

Rotary



Club of Reedley

Tuesday, January 24, 2023

Club Meeting

Reedley
Meets at Reedley Community Center
100 N. East Avenue
Reedley, CA 93654
Time: Thursday at 12:10 PM

Events

January 26th
Reedley Weekly Club Meeting - Kristi Pullen

February 2nd
Reedley Weekly Club Meeting- Rodney Horton

February 9th
Reedley Weekly Club Meeting - Auction Committee

February 16th
Reedley Weekly Club Meeting - Valentine Lunch Program Tony Jewel

Club Leaders



Adele Nikkel
President



Jeremy Linscheid
President-Elect



Mike Franks
Secretary



Robert Huebert
Treasurer



Tracy Arakaki
Public Image Chair
Public Relations Chair
Club Director

Move Over Fresno Bee, Here Comes Something Accurate. . . And Positive



Veteran Rotarian statesman Pete Penner was one of a small group of local businessmen and Reedley-lovers to purchase the Reedley Exponent and Sanger Herald in 1982, recognizing the importance of having a community newspaper. They spared no expense to bring in famed journalist and editor Fred Hall in 1995 (ok, just kidding about the fame part). But since that time, newspaper business has changed dramatically. Compounding the confounding conundrum of how to get people to read a newspaper in an age of instant - and inaccurate -



Danny R. Jimenez
Club Director and
Photographer



John E. Kellogg
Club Director



Denny Mason
Club Director and
Photographer



Kristi Pullen
Club Director



Nicole R. Zieba
Bulletin Editor
Club Director



Rodney Harms
Sergeant-at-Arms



Erik W. Valencia
Rotary Foundation
Chair



Susan Elizabeth
Buckley
iPast President



Harold M. Phillips
District Assistant
Governor

Birthdays

Gloria Banuelos
January 24th
Monica Benner
January 29th
Rodney Harms
February 10th
Jason Martens
February 22nd

Club Member Anniversaries

No Years Of Service Found

social media news, Fred passed away, leaving the Reedley Exponent rudderless and floundering with low readership. Penner stated that the remaining owners of the paper decided a new direction was warranted, and that was when Erik Valencia stepped in to introduce Pete and the other owners to the dynamic duo running Exeter's Sun Gazette.

Reggie Ellis and Paul Myers stepped in with an air of optimism. As Reggie describes, the Exponent's sails are broken, but the ship isn't sinking. And the two have now set off on their work to lead this paper back to prominence in the Reedley community. Ellis shared that he had always wanted to be a journalist. One wonders if running a newspaper, with all of the management and business headaches, is what a journalist dreams of. . .but alas, no one thought of asking Ellis that question. Myers may have answered a bit of that question with comments about what the paper needs: a heavy dose of modernization, including new computers. (Yeah, I think we can all believe that Fred wasn't exactly a cutting edge technologist - those of us who had to call him on his "flip phone" often rolled our eyes.)

The plan for the paper, according to Myers, is to share stories that inspire, stories that communicate important information to the community, and to create a sense of place and community through the paper. This is in stark contrast to the crime rag that the paper had become. As Myers stated, having a community paper that is only full of crime stories really sends a wrong message to an otherwise safe and serene community. (All hail Myers!! Myers for Mayor!! Yippee, someone gets it!!)

The cities of Sanger and Dinuba are important players in order for this paper to ultimately succeed. The lack of quality reporters and employees is holding Ellis and Myers back from being able to cover these cities adequately at the moment. But, as Tony Jewell reminded Rotarians during the Q&A session with Ellis and Myers, a local paper is vital to the future of a town. And it is with this thought that Rotarians ought to subscribe and support the efforts of the Mid Valley Times. Reedley, and her close town neighbors, are far too important to leave to the hands of the uninspired, politically motivated urban rag that is The Bee.

Pres. Adele's Nikkel\$\$ and News

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Pres. Adele announced that long-time Rotarian Harold Enns is in the hospital with pneumonia.

The Board made a decision to match an anonymous Rotarian's \$2,500 donation for Vince Balakian's sewing machine program in Thailand. Traci is on the mend and we hope to see him back soon.

And please, please, please BRING SOMEONE TO LUNCH!!

Mark your calendars

February 16th - Valentine's lunch

February 25th - Chamber of Commerce Awards Dinner at the Community Center

March 18th - AUCTION

Nikkel Making Nickels. . .

Nicole rang the bell in honor of her daughter's acceptance to the Univ of Oregon.

Bob rang the bell in honor of his birthday.

Jean Clemons made no nickels for Nikkel, however, she saved nickels for herself by purchasing a vintage Paul Harris necklace at Nearly New for only \$5. We are now schooled that there is a difference between being cheap and being frugal.