

2020 - 2021

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IMPORTANT MEETINGS 2020

3/9/21 Board Meeting 7 AM
Zoom
4/12/21 Charitable Fund 5:30 PM
Zoom



A PURPLE PEOPLE PLEASER



CARS 2ND CHANCE

Submitted by Bill Arena

Bill Arena offers special thanks to **Robin Townsley** who donated her beloved purple PT Cruiser to the **Cars 2nd Chance** program that will be used to help raise money for her special charity of choice Dogs & Kats Rescue. Bill said, "Together we're making a positive difference for parents, kids, hungry people, and even our wonderful four-legged friends. Thanks Robin."

“The meeting will now come to order.”



THOUGHT FOR THE DAY: Bob Huck

**“The happiest people don't have the best of everything;
they just make the best of everything”**

— Oprah Winfrey

TODAY'S GUESTS



DEB LUYIMA

Rotary Club of Muyenga Uganda
Uganda



HERBERT MUYINGA

Director
Uganda



SUZY LIM

American Cancer Society
Discovery Store
Volunteer



JENNIFER FILZEN

Owner
Rock Star Marketing



LOIS NELSON

LET'S GET THINGS STARTED

"We strive to make you thrive."

TODAY'S SPEAKER: Jennifer Filzen

Miles Bell introduced us to today's speaker, **Jennifer Filzen**, the owner and force behind **Rock Star Marketing**. This was one of the most fun meetings by a speaker and we hated to see it end.

Jennifer said, "At Rock Star Marketing, hear in Monterey our marketing strategists will share your unique story with the world through social media marketing, graphic design, SEO content, graphic design, video ads, and blogs. We are the digital marketing agency that takes the time to listen to each one of our clients; we help you with your digital marketing needs and bring them to life. With Rock Star Marketing on your team, you will have unique customized content, along with video and graphic design. Our expert team of writers is available to create and share your story with the world."



If you are looking to optimize your online presence, Rock Star Marketing will put your business in the limelight. You will have access to copywriting services, graphic design and video services, customized social media, and blog writing content tailored to your business that will make you stand out from the rest. Your unique content helps bring your tribe to you. With Rock Star Marketing on your team, you will be able to focus on what you do best, and rest easy knowing that your website SEO content is in good hands and spread joy so you can focus on your mission and what you do best in this world. When they do their part in making your business thrive, the world benefits and becomes a better place for it. If you're ready to take charge of your online presence, Rock Star Marketing is the digital marketing agency for you. Cell: 408-833-9868 www.RockStarMarketing

ABOUT THE SPEAKER

Jennifer Filzen, owner of Rock Star Marketing, hails from Florida where she attended Community College before switching to the University of Florida. When she moved to California, she earned her Master's in History at Cal State. She even taught school for many years. Now, however, she serves the auto repair industry since 2009 through her Rock Star Marketing firm that offers custom SEO content for your website, social media marketing, custom blog writing, customer review management, graphic design, Facebook video ads, custom brochures, and more. Jennifer is an ASCCA member and has taught marketing classes at VISION, WorldPac STX, ATE, and numerous Mastermind-group meetings. She is the author of the brand new book, *The "Give to Get Principle,"* which tells the stories of auto repair industry champions and how they use relationship marketing to develop a client database full of raving fans! (This book includes a paragraph about Dave & Mary Kemnitz!). She and her husband Renee, the graphic designer in the company, live in Monterey.



ANNOUNCEMENTS

President Vicki called the meeting to order promptly at 7 AM and asked **Joan D'Onofrio** to tell us her Rotarian story.

"WHEN I BECAME A ROTARIAN"



It all started with **Jeff Rondini**. We were both employees at H&R Block's Clayton office. One day Jeff asked me if I wanted to attend a breakfast meeting at the local Rotary Club to which I replied: "What's Rotary"? Jeff went on to explain it but his words went in one ear and out the other, but he mentioned free breakfast and the Oakhurst Country Club. It sounded interesting, so I attended. I was immediately struck by how much fun everyone was having so early in the a.m. At the end of the meeting, **Jim Swanson** approached me and invited me back for another friendly breakfast, and then another until I logged three free breakfasts. He then told me he hoped I would join the club, and he would be my sponsor. **Bill Fuller** was president at that time (2014) so I

applied, was accepted and immediately recruited by **Mureleen Benton** to join the Newsletter group. It just so happened I established a nonprofit arts foundation and hoped I could interest the club to act as cosponsors for the awards I gave to five schools in the Mt. Diablo School district. I tried to interest the art teachers in holding art competitions but they all turned down that idea but did accept awards to students that were presented at their schools Annual Awards ceremonies. Then one day I called on the Chair of the art department at Clayton Valley Charter High School who was thrilled to tell me that they stage an art contest with two other schools every year and the sponsor just pulled out. That sponsor was Pixar, and I was mighty impressed and immediately accepted.

That was 2016 and each year my foundation and our Club cosponsors CVCHS's annual art program where 42 awards are presented to the winning students with approximately 200 parents in the audience. Each year the current club President, art department Chair, Principal, and I stand before the audience, and as each winner's name is called, they come forward, the Rotary President puts the medal around their necks while I hand them the prize money. The audience goes wild cheering and applauding nonstop. It was during the 2017 awards when Tommy Wolf was President, that it hit me: this is what Rotary was all about—love, joy, and accomplishment. With the cheers, pride of the student winners, and the smile on Tommy's face, I became a Rotarian. My work continues as we now spread the arts to Rotary clubs throughout the world. Rotary sure does move the world.



THE TEAM: JEFF INVITED ME, JIM SPONSORED ME, BILL WAS PRESIDENT, MURLEENE DRAFTED ME INTO THE NEWSLETTER STAFF & TOMMY PRESENTED THE MEDALS

CARS 2ND CHANCE: Service above Self



THE TREAM: Mary Kemnitz, Dave Kemnitz, David Wahl, Larry Hutchins, Vicki Sexton, Pat Flaharty, Rich Lueck, Bill Arena, Paul Bettelheim, Tom Guyette, Alex Arnold

Mary Kemnitz said a 2007 Lexus LS 460 L was just donated and the partner is a new one.....Lamorinda Village.....The gentleman who donated the vehicle, **Larry Toy**, just so happens to be the President of Lamorinda Village ...what a way to kick off the partnership as the vehicle sold for \$70K brand new.



Rotary asks residents to donate their old vehicles for charity

By Paul Wilson
Club correspondent

With parking a finite resource at Rossmoor, the question of what to do with unused vehicles can become an issue for the entire community. Rossmoor Rotary Foundation has a solution – donate that car to help fund charity projects, ease parking congestion and receive a tax-deductible donation.

Rossmoor Rotary Foundation is a charity partner of a local Cars2ndChance program that turns unused vehicles into tax-deductible funding for charitable projects.

In addition to enhancements in Rossmoor and support for local Alzheimer's/Parkinson's services, Rossmoor Rotary also funds several charitable initiatives in the local community and beyond.

Youth programs, such as college scholarships and leadership training at Camp Royal and elder programs, such as Meals on Wheels, are supported as well as disaster relief for people stricken by fires, hurricanes and COVID-19 this year. Rotary also supports the Contra Costa Crisis Center and the Monument Crisis Center and assists other area Rotary clubs with their initiatives.

Donating is easy and the vehicle will be picked up. For information and to donate a car or truck, go to www.Cars2ndChance.com or call 925-326-5868. Certain information is needed. Be sure to designate Rossmoor Rotary Foundation as the charity partner.

For information or assistance, contact Rossmoor Rotary Club Cars Donation Coordinator Paul Wilson at 925-954-7023 or email phwilson@msn.com.

Larry Hutchings sent us this article that discusses the C2C project that Rossmoor is embracing to help fund their charity works.

Larry and **Tom Guyette** will be presenting the C2C program to the Mt. Diablo School District next week.

FUNDRAISER NEWS

FUND RAISING NEWSLETTER #10

Wine Draw Event



GREETINGS TO ALL.

HERE ARE SOME UPDATES TO THE WINE DRAW EVENT.

WE CONTINUE TO BE HOPEFUL THAT WE CAN SELL 250 TICKETS BY APRIL 15TH. WE PLAN ON A 6:00 EVENING ZOOM CLUB MEETING AND DRAWING.

AT LAST WEEK'S ZOOM MEETING THE CLUB VOTED TO REDUCE THE PRICE OF THE TICKETS TO \$25 EACH. VICKI HAS ORDERED THE TICKETS AND EACH ACTIVE MEMBER WILL BE ISSUED FIVE TICKETS TO SELL. JEFF WILSON REPORTS THAT HE HAS ALREADY SOLD ELEVEN. MONICA HAS SOLD MULTIPLE TICKETS AS WELL. (AND THEY DON'T EVEN HAVE THEIR TICKETS YET).



LARRY AND MONICA HAVE ALREADY JOINED FORCES TO HIT THE WINE STORES FOR SOME OUTSTANDING CHOICES. AND MARY KEMNITZ HAS AGREED TO PREPARE A FLYER THAT WE CAN USE FOR PROMOTIONAL PURPOSES.

MONICA ADVISES THAT SHE HAS ALREADY RECEIVED EITHER WINE OR CASH FROM THE FOLLOWING: BELL, D'ONOFRIO, FRAGA, HUCK, HUTCHINGS, JACOBSEN, LEUCK, NISHMORI, REIFSCHNEIDER, SEXTON, SUNDBERG, WENZEL, WILSON, WOLF, AND WORSDELL. (WHOOPS: I'LL BE CONTACTING MY WINE CLUB TODAY FOR MY DONATION).

REMEMBER, WE SUGGEST THAT THE WINES BE VALUED AT A MINIMUM OF \$20. (NO *TWO-BUCK CHUCK* (TRADER JOE'S) OR *THREE WISHES* (WHOLE FOODS))

SO START THINKING OF YOUR CONTACTS AND PEOPLE YOU KNOW WHO WILL HELP US SUPPORT THIS EVENT. IT HAS THE POTENTIAL TO GENERATE AS MUCH AS THE PANCAKE BREAKFAST WITH FAR LESS EFFORT.

SKOLL

CONNECTING THE WORLD THRU VIRTUAL ART: Let's Welcome the Philippines



Joan D'Onofrio and **Tineke Jacobsen** are happy to announce that the **Rotary Club of Metro San Pedro of the Philippines** sent us their My Hero virtual art drawings. Thirty-three students signed up and exhibited their drawings. Their Club instituted very strict rules and guidelines and photos will be forthcoming. Deb has become deeply involved in their contest and has attended several zoom meetings with them. We are all invited to join their meetings as well, and we will let you know when a time is set up.



“ALL ABOARD” District Conference Sign Up.

District Governor Mark Roberts wants us to know that: This year's event will be different. In the spirit of the theme “**All Aboard**,” the conference will kick off with a dynamic program led by the JARS (Junior Active Rotarians) and Rotaractors of Chico. The topic is bridging the gap between generations, and their approach is both fresh and highly engaging. It's been a hot topic and one you won't want to miss. Sign up now for the **Spring District Conference, to be held Friday, April 30 - Sunday May 2.**



PLEASANT HILL ROTARY: Virtual Celebration

President Vicki is going to attend this Pleasant Hill Rotary celebration so she can gather ideas for fundraising in our club. **Jeff Clark**, President of the Pleasant Hill Club, invites us to join their club's St. Patrick's Day Gala Celebration **March 20-25**. He said this event will be different. No catered dinner, no live auction, no costume contest, but a new way to have a fun and safe way to carry on their popular **St. Patrick's celebration** for the 21st year by sitting in the comfort of our homes and using our phone or computer to participate while still supporting our community.

Contact Jeff at 925 212-5637 for more information.

All proceeds will benefit Meals on Wheels Diablo Region, the Monument Crisis Center, and the Pleasant Hill Rotary Foundation's grants program. The virtual celebration will include Exciting Super Silent and Silent Auction prizes, Fund-a-Need, and Instant Wine and Booze Bazaar



Cellar

COVID VACCINE SITES



You can sign up at [Myturn.ca.gov](https://myturn.ca.gov) to get notification of when you can schedule an appointment, and here's a volunteer-run site that posts places that have the vaccine:

<https://www.vaccinateca.com/>.

Torsten Jacobsen reported that a new variant called B.1.427/B.1.429 has appeared in California and has enhanced capabilities; these two virus strains i.e. also the "current" one could meet in a single person, swap mutations and create an even more potent one--the more time before mass immunization, the more time for mutations. The new California

strain is now referred to as 20C/L452R and now accounts for over 50% of coronavirus samples recently taken. It is much more transmissible and spread is 6 times higher than predecessors, 40% more readily to infect lung tissues, and is more resistant to neutralizing antibodies cutting effectiveness of antibodies by 50%. It is based on study of several hundred patients with this strain treated at UCSF ICU, were 11x times more likely to die. Replication is essential for mutation. So, bottom line is we still must keep our guard up with all preventative measures. The sooner we get this under control, the less mutations there will be. Keep smiling and make the most out of each very precious day. Don't stop living and connecting with friends and loved ones and not just "electronically" but very sensibly. Most people with corona are asymptomatic and the greatest age group of transmitters is those between 20 and 49. In other words, separate fear from phobia, but be smart and consistent.

THE PASSING OF KEN MOON



Former Club member, **Ken Moon's** son Brian, wanted us to know that on March 1st his dad passed away. He is currently in South Dakota taking care of his dad's affairs and if anyone wants to get a hold of him about his father, contact him at 928-299-0506 or brianicole1713@gmail.com.

Brian also thanks everyone for their prayers.



HAPPY/GRUMPY BUCKS

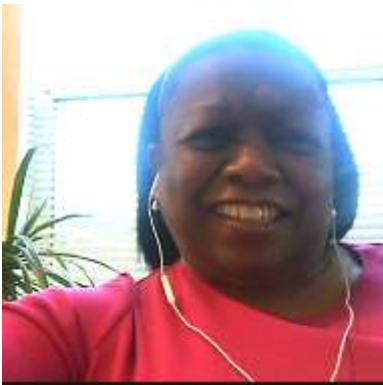
Compiled by Director Barbara Reifschneider



DON OUIMET gave a whopping \$100 happy buck! He is so happy about finally scheduling his knee replacement surgery in the first week of April. We are sending good thoughts your way, Don.



MONICA FRAGA had a \$15 happy buck because she has already sold 15 virtual wine barrel raffle tickets.



IRENE DAVIDS-BLAIR gave \$33 happy bucks in celebration of her wedding anniversary to her wonderful husband Max. We can all agree he is a great guy.



TOMMY WOLF had both a sad and a happy buck. He was sad about being outbid on a townhouse. And he was happy because he and his family still have a place to stay without feeling rushed or that they have to find another place right away.



MARY KEMNITZ had a happy buck because Jan Taylor, the wife of the late Warren Taylor, surprised her with a visit to D&H.



KEN NISHIMORI had a happy and a grumpy buck. Ken was happy to receive invoices from Vicki and he's also encouraging others to donate to the cause as well. He said that all members whose last names began with S and W are all paid up. Everyone else will be getting a bill.

VICKI SEXTON had a happy birthday, she was happy for receiving her second Covid injection and said her hair didn't turn green and smoke didn't come out of her nose. Glad to hear that Vicki.



That's all folks!

THE RAFFLE



Yup, he won again. **Monica Fraga** pulled **Miles Bell's** name. He chose a bottle of wine but immediately donated it to the Wine Barret raffle.



Don't forget, you have to attend a meeting to be eligible for this drawing.

ALWAYS LEAVE 'EM LAUGHING ...

REASONABLE DOUBT

At a courtroom in Oklahoma a person is on trial for murder. There is strong evidence indicating guilt; however, there is no corpse. In the defense's closing statement the lawyer, knowing that his client is guilty and that it looks like he'll probably be convicted, resorts to a clever trick.

"Ladies and gentlemen of the jury, I have a surprise for you all," the lawyer says as he looks at his watch. "Within one minute, the person presumed dead in this case will walk into this court room," he says and he looks toward the courtroom door.

The juries, somewhat stunned, all look on eagerly. A minute passes. Nothing happens. Finally the lawyer says: "Actually, I made up the previous statement. But you all looked on with anticipation. I, therefore, put it to you that there is reasonable doubt in this case as to whether anyone was killed and insist that you return a verdict of not guilty."

The jury, clearly confused, retires to deliberate. A very few minutes later, the jury returns and a representative pronounces a verdict of guilty.

"But how?" inquires the lawyer. "You must have had some doubt; I saw all of you stare at the door."

Answers the representative: "Oh, we did look. But your client didn't."

THE FERRY RIDE

John Smith lived in Staten Island, New York and worked in Manhattan. He had to take the ferryboat home every night. One evening, he got down to the ferry and found there was a wait for the next boat, so John decided to stop at a nearby tavern. Before long he was feeling no pain.

When he got back to the ferry slip, the ferryboat was just eight feet from the dock. Smith, afraid of missing this one and being late for dinner, took a running leap and landed right on the deck of the boat.

"How did you like that jump, buddy?" said a proud John to a deck hand.

"It was great," said the sailor. "But why didn't you wait? We were just pulling in!"

JOHNNY'S SPEECH

When Little Johnny was about to graduate from high school, he was asked to give a speech to his fellow graduating classmates. To avoid getting off track or saying something inappropriate, as he was known for, he had index cards with his speech on them in his hand.

He got on the stage, took a look at the first index card, then at his classmates and began his speech. "Fellow graduates, I want to talk about my mother and the wonderful influence she has had on my life," he told the audience. "She is a shining example of parenthood, and I love her more than words could ever do justice."

At this point he seemed to struggle for words. After a pause, he looked up with a sly grin and said, "Sorry, but it's really hard to read my mother's handwriting."

THE SHOE BOX

There once was a man and a woman who had been married for more than 60 years. They talked about everything. They kept no secrets from each other except that the old woman had a shoe box in the top of her closet that she cautioned her husband never to open it or ask her about it.

For all these years he had never thought about the box, but one day the little old woman got very sick and the doctor said she would never recover. In trying to sort out their affairs the little old man took down the shoe box and took it to his wife's bedside. She agreed it was time that he should know what was in the box.

When he opened it he found 2 beautifully crocheted doilies and a stack of money totaling over \$25,000. He asked her about the unusual contents.

"When we were married," she said, "my grandmother told me the secret of a happy marriage was to never argue. She told me that if I ever got angry with you, I should just keep quiet and crochet a doily."

The little old man was so moved, he had to fight back tears. Only two precious doilies were in the box. She had only been angry with him two times in all those years of living and loving. He almost burst with joy and happiness.

"Sweetheart," he said "that explains the doilies, but what about all this money? Where did it all come from?"

"Oh," she said, "That's the money I made from selling the doilies."

. . . That's all folks.