



ROTARY MEANS FELLOWSHIP – ARTS - BUSINESS - SERVICE FABS

This Week's Program

Wednesday, July 26

Public Art & Culture in Long Beach

Julia Huang
Intertrend Communications Inc., CEO

12:00 Noon - LUNCH
Early Start 12:20 - 1:30 p.m. - PROGRAM



Julia Y.C. Huang is the Founder and CEO of Intertrend, a multicultural creative agency at the intersection of emerging trends and the interaction between brands and consumers. Intertrend is known in the industry to create deeply resonant and exceptional consumer experiences for leading brands in automotive, financial services, retail, entertainment, pharmaceutical and telecom.

Taiwanese American-born, raised and educated in Japan and Taiwan, Huang went to grad school to study communications at the University of North Carolina at Chapel Hill. After working in New York City and Los Angeles in product development and then in Mergers & Acquisitions, a chance opportunity led Huang to the field of communications and the founding of Intertrend in 1991.

As the CEO of Intertrend, Huang is responsible for managing two award-winning companies headquartered in Long Beach, California: Intertrend and Imprint, an incubator for new businesses. Known for her strong belief that diversity drives creativity, she is a constant contributor to industry thought-leadership content, events and academia. She was named by Avenue Magazine as one of the 500 most influential Asian Americans and in 2014, Julia was selected by the Fortune's Most Powerful Women Conference as one of the Top Ten Entrepreneurs in the U.S. Most recently, Julia was named the City National Bank Entrepreneur of the Year by the Long Beach Area Chamber of Commerce. Over the years, Intertrend is consistently selected as one of the 100 Top Female-Owned Businesses by the Los Angeles Business Journal.

Intertrend has won numerous industry awards including the American Advertising Award; the ANA Multicultural Excellence Award; the Gold Award for Creative Campaign of the Year from the Asian American Advertising Federation (3AF); and the Marketer of the Year Award from 3AF. In addition, Intertrend won the People's Choice for Exhibition of the Year at the Frame Magazine Awards and the Bronze Cube for Spatial Design at the ADC 99th Annual Awards, both for The Art of Bloom exhibition.

Huang is an active member of the Long Beach and greater Los Angeles communities, serving on the board for KCRW/National Public Radio, Long Beach Library Foundation as well as volunteering her time with the Long Beach Economic Development Partnership and supporting Long Beach Walls (formerly Pow!Wow! Long Beach).

Birthdays



[Danita Humphrey](#)
July 26th



[Diane Wood](#)
July 29th



[Debra Fixen](#)
July 30th



[George L. Bell](#)
August 1st

Club Leaders



[Michele A. Dobson](#)
President



[Gail B. Schwandner](#)
Assistant to the President



[Jean Bixby Smith](#)
Assistant to the President



[Marcelle H. Epley](#)
Vice President



[Joseph Wayne Hower PE, DFE](#)
Vice President

[Debra Kahookole](#)
Vice President

Having been raised in different cultural environments, Huang stresses the importance of community and civic engagement. She has received many accolades for her philanthropic activities supporting arts and culture, both locally and globally.

For further information on Intertrend, please visit www.intertrend.com

Come Join the Team!

By Michele A. Dobson, RCLB President



My fellow Rotarians, in case you missed it, we received a great response to our Avenues of Service Faire so we will have another one at the top of the new year. There were tequila shots to people who signed up for certain committees and half the tequila bottle was gone by the end. Also, as many of you know, our Club was absorbing over \$7,000 a year in credit card processing fees for member credit card transactions. As business owners, we are all well aware of how these fees affect the bottom line. We thank each of you for your patience and generosity in paying by cash, check or volunteering to include the credit card processing fee when you use your credit card. It is a great help to the Club.

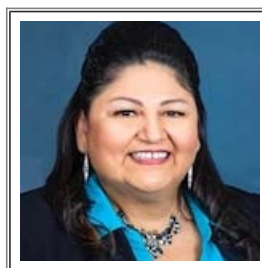
Many of you have been extremely supportive of me and the Board stating that you are here to help us, so here it comes, we need your help in what will hopefully become our weekly Rotary Talent Show. Whether you are a solo artist, duo or group, we need song leaders for our Wednesday meetings. A list of the songs through the balance of the year is listed below. We are looking for the bold and the beautiful among us to lead song search Wednesday. Get together with other Rotarians and have fun with it. Please reach out to Steve Shaw, our fearless Club Service Director to volunteer. Steve is doing Yeoman's Work setting up and taking down the meetings so if you can help with that as well, please reach out to Steve.

August 2nd – Bennie and the Jets, by Elton John
August 9th – Hit the Road Jack, by Ray Charles
August 16th – Sweet Caroline, by Neil Diamond
August 23rd – Fire and Rain, by James Taylor
August 30th – Big Yellow Taxi, by Joni Mitchell
September 6th – Achy Breaky Heart, by Billy Ray Cyrus
September 13th – Hey Jude, by the Beatles
September 20th – Happy Together, the Turtles
October 4th – California Dreamin', the Mamas and the Papas
October 11th – Daydream Believer, by the Monkees
October 18th – Take it Easy, by the Eagles
October 25th – You're So Vain, by Carole King
November 1st – Crazy, by Patsy Cline
November 8th – Lean On Me, by Bill Withers
November 15th – What a Wonderful World, by Louis Armstrong
November 29th – Born To Be Wild, by Steppenwolf

Finally, we would like to thank the following Rotarians for their service to the Club and with deep regret, accept their resignations. Certainly, we will welcome them back at any time with open arms: Ken Noble, Bob Stemler, Traci Glasscock, Jerry Bloeser, Mary Ellen Mitchell, Pam Young Lee, Paul Scholz, Dale Whitney, Desmond D'Sa, Leslie Davis, Dr. Mike Walter, Dan Lipton, Jan Maize, Jerry Maize, Cassandra Georghegan, Joy Banerji, and Dr. Lun Hom.

Welcome New Rotarian...

By Janey Roeder



At last week's lunch meeting, I was delighted to introduce **Mary Zendejas** as the newest member of our Club.



Sumer A. Temple
Vice President



John E. Romundstad
Secretary
Treasurer



Theresa Cornwell
Sergeant-at-Arms



Shel-lee Davis
Sergeant-at-Arms



Shelley Hanks
Sergeant-at-Arms



Debbie Thorpe
Sergeant-at-Arms



Denise Dahlhausen
CCO-Club Comm.
Officer



Rayne Sherman
Career Service
Director



Robyn Gordon-Peterson
Community Service
Director



Stephen B. Shaw
Club Service Director



Lisa Finn
Fellowship Service
Director



Matthew L. Kinley
International Service
Director



Sarah Soriano
Membership Service
Director



Conor Kenneth Weir
Youth Service
Director



Alfredo Velasco
iPast President



Steve M. Hockett

Many members already know Mary through her active civic engagement on boards and commissions, among them Long Beach Transit, For the Child, and the Citizens' Advisory Commission on Disabilities. We also know about Mary's important contributions as an elected Long Beach Councilmember.

Mary was born with the heart of a Rotarian. Being of service to others is the story of Mary's life, and she truly embodies Rotary's motto of "Service above Self." She is passionate about Rotary International's effort to eradicate Polio worldwide because, as a Polio survivor, she knows first-hand the long-term effects of the disease.

In 2012, Mary was crowned Ms. Wheelchair California, and she used her platform to promote personal independence for people with disabilities. She championed self-advocacy, higher education, and quality employment opportunities for people living with disabilities in California. Mary's passion for developing a stronger and more integrated disability community led her to establish the Professional Abilities Association of America, an organization created for working professionals with disabilities by other working, disabled professionals, focused on inclusion in the workforce.

I first met Mary in 2001 when she participated in Leadership Long Beach's Executive Quick Start program while I was that organization's Executive Director. At that time, Mary was working for St. Mary Medical Center as a Community Outreach Advocate. Right from the start, it was clear that Mary had the heart of a servant leader. She went on to participate in the 10-month Institute program and is a graduate of the 2015 Leadership Long Beach Class.

I had the pleasure of working even more closely with Mary when she was invited to serve as a Leader-in-Residence and Faculty Fellow for the Ukleja Center for Ethical Leadership at CSULB. From 2016-2019, Mary inspired hundreds of university students with her inspirational story of rising above every challenge that came her way.

Mary was elected to serve as Long Beach's 1st District City Councilmember in November 2019, becoming the first Latina wheelchair user to be elected to office in the nation. Community and family are at the center of Mary's life. Her strong work ethic is rooted by her parents, a field hand and a factory worker, who provided their children with a better life. Their hard work enabled Mary to become first in her family to graduate from college – from CSULB, of course!

We are so fortunate Mary has chosen to share her experience in leadership, organizational development, and community service with our Club. She will be an outstanding Rotarian and a wonderful addition to our Club.

Please join me and Mary's co-sponsor, **Olivia Maiser**, in welcoming **Mary Zendejas** to the Rotary Club of Long Beach!



President-Elect



Kelly Ruggirello
President-Nominee



Madrid Zimmerman
Executive Director
Executive Secretary



Donald E. Cochran
Rotary Foundation
Chair

Congratulations... Mark Bixby Leadership Award

By Lisa Ramelow



ROTARY SCHOLARSHIP FOUNDATION AWARDS BIXBY LEADERSHIP AWARD

It is time again for the Long Beach Rotary Scholarship Foundation to bestow scholarships among deserving Long Beach students.

First up, is the **Mark Bixby Leadership Award**, which was created "to honor an extraordinary man who learned from every experience." Mark had learned at an early age to discover the needs of the community, and to find a way to fill those gaps and help others.

This year's recipient, **Giovanna Quevedo**, is a CSULB student with aspirations to become a doctor.

I was given Giovanna's Award application, along with many pages of notes about her, that had been jotted down by fellow Rotarians on the Scholarship Committee.

I turned page after page, reading about all her endeavors and accomplishments, her volunteer work, and her view on life.

I am always impressed by young people who accomplish so much at such a young age. Here is a young lady, age 20, who took life's challenges and turned them into opportunities.

When she was a teenager, her mother was diagnosed with cancer. Giovanna accompanied her mother on her radiation appointments.

While waiting for her mother, she noticed the children at the center who were also there to receive treatments. She noted their scared faces.

Giovanna asked many questions of the staff about what it was like for the children - they explained the process to her, and took her on a tour of the facility.

She decided to write a book for these children, a book to help them go through their radiation treatments. "A Kid's Guide to Radiation Therapy" - Despite the potentially-alarming subject matter, it's an absolutely charming publication.

In her eight concisely written chapters, she takes her young reader through a better understanding of what cancer is, what it is not, and lets them know what to expect in their treatment.

Above all, her book offers hope.

In her matter-of-fact writing style, she lets kids know that this is just a part of life; they just need to know how to navigate it.

Each page contains the written information in both English and Spanish.

And each page contains a delightful illustration, with many different animal characters participating in the experience: the patient is an adorable rabbit, the doctor is a panda bear, and the nurse an ostrich.

She makes the reader feel they are on a team, with these many wonderful helpers.

Giovanna saw a need in the community, and she filled that gap.

This was the hallmark of Mark Bixby's life, and why it makes her the perfect recipient of the Leadership Award that bears his name.



Caught in the Moment Photography

Events

July 26th, 12:00-1:30 PM
[Long Beach Weekly Club Meeting](#)
Speaker: Julia Huang
Subject: Public Art & Culture in Long Beach

July 27th, 2:00-3:00 PM
[Ro Toastados - A Rotary Toastmaster Alliance Club](#)

July 30th, 3:00-6:00 PM
[Ronald McDonald House Sunday Meal Preparation](#)
 Volunteers to prepare Sunday dinner at RMD House for families

August 2nd, 12:00-1:30 PM
[Long Beach Weekly Club Meeting](#)
Speaker: Blair Kent - Memorial Medical Center
Also District Governor Roy Jefferson

August 9th, 12:00-1:30 PM
[Long Beach Weekly Club Meeting](#)
Speaker: Duke Givens - Care Closet

August 10th, 2:00-3:00 PM
[Ro Toastados - A Rotary Toastmaster Alliance Club](#)

August 12th, 8:00-9:00 AM
[Centennial Park Clean-up](#)
 Rotary Centennial Park Monthly clean-up

August 15th, 4:00-5:15 PM
[RCLB Board of Directors Meeting](#)

August 16th, 12:00-1:30 PM
[Long Beach Weekly Club Meeting](#)
Speaker: Patty Civaleri
Subject: From Herd Travel to Nerd Travel

August 16th, 5:00-7:00 PM
[5 O'Clock Somewhere](#)
 Monthly after hours mixer
3rd Wednesday this month - usually 2nd Tuesday/month; location varies

August 23rd, 12:00-1:30 PM
[Long Beach Weekly Club Meeting](#)
Speaker: Mayor Rex Richardson
Subject: Developments and Opportunities in the City of Long Beach

August 24th, 2:00-3:00 PM
[Ro Toastados - A Rotary Toastmaster Alliance Club](#)

Rotary Club of Long Beach
 meets every Wednesday @ 12 Noon
THE GRAND
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Long Beach, CA 90815

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 Long Beach, CA 90802
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Rotary@RotaryLongBeach.org

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