

August 15, 2024



# La Rueda

SERVICE ABOVE SELF  
THE ROTARY CLUB OF MONTEREY, RI DISTRICT 5230  
[www.montereyrotary.org](http://www.montereyrotary.org)



## Ethan Gibson & Greg Sparling RM Auction/Car Week

Ethan Gibson, *Director of Communications* is a seasoned public relations professional with a wealth of experience spanning over 14 years. His professional journey commenced as a community liaison officer within the Department of Homeland Security, where he forged connections at the grassroots level. Progressing through various roles on regional, national, and global scales, Ethan has had the privilege of briefing dignitaries, engaging with members of Congress, and even hosting the Vice President of the United States. His immersion in the intricate world of Washington DC public relations has been truly comprehensive.

Over the course of his career, Ethan has successfully managed and overseen more than 50 government social media accounts. Ethan has masterminded and executed nationwide informational campaigns, while also being instrumental in establishing high-performing government communication teams from scratch. His strength lies in his ability to foster genuine, people-first relationships, a skill that has proven pivotal in his interactions across all tiers of media. He has also taken on the role of spearheading communication and public relations efforts for an international government training facility. His contributions have played a crucial role in defining pivotal moments in both national and global security, including the successful execution of recruitment drives and awareness campaigns. Ethan's dedication and leadership during times of national crisis were honored with some of the highest medals from the Department of Homeland Security, recognizing his instrumental role in spearheading crucial communication efforts.

A natural love of racing and all things automotive led him to his current capacity, where he takes on the leadership role of heading a North American communications team at RM Sotheby's—the world's premier automobile auction house. His collaborative ventures extend to iconic automakers such as Ferrari, Lamborghini, and Mercedes-Benz, in addition to partnerships with the most esteemed collectors of rare and exceptional cars globally. Ethan thrives on the dynamic challenges presented by the ever-evolving realm of public relations, demonstrating a commitment to delivering impactful and meaningful results at every turn.



**Greg Sparling**, *Vice-President of Operations* has been an integral part of the RM Group of Companies since 1996. With a robust background in computing, Greg quickly immersed himself in the company's processes, transitioning from manual pen-and-paper methods to cutting-edge automation. His initiatives included developing a CRM system and modernizing RM's operations with the advent of the internet, bringing the company firmly into the 21st century.

After his first auction, Greg became a passionate and steadfast team member and organizational leader. Over the years, he initially focused on enhancing RM's IT systems before transitioning to the operational side of the business. He is responsible for continuous refinements and improvements, making significant contributions as a key administrator. Greg's natural aptitude for organizing intricate details means he is directly involved in major operational and logistical aspects of each auction in the United States. He consistently maintains, refines, and introduces new logistical initiatives onsite.

Greg's ability to notice and care for everyone, regardless of their position, and his presence across various facets of the company are some of his most valued traits. These qualities extend to his relationship with the Rotary Club of Monterey, where, with the financial backing of RM | Sotheby's, Greg has dedicated countless hours of support. His strong and committed 25+ year relationship with the Rotary Club stands as a testament to his unwavering dedication.



Love  
Our Central Coast

Rotary Community Service Program FY 24-25  
"Service Above Self" – Sign Up and Serve

Nine Peninsula Rotary Clubs will be serving together this year at various locations with a variety of local non-profits, schools and city organizations. The key objectives of this new service program include:

- Allow for multiple club members from nine clubs to serve together
- Make an impactful difference for those we serve
- Partner with local non-profit organizations to support the work of these agencies
- Move beyond just "giving money" to "giving ourselves" in service to others
- Establish a "regular" time when service projects become regular habit throughout the year
- Enhance the reputation and impact Rotary in our local communities.

Details of the projects are on the website and upcoming projects in August, 2024 include:

Agency/Event	Types of Projects	Timing	Lead Club
• Rancho Cielo Salinas	Veggie boxes for fundraiser	August 21 8-1 pm	Monterey Rotary Shyam Kamath Carmel by the Sea Rotary Mark Grandcolas
• RM Sotheby's Car Auction Monterey Rotary	Adult & Student volunteers assistance	August 9-19 various shifts pushing cars, ticket sales, etc.	Monterey Rotary Eric Johnsen Terry Ryan Rotary Car Auction Volunteer <a href="#">Signups Link</a>
• Gathering for Women	Exterior painting at entrance, interior painting throughout rooms	August 31 9 am-1 pm	Monterey Rotary Eric Johnsen

Rotary members, friends, spouses and community members can sign up for a project online by going to the website at [www.loveourcentralcoast.org](http://www.loveourcentralcoast.org), Creating an Account, and then clicking on a project or several to sign up to volunteer.



Sotheby's

August 15-17, 2024

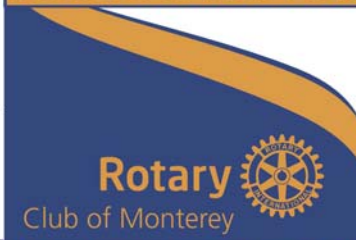


It's showtime at RM Sotheby's!! Thanks to all of our members, families and friends for volunteering as we begin the 3 days of RM Sotheby's auction event support. We appreciate everyone's commitment!

And a special reminder -our new RM Sotheby's logo'd clothing will be distributed to you, prior to your working shift, from our NEW volunteer staff room which is on 2nd floor of the Monterey Conference Center: The Colton Room.

Thanks again to President Jonathan, for making the new clothing order happen! Please call or text Terry (831-970-7463) or email Eric at [johnsenes@gmail.com](mailto:johnsenes@gmail.com). Terry and Eric are still here to assist every day!

## CLUB EVENTS




Thursday, August 22  
Board Meeting  
10:30 am  
Hilton Garden Inn

# AUGUST – SEPTEMBER 2024

<b>Thursday – 08/22</b>	<b>Board Meeting – 10:30 AM – Hilton Garden Inn</b>
<b>Thursday – 08/22</b>	<b>Dr. Harris – Natividad – Inspiring Healthy Lives</b>
<b>Thursday – 08/29</b>	<b>Michael Polkabra – My Single-handed Transpacific Yacht Race To Hawaii</b>
<b>Thursday – 09/05</b>	<b>Brad Barbeau – The State of Entrepreneurship In Monterey County</b>
<b>Thursday – 09/12</b>	<b>Chef Tony Baker – The Story of Baker's Bacon</b>

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**HAPPY BIRTHDAY**

Marvin Guillermo – August 21

*August Membership Anniversaries*

Bert Aronson	08/01/80	44 Years
Dan Albert Sr.	08/01/91	33 Years
Jeff Davi	08/26/93	31 Years
John Scherer	08/15/19	22 Years
Peter Ambrust	08/14/14	10 Years
Marco Lucido	08/01/19	5 Years
Phil Deppert	08/20/20	4 Years
David Betts	08/03/23	1 Year
Barbara Ostos	08/10/23	1 Year