Parkin Office of the LB City Attorney

<http://www.longbeach.gov/attorney/>

#### Government - Municipal - City Auditor's Office

Olivia Maiser Experienced Resource

<https://dacdb.com>

#### Government - Municipal - City Councilmember

Cindy Allen District 2

<http://www.longbeach.gov/district2/>

Rex Richardson District 9

<http://www.longbeach.gov/district9/>

#### Government - Municipal - City Prosecutor

Doug Haubert City of Long Beach

<https://cityprosecutordoughaubert.com>



Freda Hinsche-Otto  
International Service Director



Mark Guillen  
Membership 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 Ouweleen  
Assistant Governor

### BIRTHDAYS THIS WEEK



Jane Roeder  
May 7th



William H. Marmion Ph.D.  
May 8th



Sumer A. Temple  
May 11th

### UPCOMING EVENTS

#### May

5th - **Weekly RCLB Meeting**

**Speaker:** Gino Marcello Fracchiolla  
**Subject:** Getting Verified on Social Media

6th - **5 O'Clock Somewhere**

**Speaker:** The RCLB Mixer - In Person  
**Subject:** Happy Hour with Friends!

8th - **Centennial Park Clean-Up**

11th - **Malaria Partners (International Service)**

**Speaker:** Adriana Lanting  
**Subject:** Malaria Partners - Focus on Africa

12th - **Weekly RCLB Meeting**

**Speaker:** First Meeting Gathering  
**Subject:** In-person lunch meeting in the great outdoors. RSVP required

18th - **RCLB Board of Directors**

19th - **Weekly RCLB Meeting**

**Speaker:** In-person at The Grand Event Center  
**Subject:** RSVP by May 12 required.

26th - **Weekly RCLB Meeting**

**Speaker:** In-person meeting at The Grand Event Center  
**Subject:** RSVP required

28th - **Club Monthly Golf Outing**

30th - **Ronald McDonald House Meal Prep**

#### June

2nd - **Weekly RCLB Meeting**

**Speaker:** In-person meeting at The Grand Event Center  
**Subject:** RSVP required

8th - **International Committee Focus - tentative date**

9th - **Weekly RCLB Meeting**

**Speaker:** In-person meeting at The Grand Event Center

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**

**Speaker:** Fellow Rotarians  
**Subject:** President Matt's DEMOTION!








23rd - **DARK - No Weekly RCLB Meeting**

23rd - **Presidents' Party**

<b>Government - Municipal - City Prosecutor - Assistant</b>		
Randall Fudge	City of Long Beach	<a href="https://cityprosecutordoughaubert.com">https://cityprosecutordoughaubert.com</a>
<b>Government - Municipal - City Prosecutor - Deputy</b>		
Stephanie Dowds	City of Long Beach	<a href="https://cityprosecutordoughaubert.com">https://cityprosecutordoughaubert.com</a>
<b>Government - Municipal - Communications, Office of the Mayor</b>		
James Ahumada	Communications Director, Office of the Mayor	<a href="http://www.longbeach.gov/mayor/contact/">http://www.longbeach.gov/mayor/contact/</a>
<b>Government - Municipal - Environmental Health</b>		
Nelson Kerr	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Government - Municipal - Mayor</b>		
Robert G. Foster	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
Robert Garcia	City of Long Beach	<a href="http://www.longbeach.gov/mayor/">http://www.longbeach.gov/mayor/</a>
Beverly L. O'Heill	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Government - Municipal - Public Safety - Police</b>		
Braden James Phillips	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Government - Municipal - Public Works</b>		
Laura Doyle	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Consultant - Political</b>		
Ian Patton	Owner, Cal Heights Consultancy	<a href="http://calheightsconsult.com">http://calheightsconsult.com</a>
<b>Consultant - Public Affairs</b>		
Gloria Cordero	Experienced Resource	<a href="https://dacdb.com">https://dacdb.com</a>
<b>Consultant - Public/Private Partnerships</b>		
Jim Hankla	Owner, JCH/Fulcrum LLC	<a href="https://dacdb.com">https://dacdb.com</a>

## Rotary-versaries ~ 10+ Years

### APRIL

	<a href="#">Craig T. Cross</a> 44 Years		<a href="#">Ronald D. Rand</a> 34 Years		<a href="#">James C. Richards</a> 28 Years		<a href="#">W. Kurt Wood</a> 19 Years
	<a href="#">Gregory Haeseler</a> 18 Years		<a href="#">Matthew L. Kinley</a> 32 Years		<a href="#">Robert D. Bond</a> 10 Years		

**Speaker:** In-person evening event instead of lunch meeting

25th - **Club Monthly Golf Outing**

30th - **DARK - No Weekly RCLB Meeting**

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**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)

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

Visit our Social Media Pages

LB Skyline Photo Credit  
Long Beach Convention & Visitors Bureau

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