



[CLICK HERE](#) for a printable **CLUB CALENDAR**

Speakers

December 06, 2023

[Lieutenant Matt McGee + Data Policy Analyst Arlo Malmberg, Berkeley Police Dept.](#)

"Data-Driven Policing"

December 13, 2023

[Councilmember Kate Harrison, City of Berkeley](#)

"Berkeley's Infrastructure Challenge"

December 20, 2023

NO MEETING

Happy Holidays!

December 27, 2023

NO MEETING

Happy Holidays!

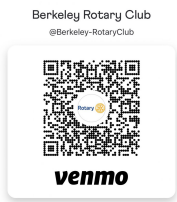
January 03, 2024

[Mayor Jesse Arreguin, City of Berkeley](#)

"The State of the City"

Club Announcements

Next Meeting. December 6, 12:30 PM PT (at First Pres and on Zoom). While society experienced the pandemic and lockdowns, the Berkeley Police Department was working to increase its capacity to be "data-driven" in its safety strategies. Post-pandemic, they are using data to be more transparent with the community and to inform the work officers do to reduce victimization. In **"Data-Driven Policing,"** Lieutenant Matt McGee and Data Policy Analyst Arlo Malmberg, from the Berkeley Police Department, will discuss these strategies, including tools developed to share information with the community. The speaker is provided by Team #6, the Sequoia Sempervirens Team; Shivani Grover and Irene Hegarty, Captains.



Reminder. If you join us on Zoom, we suggest making a contribution of \$10 per meeting, which you can either pay by Venmo to Berkeley-RotaryClub or make out a check to "Berkeley Rotary Club" and mail it to Berkeley Rotary, 2342 Shattuck Ave. #101, Berkeley, CA 94704.

Events

No Events found

Happy Holidays! There will not be Wednesday club meetings on December 20 and December 27, and we will not be publishing eRev those weeks.



Birthdays

- Daniel Thomas
December 6th
- Kathy Huff
December 9th
- Matt Hastings
December 11th
- Larry E. Kinsey
December 15th
- Preston Staley
December 15th
- Frederick C. Collignon
December 17th
- Lauren Dela Rosa
December 18th
- James Ivan Masters
December 19th
- Beverly Crawford Ames
December 24th
- Katherine Campbell King
December 24th
- Frederick G. Fassett
December 29th
- Tom Eekema
December 30th
- Carol T Christ
January 1st

Congratulations. Adrian!



President Libby and sponsor Tina Etcheverry led the cheers for Adrian Vancamper at the November 28 meeting.

He received his Blue and Gold Berkeley Rotary pin, ending his "earned badge" probation period, and is now a full-fledged Berkeley Rotarian.

Club Holiday Party!

Come one, come all
To the Berkeley Rotary



Saturday, December 16, 6-9 (or later!)
Northbrae Community Church
941 The Alameda

Club Provides Wine and Soft Drinks and Catered Salmon
You bring a potluck accompaniment
\$55 per person payable by cash, check or Venmo

Dress to impress! As flamboyantly as possible!
Last date to sign up: Tuesday, Dec. 14. No refunds.

Rotarians Help Chamber Kick Off the Holiday Season

Berkeley Rotarians and friends staffed the wrapping table at the Berkeley Chamber of Commerce Holiday Fair on November 30. After wandering through the displays in the glittering Hotel Shattuck ballroom, shoppers brought their purchases to club members who wrapped them in festive paper while explaining what Rotary was all about—telling the Rotary story.



How to Tell a Compelling Story

By Jack H. McPhail

David Reimer is an author and professor at the Haas School of Business at UC Berkeley who teaches effective storytelling to students whose primary educational focus is engineering and business management. David's pre-professorial work runs the gamut of advertising, acting, and playwriting. He now works with students who are developing new technologies or launching start-up companies, and he taught club members some storytelling tips at last week's meeting.

His class, entitled "The Definitive Storytelling Framework for Innovators and Entrepreneurs," challenges students to tell compelling stories that encourage listeners to see themselves as a part of the ongoing action. By developing these skills, the storyteller is able to "hook" the audience in the first few minutes of the presentation. As the listeners imagine themselves as part of the story, their brains become activated to the degree that they will be 22X more likely to remember the story.

In setting up the storytelling process, the storyteller should consider these points:

1. Who is the customer or who is the audience?
2. What is the audience's motivation? What is their insight?
3. What is the problem that you are attempting to resolve? What is the definition of the conflict?
4. What are your aspirations and objectives? What values are you establishing?
5. How will it unfold? What is the plot?
6. Establish the tone and context. Establish the setting.

As the story unfolds, the storyteller should add a relationship or inspirational component so that the audience then wants to retell the story as if it were their own.

Rotarians often wonder how to tell our "Rotary story" in a way that would encourage community support and interest in membership. We each have a personal story to tell. What is yours?