

2020 - 2021

## EDITORIAL STAFF

Joan D'Onofrio: Editor  
Clayton Worsdell: Photographer  
Mary Kemnitz  
Rich Lueck  
Barbara Reifschneider

## ROTARY DISTRICT 5160

Mark Roberts: District Governor  
Milt Smith: Assistant DG

## BOARD OF DIRECTORS

Vicki Sexton: President  
Monica Fraga: President-elect  
Julia Dawson Aguilar: Treasurer  
Fred Nelson: Secretary  
Bob Sundberg: Sergeant-at-Arms  
Irene Davids-Blair: Vocational  
Monica Fraga: New Generations  
Ken Nishimori: RI Foundation  
Ben Wentling: Community Services  
Tommy Wolf: Membership  
Ewa Sobillo: International  
Barbara Reifschneider: Club Services

## CHARITABLE BOARD

Larry Hutchings: Chair  
Mary Kemnitz: Vice Chair  
Vicki Sexton: Treasurer  
Steve Weir: Secretary  
Bob Hooy  
Bob Sundberg  
John Wenzel  
Hugh Toloui

## COMMITTEE CHAIRMEN

Miles Bell: Program Chair  
John Wenzel: Webmaster  
Bill Kinsey: Public Relations Chair  
Bill Selb: Pancake Breakfast Chair

## CONTENTS

Thought of the Day  
Announcements / News  
Milestones  
International News  
Happy Bucks  
The Gallery

## IMPORTANT MEETINGS 2020

2/9/21 Board Meeting 7 AM  
Zoom  
1/18/21 Charitable Fund 5:30 PM  
Zoom



## “WHEN I BECAME A ROTARIAN”



LARRY HUTCHINGS

“My journey to becoming a Rotarian isn’t very dramatic.

My first contact with Rotary was in the spring of 1987, when my then law partner became the charter President of this club, and I attended the charter night dinner. My only memory of the night was that I won one of the raffle prizes—a bicycle.

In the office I heard about the new club, but I wasn’t really interested. In fact, I got less interested as time went on because my law partner was turning into a complete jerk, and I thought any club that would have him as a member couldn’t be too swift. Finally, a couple of years after I left to form my own practice, and he left to join another club, I was approached by two charter members—Carrie Kroeger’s father Art and Chuck Jordan (the principal of Clayton Valley HS).

I joined at the end of 1991, but for at least five years all I did was attend meetings. At the end of 1996, I was asked to become president, which I eventually did in the summer of 1998. I decided, as I was planning my year, that I wanted our club to become involved internationally. In that I think I succeeded. In 11 years we had never engaged in an international project.”

(Continued on p. 6)

**“Will the meeting please come to order.”**



**THOUGHT FOR THE DAY: Monica Fraga**

*“All the problems are stuck between  
‘Mind’ and ‘Matter,’  
and if you don’t Mind, it doesn’t Matter.”*

**TODAY’S GUEST**



**JAMES CARLSON**

Business Coach and Consultant of Carlson & Associates  
Today's Speaker

# A ROTARY MINUTE

Clayton Worsdell Brings You  
The History of Rotary in 40 Minutes—One Minute at a Time

## History of Rotary in the British Isles

The 1921 International Convention in Edinburgh, Scotland was significant for more than being the first outside of the USA.



It framed the transition of an organization of clubs that had been forming since 1914 knows at the British Association of Rotary Clubs.



Following tense negotiations with some Brits who preferred a parallel and independent organization with Rotary International, a new regulation came into place whereby countries that had more than 25 clubs could apply to be a 'territorial unit' and be represented on the Rotary International board.



As a result, Rotary International in

Great Britain and Ireland, RIBI, was formed.

Shortly afterwards, the territorial unit concept was dropped, yet existing units were allowed to keep their rights and privileges. RIBI continues to function as an independent unit, a part of – not apart from – Rotary International.



Thank you. This has been the 22<sup>nd</sup> minute of the History of Rotary in (about) 40 Minutes.

# LET'S GET THINGS STARTED

## TODAY'S SPEAKER James Carlson

**James Carlson** of Carlson and Associates is a business coach and consultant. He spoke to us today about his business that helps startups and established businesses develop to fine tune and execute their business plans. He helps them develop a comprehensive business plan and/or "a go to market plan" using a combination of strategy, creativity and thought leadership.

His works involve Integrity, Perseverance, Team work, and provides the following services:

- Sales strategy and execution
- Business Plan
- Go to market product strategy / launch
- Client / partner management
- Team development

The benefits to You are:

- Measurable Performance
- Team Leadership
- Strategically-aligned execution
- Client / partner management
- Team development



If you would like to contact James, he can be reached at 408 218-3446 and [Carlson.j@comcast.net](mailto:Carlson.j@comcast.net)

## ABOUT THE SPEAKER

**Jim Carlson** has a combined 20+ years of Sales Leadership at both large and small technology companies, 7-years as a Business Coach, and successfully launched and grew a new small business. Jim is a Bay Area native who grew up in Concord. He attended Concord High school (go Minutemen) and graduated from Humboldt State. In addition to his coaching business, he volunteers with the Alzheimer's association and with SCORE that is a nonprofit arm of the SBA providing free mentoring to people starting a business) He is an active fitness nut and a lifelong golfer. He misses the free concerts held at Todos Santos Park, and looks forward to traveling again once this pandemic is over. He and his wife Marilyn live in Lafayette.



# ANNOUNCEMENTS

## MILESTONES

### *Birthday*



**President Vicki Sexton** announced that **Barbara Reifschneider** celebrated her birthday on Sunday, the 10<sup>th</sup> and through a special program on Facebook she received donations totaling \$315 that will be given to the Club. For those of you who haven't been a member as long as Barbara (20 years), she was the first female President of our Club.

### *Length of Service*



**Joan D'Onofrio** celebrates seven years of service and is very content serving as Newsletter Editor. She is also the new Board of Director's Secretary.



## LARRY HUTCHINGS: *Continued from page 1*



"We got involved in two ways. First, we began what turned out to be an 8 year participation in a program sponsored jointly by the Center for Citizens Initiatives that ran a program called PEP (Productivity Enhancement Program) under a contract with the U.S. State Department, where, every years, we and two other Rotary clubs would host a delegation of 10-15 Russian bakery owners and managers for three weeks of training in capitalism, bakery management, baking technique, and sales. Every week they would move from one set of club's homes to another, so that 6-8 of our members and the members of the other two clubs would end up hosting two Russians, and on the weekend we had to entertain them in some way. We also jointly planned a welcome party and a farewell party. We picked them up at the airport and

took them back, and every weekday some of us would drive them by large van to Boudin, Safeway regional bakery, Acme, Semifreddi, and many small bakeries as well as accounting and marketing firms.

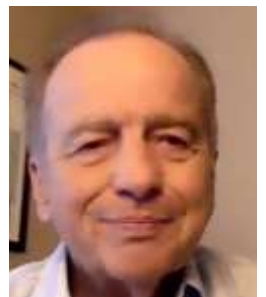
We really felt we were doing something concrete and substantial to promote good will between our two countries. We also put together our first matching grant, with a club in southern Peru, for a project to provide for trade workshops for street children in Arequipa. It was very difficult because we had to communicate by long distance phone call and fax. But in the end the grant was approved; and our past president Jim Brown and I flew to Peru to dedicate the project. We spent a week in a country we had never been to.

There was a big dedication ceremony where I gave my talk in my phonetic Spanish and which none of the 100 people present laughed at me, and then a luncheon in a local restaurant, where they presented us the watercolor painted by a local artist of the little peasant girl with a tear in her eye—the one that is now handed from President to President.

I would say that the moment I received that picture—the picture that hung in my office for 15 years—is the moment I became a Rotarian."—Larry

## CARS 2<sup>ND</sup> CHANCE

**Larry Hutchings** reported that sales are robust and was happy to announce that we have two new partners: Shelter Inc. and Golden Gate Chamber Players both of whom have large mailing lists and will get the word out regarding the program. He also mentioned that approximately \$20,000 will be presented to the Food Bank. Bill Arena, a former member of our club, is handling some marketing and will be photographing all vehicles as they come in, writing ad copy, and posting them on Facebook and Craig's List. He will coordinate all appointments as well. The Team can sure use more help. Give Mary a call if you can spare some time: 925 356-0663.



# HAPPY/GRUMPY BUCKS

Compiled by Director Barbara Reifschneider



**Bill Selb** had one grumpy buck. Apparently, he received a bank card in the mail and thought it was a fraud, so he cut it up but then decided to check with his bank about whether other people have been getting this fraudulent card. Went to his bank who told him that that's the way they send your stimulus money if you're not paying taxes. The bank took care of everything, and all is well.



**Bob Sundberg** had two bucks, one happy and one grumpy. Apparently, he makes way too much money to receive a stimulus check, that's the grumpy buck. Seems the IRS took out so many taxes that he is looking forward to a big refund, and that's the happy bucks.

**Vicki Sexton** had one grumpy buck because her kitty needed an overhaul and the \$600 stimulus check helped her with that. Vicki's kitty is much better now.



**Rich Lueck** reported that **Don Ouimet** is out of the hospital after a very successful operation on his leg. We are all happy about that.



# THE RAFFLE



**President-elect Monica Fraga** drew **Bob Huck's** name from a bag and became this week's winner. Bob chose a bottle of red wine as his prize.



If you attend the zoom meetings, your name is put into the drawing. New prizes will be added, BUT you have to be in it to win it and must be present to qualify. Let's face it, Zoom meetings will be around a lot longer, so keep in touch by logging on.



You could be the next winner if you join us on zoom



# ALWAYS LEAVE 'EM LAUGHING ...

## AT THE PHARMACY

Two young boys walked into a pharmacy one day, picked out a box of tampons and proceeded to the checkout counter.

The pharmacist at the counter asked the older boy, 'Son, how old are you?'

'Eight', the boy replied.

The man continued, 'Do you know what these are used for?'

The boy replied, 'Not exactly, but they aren't for me. They're for him. He's my brother. He's four.'

"Oh, really?" the pharmacist replied with a grin.

"Yes." the boy said. "We saw on TV that if you use these, you would be able to swim, play tennis and ride a bike. Right now, he can't do any of those."

## ABSENT-MINDED HUSBAND

An absent-minded husband thought he had conquered his problem of trying to remember his wife's birthday and their anniversary.

He opened an account with a florist, provided that florist with the dates and instructions to send flowers to his wife on these dates along with an appropriate note signed, "Your loving husband."

His wife was thrilled by this new display of attention and all went well until one day, when he came home, kissed his wife and said offhandedly, "Nice flowers, honey. Where'd you get them?"

## PARTNERS LIST

MEMBER	PARTNER	CONTACT	TITLE	PHONE
	Alhambra High School	Karen Sloper		925-335-5810
Mary Kemnitz	AUTOMOTIVE SERVICE COUNCILS	Gloria Peterson	Admin	916-290-5828
	Bay Area Crisis Nursery	Tara Bartholomew	Exec Dir	925-685-8052
	Blue Star Moms Contra Costa	Loretta Masnada		925-775-5084
	Buttercup Farms Organization	Jorie Hanson	Manager	925-963-4104
	California Reentry Institute	Collette Carroll,	Exec Dir	925-549-1416
	CALIFORNIA VOCATIONS/PARADISE	Bob Irving	Director	530-519-4146
	CCRIM Real Estate in Motion	Ryan Keller	CEO	925-295-9223
	Crohn's & Colitis Foundation	Derek Aitken, Esq		415-356-2232
Monica Fraga	CVCHS # ROTARY Interact	Monica Fraga		925-672-9840
Richard Lueck	Delta Blues Festival Scholarships	Frank Giovanni		209-603-7240
	DIABLO CHORAL ARTISTS	Mark Tuning		925-930-0516
	Dogs and Katz Rescue	Kathleen Stercks		925-852-1217
Clayton Worsdell	FIRST PRESBYTERIAN CHURCH	Clayton Worsdell		925-207-2509
	Food Bank	Joel Sjostrom	CEO	925-676-7543
	Highlands Elementary	David Swider	President	925-672-5252
	HISTORICAL SOCIETY CONCORD	Vivian Boyd		925-827-3380
	Historical Society Contra Costa	John Greitzer	President	925-229-1042
Vicki Sexton	MOBILITY MATTERS	Elaine Welch		925.284.2207
	MONUMENT CRISIS Center	Sandra Scherer	Exec Dir	925-222-6868
Richard Lueck	Mt. Diablo Amateur Radio Club	Rich Lueck	Admin	925-683-7865
	North Creek Academy	Erin James		925-954-6300
	OAKLAND RITECARE CHILDHOOD CENTER	Nan Busse		<u>510-839-1513</u>
	POA EMERGENCY FUND CONCORD	Ron Bruckert	President	925-676-8298
Richard Lueck	RotaCare Concord	MELISSA ALLAN NP	Chair	925-429-6409
	Solo Opera – San Francisco	Sylvia Amorino		925-685-4945
	ST JOHN'S EPISCOPAL Clayton	Rev. Audrey Miskelley	Vicar	925-672-8855
	St. Agnes School	Jill Lucia	Principal	925-689-3990
	Veteran's Affordable Home Ownership	Jim Etherington	President	530-662-2237
Mary Kemnitz	White Elephant Museum BOD	Lori Fogarty	Director CEO	510-839-5919
Mary Kemnitz	White Pony Express	Eve Birge	Exec Dir	925-322-0604

