

Birthdays & Anniversaries Upcoming Events Announcements

Don't Forget! The **National Philanthropy Day luncheon** will be held this Wednesday, November 15th at the Old Eucalyptus Schoolhouse in El Centro from 11:30AM to 1:30PM. If you signed up to go, please attend!

November is Rotary Foundation month. If you would like to know what your contribution amount is, and how much you need to "level up", please log on to the Rotary.org website or contact Secretary Annette. **Donate!**

Want to go on a cruise? Barry Rassin, 2018-19 Rotary International President and his wife Esther are special guests on a cruise to France. Enjoy a beautiful and fun-filled France river cruise vacation with Rotarians, while improving lives! This 2024 cruise is an opportunity to combine a wonderful time with Rotarians and raise funds for the Rotary Foundation. Contact Ron Kohl at 5340cruise@gmail.com to sign up for this adventure.

-
- November 15th: WE ARE DARK for the National Philanthropy Day luncheon in El Centro
 - November 22nd: WE ARE DARK for the Thanksgiving Holiday
 - November 29th: Mike Pacheco, IID, water from Lake Mead
 - December 6th: Regular Meeting, Bob Shank, program chair
-

November Birthdays:
 None

Member Anniversaries:
 9th: Jim O'Malley, 46 years
 29th: Dillon Faubion, 6 years

Wedding Anniversaries:
 None

This Week's Meeting

Guests: Charla Teeters-Stewart, Whitney Hurd, and Lee King

Recognitions: **President Stephen Smith** realized he was the only Rotarian who forgot to wear their badge, he paid \$20.

Program: Sal Ortiz introduced Charla Teeters-Stewart, who is the Film Commissioner for the Imperial County Film Commission (ICFC). Charla told us that she's been back in the Valley with the ICFC for 15 years now. She also works at United Desert Gateway and brought us a newsletter. And, as if that wasn't enough, she started a new position with NAF El Centro in June as marketing and sponsorship director. First, she gave us some information about ICFC. Before Covid, Imperial County averaged 7-9 productions per month. After Covid production shut down. In 2021-22, they averaged 1-2 productions per month, which gradually began increasing until the strike happened and most everything came to a halt again. ICFC is looking forward to getting back to normal production levels. Why do we need a film commission? ICFC exists to help bring economic impact to Imperial County. Renting a location, hotel rooms, gas, food, etc. all brings funds to our Valley. Plans to restart all these things this year were in place, but the strike happened. ICFC is a nonprofit organization which works to support film producers with permits, making sure insurance is in place, and working with all the local municipalities including fire and police. Movies, TV shows, music videos, commercials, and high fashion photo shoots are just some of the projects she handles. They especially love the Salton Sea, as it provides a stark contrast to the pretty clothes in fashion shoots. It's cheaper to shoot here than to recreate it in the studio. Video games like Grand Theft Auto come down and CG our surroundings. Even You Tube influencers need to get a permit and register. Smaller independent films have a tendency to be here longer. Big features like Jumanji, War Dogs, and The Sound of Freedom were shot here. They represent millions of dollars each year to our economy. The ICFC's affiliation with the film industry spans back over 90 years, originating in the era of silent films. The ICFC plays a pivotal role in maximizing the county's economic potential, contributing several million dollars annually. When residents see familiar landmarks on the silver screen, it's a big morale boost. Financial support for the ICFC is provided by local business members and municipalities. Charla's most recent position is at NAF El Centro. Even through her third battle with cancer, she was hired as the marketing and sponsorship director. She feels there is a disconnect between the Navy base and the community and her job is to bridge that gap. Over 2000 military personnel are on base every day and they want to feel like they're a part of the community. Charla will be the point person for sponsorship for the annual air show in March. Thank you, Charla, for a very informative program!

Pun of the week: I like to call my iPad the Titanic. It's syncing now.