



ROSSMOOR ROTARY NEWS



President: Peter V **Address:** PO Box 2177, Walnut Creek CA 94595 D5160 Club 461

Notes: Teddi S **Photos:** Paul W Aug 6, 2025

Club Website: www.rossmoorrotary.org **District Website:** www.rotary5160.org

MEETING NOTES: 08/06/2025

Call to Order: Peter V. rang the meeting to order at 11:45. David B. led the flag salute. The Patriotic song was "National Anthem" played by David Bay on the violin.

Peter V. and the Rotarians in attendance recited the Four Way Test.

Guests and Visiting Rotarians: Carol H. friend of speaker, Michael B. brother of speaker, Bill E. potential new member, Janice C. and Kathleen W. of Brentwood Rotary.

Thought for the Day: Peter S. presented the thought for the day

Happy Dollars: Sharon L. happy that Byron Park will provide the appetizers for the Gala, Kathy S. enjoyed the Assistant Governor retreat, Norm A. is back from surgery and will begin Chemo next week, Bill B. happy to see Connie and Norm, Connie P. happy to have her son move to Rossmoor, John K.'s daughter had a birthday, Sue A. happy to report that she is expecting her first great grandchild

Raffle: Ron B. gift card and David B. wine

Sunshine Report: There was no report and Jean D. welcomed Connie P. and Norm A. back to meeting.

Member Anniversaries: Ron B., Kathy S., Peter S., Nace R., and George S.

ANNOUNCEMENTS

Bocce Ball tournament on Sept. 6 in Martinez.

Alison L. reported the membership committee has 3 new memberships in process; they are looking to refine the greeter duties and develop a member survey.

Sharon L. reported the Gala has been 9 months in the making. The Gala will be October 11th with the doors opening at 5:30. Last year the income was \$95,000 and the goal for this year is to sell 180 tickets at \$175 each. One can purchase tickets on line or at the Rotary meetings.

Rossmoor Rotary Presents

**38th Annual Gala Benefiting
Cancer – Alzheimer's – Parkinson's**



Saturday, October 11, 2025, 5:30 pm

Rossmoor Event Center

Dinner – Hosted Bar – Entertainment

Live & Silent Auctions

**For more information contact
Sharon Long Tel: 925-322-0026**



PROGRAM (continued)



The speaker at the meeting was Ann Bevilacqua. Anne Bevilacqua stumbled, very surprisingly, into a singular event in the advertising world that ended up giving her an early unique 10-year career that preceded her 25-year teaching career. Anne's experiences in the world of product endorsement, "Mad Men" techniques, and brand loyalty gave her an up-close view into how we are coaxed and persuaded into buying various goods and services. Anne was at a dinner party next to a lady who was doing a study of women who had never used a dishwasher. After trying the product for a month that she did not know it was Ivory Liquid since it did not have a Product label on the bottle. As a result, she ended up on a TV commercial to praise the product Ivory liquid. Proctor & Gamble owns the Ivory Liquid detergent. After being on commercials many longtime friends would contact her. She was shown on talk shows and soap operas. With sales

going up they wanted to make new commercials for which she went to NY to make commercials on TV for 1 ½ years. From there she got an agent to be on other commercials and she did that on other print work advertising not on TV. After many years she wanted to go into teaching so went to school to get her graduate degree and credential and was able to pay off all student loans.

Questions: She was asked if she is on YouTube with her commercials to which she replied yes. Anne was also asked if she did other commercials to which she replied yes, several other commercials.

Meeting was adjourned at 1:25

UPCOMING EVENTS

Aug 13	10:30 Club Board of Directors Meeting	
Aug 13	Jean Strauss – Full Measure: The Steve Gladstone Story	
Aug 20	10:30 RRF Trustee meeting	
Aug 20	Jeff Matheson – Rossmoor Update	