

The Pacific Current

SERVING ROTARIANS IN MARIN, SAN FRANCISCO & SAN MATEO COUNTIES • OCTOBER 2009



Rotary International District 5150
Rotary International President: John Kenny
District 5150 Governor: Riki Intner
District Governor Elect: William A. Koefoed
District Governor-Nominee: John Bottari



GOVERNOR'S GREETINGS

A Change At The Top

I want to let you know that Rick Beeman resigned as DGE on July 20, 2009 to focus on business. The nominating committee held interviews on August 23, 2009 and Bill Koefoed of the RC of San Francisco was selected to fill the position of DGE. John Bottari will continue to serve as DGN. Bill and John will be attending GETS and GNATS respectively, preceding the Zone 25/26 Institute in October in Monterey. (Meet them both on the next page).

I completed my "Official Club Visits" in mid September and thoroughly enjoyed visiting each and every club in our District. Each one is different in character and culture – and all are doing wonderful, worthwhile projects locally and internationally. I'm proud to

represent District 5150 Rotarians as your Governor. I want to thank each of my Assistant Governors who accompanied me and made the visits work so smoothly. I also want



DG Riki and Bob Intner

to thank my 'First Mate', Bob, for all his support. He made every club visit with me and without his support I couldn't do this job. This has truly been a partnership. I'd like to share some of my many,

many memorable visit moments – dinner on a sunny deck, notes blowing in the wind, understanding of the time and money being spent on our polio efforts, smiling faces, tears, hugs, a friendly pigeon/insect attending the meeting, appreciation of time and efforts, best wishes for a successful year, incredible Italian dinners, kind words of appreciation, waking up in the tree tops in the 'Eagles Nest', a 'tour of the town', a 100 year old Rotarian's birthday celebration!!, setting off alarms, pastries and fruit, fabulous views, warm hospitality and many offers of help and support. You have made my visits a very special experience – thank you all!

I have been asking every Rotarian in the District to sell or buy at least one book of Foundation tickets – thereby raising at least \$150 per Rotarian for the Annual Programs Fund (APF) of The Rotary Foundation (TRF) this year and the response has been heartening. [This money is held for 3 years. Then 50% comes back to the District as District Designated Funds (DDF)

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and is used to fund our matching grants. And 50% goes into The World Fund and is the source of TRF funds for matching grants.]

This is our **Every Rotarian Every Year** campaign and it means that to meet our obligations to those in need throughout the world and to ensure that our Foundation can continue its vital work, every Rotarian must contribute according to his or her means every year.

You will be receiving Paul Harris credits for the donations you make. PDG Brian McLeran has agreed to make some of his Foundation Recognition Points available for matching. This is limited to \$250 per Paul Harris Fellowship (PHF) - either initial or multiple. The Rotarian must have a minimum of \$500 invested in the PHF and must have contributed at least \$150 in new money to APF this

Rotary year. Past Burlingame President Bob Doerr and his wife, Ann, will generously donate a certificate for a photographic portrait for each Rotarian who contributes at least \$150 to TRF. What's most important is that by doing this you're not just giving money, you're giving hope to thousands of people whose lives are transformed by the Foundation projects, and Rotary is often the only hope they have.

We will have a drawing at our **Foundation Event on Sunday, October 18, 2009 at the Bay Model in Sausalito**. Our theme is "*Around the World with Rotary*" so come and celebrate the work of The Rotary Foundation. Enjoy an afternoon of fun and fellowship and a variety of foods from all over the world, wine and beer from around the world, tours of the Bay Model

(with the water flowing) and international music/entertainment – Chinese Lion Dancers, Irish dancers, African troupe, Aztec troupe and Polynesian dancers. And here are some of the prizes for this year:

- A week's stay at a B&B in Provence, France
 - A 2 hour air tour over the Bay area
 - A round of golf and lunch at the fabulous Meadowood Resort
 - Hotel stays and restaurant certificates
 - A gift basket contributed by each club in the District for this event
 - Totaling over 50 great prizes!
- It will be a great PARTY and I look forward to seeing you there!

Riki

District 5150 Governor

William A. Koefoed District Governor Elect

Bill is Past-President of the Rotary Club of San Francisco. He is a Paul Harris Fellow and Major Donor. He has chaired five major fund-raisers for Rotary charities, raising well over \$250,000. He is Past President of the San Francisco Rotary Foundation. He was Co-chair for the Rotary Club of San Francisco's Centennial Celebration held last year. He was also chair of



Bill and Betsy Koefoed

this year's District Assembly. He has been a trainer at both PETS and GETS for several years.

Bill spent 31 years working in the people development business, owning the Dale Carnegie Training® franchise in San Francisco. In addition, Bill has been a speaker for over 2900 local, regional, national and international meetings, and has appeared on several radio and TV programs.

Bill has personally trained thousands of people to sell more professionally, manage more effectively and speak more forcefully and confidently. He is the author of one of the Carnegie programs, "Making Sales: How to Jump Start Your Sales Career," and has been a contributing author to several others. Bill has over 29 years of volunteer board service as well.

Bill's wife, Betsy is also a very active Rotarian, being a member of the Rotary Club of San Francisco for several years, and recently transferring to the Rotary Club of San Carlos. They have been married nearly 46 years, and have

two grown children and four grandchildren.

John Bottari District Governor Nominee

Elizabeth and I would first like to thank all of the members of District 5150 for your trust, help and the honor to serve you as District Governor 2011-2012.

I am President of West Bay Bavarian where we sell and service of BMW automobiles, and have been in San Rafael for 32 years.



John and Elizabeth Bottari

Our team is located at 1112 Andersen Drive, Suite A, and San Rafael 415-457-0820. Elizabeth works for the St. Joseph

ministry of hospitals and serves as Vice President/COO of the Integrated Health Division and she works out of the Queen of the

Valley Hospital in Napa. We have 5 children ranging from the ages of 30 down to 22 and 2 grandchildren 10 and 4. ♦

ROTAPLAST



18 Clubs Vie For Rotaplast Bocce Trophy in Support of Egyptian Trip

by Peter Lagarias, PDG

Eighteen Rotary clubs from District 5150 participated in the sixth annual bocce ball tournament. The event was a fundraiser for the District 5150 Rotaplast mission to Sohag, Egypt, and raised over \$4,000 for the mission.

The Rotaplast Mission to Sohag, Egypt, scheduled for June 2010, will work with Egyptian Rotarians and doctors to provide free cleft lip and palate surgeries to indigent children. Earlier this year the first Rotaplast mission to Egypt helped over one hundred children and created substantial good will and international understanding.

20 Teams at the Start

The morning began with twenty teams including from Rotary Clubs of Ignacio, Marin Evening, Mill Valley, Mission San Rafael, Novato, San Bruno, San Francisco, San Francisco Bayview, San Francisco Chinatown, San Francisco Greater Mission, San Rafael, San Rafael Harbor, Sausalito, Terra Linda, Tiburon-Belvedere, and Tiburon Sunset. Rotarians from several other clubs participated or supported us without fielding teams including the Rotary Clubs of Fairfield, Pacifica, San Francisco West, Sebastopol Sunrise, South San Francisco and Vallejo. By lunch the field was down to eight teams, and the final round pitted the Rotary Clubs of Mill Valley and San Francisco. And the winner . . . the Rotary Club of San Francisco! Prior winners include the Rotary Clubs of Mission

San Rafael, Novato, Sausalito (twice) and Tiburon-Belvedere.

Special thanks were given to our many volunteers and donors. The great lunch was provided by Glenn Thorrson and his team from the Rotary Club of Novato. The drinks were served by Dr. Glenn Molyneaux and crew from the Rotary Club of San Francisco

Fisherman's Wharf. Donations included great beer from Marin Brewing Company and Brendan Moylan, great wine from Harry Miller, and superb ice cream from Roger Kaufman of Ben & Jerry's and the Rotary Club of San Francisco Fisherman's Wharf.

Want to Go to Egypt? Call Pete

Any Rotarian interested in serving on the Rotaplast Mission to Sohag, Egypt or otherwise assisting Rotaplast may contact Peter Lagarias at (415) 460-0100, ext. 111 or pcl@lb-attorneys.com



Above: The Champs—San Francisco #2. Posing with their Rotaplast Bocce Ball Tournament trophy are, from left, John Mounts, Carol Christie, Steve Talmadge, event organizer PDG Peter Lagarias, Pamela Reed and Judy Green. Representing the runner up—Mill Valley—are, from left, Keith Papulias, Heidi Duckor, Charley Keyes and Burnett Tregoning. They enjoyed their consolation prize at the club's next meeting.



FOUNDATION EVENT • OCTOBER 18, 2009



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DISTRICT WORKSHOP SPARKS SOME GREAT IDEAS

Saturday morning, August 22, parking around the Golden Gate Disposal offices on 7th Street in San Francisco was noticeably crowded. For those of you who are not aware, Golden Gate Disposal has been incredibly gracious in allowing Rotarians to use their large meeting hall for many meetings. On this morning, over 30 Rotarians were taking advantage of the company's hospitality and attending a Rotary Community Service workshop. Community Service chairs from many of District 5150's clubs were in attendance. In addition, there were a few celebrities including assistant governors and indeed, the District Governor herself, Riki Intner.

The objective of the meeting was to allow the many Rotarians who are involved in their club Community Service activities to meet, rub elbows, exchange ideas, and hopefully be motivated to lead their club's Community Service activities to new levels. With help from the complementary coffee and pastries, the meeting began at 9:30 with introductions and then a presentation by Jim Hermann, District Community Service co-chair. Jim talked about the need for leadership and the responsibility of that leadership to inspire Rotarians to get involved in Community Service. Jim also talked about the value and rewards of teamwork.

Second on the agenda was a presentation and discussion on how to use Facebook to share information across the district on what clubs are doing and to provide a forum for communicating through discussion groups. Billed as an experiment, the project will get off the ground in a few weeks. Clearly, one of the objectives of the two District co-chairs, Jim Hermann and Yvonne Lorvan, is to facilitate the exchange of community service ideas between the district clubs.) Facebook may be one of the tools used to facilitate that exchange.

Co-Chair Yvonne then introduced the first of three exemplary community service projects from which the workshop attendees could garner ideas. Steve Wright

from the Pacifica club described the Pacifica Police department defibrillator program, the ins and outs of how it was accomplished with Rotary, and the reception in the community. It was by all accounts, a very successful community service program. Following that presentation, a video was shown describing the Half Moon Bay medical clinic. Perhaps one of the more successful and well known Rotary community service projects in the district, the clinic is an excellent example of Rotarians working in their community to reach those in need. And finally, Jim Hermann described the Liberian Solar project at the Tiburon-Belvedere Rotary Club. While the ultimate benefactor of this project was a hospital in Liberia which received a large solar oven, the project was a model of community involvement which included parents, teachers, students, Tiburon car show organizers, and other community leaders all working together on this joint project.

Concluding the program, Co-Chair Yvonne introduced Lynn Adams, President of the Pacifica Beach Coalition, an organization

dedicated to cleaning up our beaches on the ocean and San Francisco bay. Lynn's stark presentation on the damage being wrought on our environment brought home the need for greater efforts to change the situation. Lynn expressed a high degree of interest in working with Rotary to organize these efforts and to engage a greater number of people and communities. A number of people at the meeting expressed interest in working on this worthwhile community service project so stay tuned. It would clearly be a district and even multi-district wide project although voluntary.

Feedback on the workshop was very positive and the District Co-Chairs have committed to scheduling another workshop early next year. The parking still may be crowded but the coffee and pastries will always work wonders. ♦

**LOOKING FOR HELP
WITH
COMMUNITY
SERVICE?**



**CALL ONE OF THE
DISTRICT 5150
CO-CHAIRS:**

**JIM HERMANN
415/642-4987**

**YVONNE LORVAN
650/359-6215**





THIS IS VOCATIONAL SERVICE MONTH - PROMOTE IT!

by Rik Goodell, Vocational Service Chair

October is Vocational Service Month. Let's promote this critical avenue of service throughout our district. Discussions on vocational service can lead to projects that not only develop the ethical consciousness and vocational skills of Rotarians but also the talents within our communities. Vocational Service Month is an opportunity to begin year-long vocational service activities, ranging from Rotary discussions to awards to community projects. Vocational Service focuses on:

- ☛ Adherence to and promotion of the highest ethical standards in all occupations, including fair treatment of employers, employees, associates, competitors, and the public.

- ☛ The recognition of the worthiness of all useful occupations, not just those that are pursued by Rotarians.

- ☛ The contribution of your vocational talents to solving the problems of society and meeting the needs of the community. Find something on this list that 'rings' for you to help raise awareness of Vocational Service in October:

- ☛ **Club Program Chairs:** Schedule a Vocational Presentation for your club for your first meeting in October? Need Ideas? Talk to your Club's Vocational Service Chair or email me.

- ☛ **Presidents:** Promote Rotary Means Business at every meeting but especially the one preceding the RMB meeting in your area. There is one monthly meeting in each of our counties. You might also want to contact the Rotary Means Business Chair in your area and have them come speak to promote this very valuable business networking

opportunity. I can assure that each of these Rotarians is fired-up and flat-out excited about Business Networking through Rotary.

Rotary Means Business

Marin:

Millie Anderson

Millicent.E.Anderson@wellsfargo.com

San Francisco:

Larry Tomsic

ltomsic@b2bcfo.com

South San Mateo:

Dave Hyman

dave@epcatering.com

North San Mateo:

Kevin Casey –

tkevincasey@yahoo.com



- ☛ **Fine Masters:** Have fun with The Four-Way Test and The Declaration of Rotarians in Business and Professions (Hint: Google it). After letting them know you will be testing their knowledge, create one question each week in October to test members' knowledge of these Rotary fundamentals.

- ☛ **Club Vocational Chairs:** Introduce a "mini-classifications talk" series in which you interview each club member on his or her vocation. The purpose of these talks is to promote vocational awareness among Rotarians and help them recognize the worthiness of all useful occupations.

- ☛ **Club Vocational Chairs:** Work with your committee to

present a vocational award to someone in the community who has exemplified outstanding professional achievement while maintaining very high ethical standards. Promote the presentation within the community, and consider making it an annual October event.

- ☛ **All Rotarians:** Invite experts to give a presentation on the vocational needs of the community and develop a project in response to those needs. Possible projects could focus on developing character, providing career information to youth, mentoring small businesses, or organizing workshops that provide employees with new skills.

- ☛ **All Rotarians:** Put your vocational skills to work as a Rotary Volunteer. Volunteer opportunities are available on ProjectLINK. ProjectLINK also includes examples of successful vocational service projects that Rotary clubs can model as they plan their own activities.

- ☛ For more information, visit www.rotary.org or contact RI staff at vocationalservice@rotary.org



Our communities are crying out for a return to high ethical standards in family, business and government. This value is at the very core of Vocational Service. That fact needs to get out there to our fellow Rotarians and to our communities. If we don't do it, who will? ♦

Rik Goodell

Vocational Service Chair

2009 - 2010

Rotary District 5150

<http://www.rotary5150.org/>

415 883 8340

gss@goodell.org



A Charitable Gift Annuity May Work for You, Too

Past District Governor Holly Axtell and her husband, Keith, of the Rotary Club of Marin Evening, are both hard-working Rotarians that wanted to support the great humanitarian work of Rotary. However, they were concerned about giving away too much of their retirement funds.

A charitable gift annuity with The Rotary Foundation provided the answer. The couple established Charitable Gift Annuities in 1998 and 2000, during their working years, and deferred their payments until 2011 and 2013.

“The Charitable Gift Annuity program is a win-win for everyone,” Holly said. “It allowed us to contribute to The Rotary Foundation, get significant charitable tax deductions when we needed them and know that we will receive fixed, quarterly payments



PDG Holly and Keith Axtell

for life to supplement our retirement funds when we get older.” The deferral period allowed for increased tax deductions in the years of the gifts and higher payments in their retirement years.

The Axtells are so proud to be Major Donors to The Rotary Foundation. “At every international conference and in our District, we get invited to special events as Major Donors. What a great way to support the wonderful work of Rotary and get to enjoy the benefits while we are still alive!”

If you or anyone in your club would like information about The Rotary Foundation Charitable Gift Annuity, contact Tracey Davis, Major Gifts Officer for Zone 25. She is based in the Bay Area, but can be reached at 847/424-5226, or by email at tracey.davis@rotary.org. Or, you can contact Karena Bierman, Senior Planned Giving Officer at The Rotary Foundation offices in Evanston at 847/866-4458. Her email address is karena.bierman@rotary.org. ♦

SHELTERBOX



Response Teams Stretched to Limit

Recent word from ShelterBox points to an urgent need for donations to replenish its stock of lifesaving disaster relief. Over 15 metric tons of emergency shelter and disaster relief supplies have been rushed to the West African region bordering the Sahara, in response to calls for help for an estimated 100,000 left homeless due to massive flooding.

Over the past two months Shelterbox has delivered aid to typhoon victims in the Phillipines, Taiwan, and China. Teams are currently assisting disaster victims in Indonesia (earthquake), Mexico (hurricane), and Burkina Faso (floods). Response teams and ShelterBox stock are stretched to the limits, reports Jim Carriere, District 5150 ShelterBox Chair. *(Editor's Note: Add the recent earthquake and tsunami to the list!)*

If you or your club has been thinking about supporting ShelterBox, now is the time as the need is critical, says Jim. “Checks, payable to ShelterBox USA, can be sent to

me, and I will handle all the paperwork for you. Please mail donations to me at 1030 Third Street, San Rafael, CA 94901.” ♦



ShelterBox on the ground in West Africa



Celebrate Jonas Salk’s Birthday on World Polio Day

This October marks 95 years since Jonas Salk, developer of the first safe and effective polio vaccine, was born. Saturday, 24 October, is World Polio Day – a perfect opportunity to join the fight to end the disease.

Rotarians are raising US\$200 million to match the Bill & Melinda Gates Foundation’s \$355 million in grants by 30 June 2012.

Here are some ways you can help:

- ☛ Organize a club fundraiser, such as an auction, a walkathon, or a purple pinkie project. Rotary clubs are each being asked to contribute at least \$2,000 annually for three years. Get more ideas.

- ☛ Order reprints of the illustrated

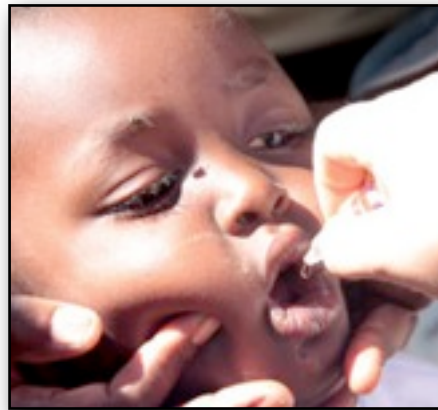


Photo by Martin Postma

Amazing Stories of Polio! for new and prospective club members, and for local schools and libraries, at shop.rotary.org. For bulk orders, call

847-866-4600.

- ☛ Arrange a screening of *The Final Inch* at a theater. This Academy Award-nominated, 38-minute documentary follows health workers, including Rotarian volunteers, as they immunize children in India. The DVD is available at www.thefinalinch.org.

- ☛ Create a link from your club’s Web site to the Rotary International YouTube channel, which includes videos and public service announcements on eradicating polio, or embed one of the video on your Web site.

- ☛ Make an individual donation to Rotary’s US\$200 Million Challenge.

District Update: Don’t Forget Your “Pocket Change” Jar

by Russ Ketron, PDG and District Polio Plus Chair

Don’t forget to bring your creative “Pocket Change (or Bills!) for Polio” container to the District Foundation Event at the Bay Model in Sausalito on October 18.

Prizes, ribbons and the judging committee are ready and we are looking forward to seeing how creative you and your club can be. Rumor has it PDG Brian McLeran is donating a couple of his special bottles of wine as the top prizes.

Also, include a note on your container telling how much has been collected.

In DG Riki’s and my visits to many clubs the word is that containers are looking great and clubs are doing a fabulous job of raising funds. As you are aware, polio eradication is Rotary’s number one priority. In December 2007 the Directors of Rotary International and the Trustees of the Rotary Foundation agreed to match the first \$100 million of the Gates Foundation challenge and set up the new fundraising campaign “END POLIO NOW”.

To achieve this goal, each of Rotary’s 33,000 clubs and 531 Districts was asked to contribute \$1,000 per year until 2011. This increased to \$200 million of Rotary commitment due to the additional \$255 million Gates challenge.

In our district this amounts to a little less than \$250,000 or \$30 per Rotarian per year.

The good news is that by June 30, we had already raised \$94,000, or 120 % of our first 19 months’ goal, and we now are over \$103,000 raised. You are doing a great job!

It is important to remember we are being asked to meet the minimum of \$150 per year per Rotarian to meet our annual fund goals so we can continue the great programs of our Foundation. Last year in District 5150 we hit an all time high of \$156 average per Rotarian. To meet all our goals we need the support of all Rotarians, especially those who have never given to the polio campaigns, and to reach out to our communities at large for help.

Many clubs have been using the District’s iron lung to help in this effort, and they’ve gotten some some great PR for their efforts . Please give me a call if you are interested in borrowing it. After November 1, I am also available for a polio update talk to your club. Don & Gloria Violin (don@wiserwaystowork.com) have a superb talk about their trip to India and their

participation in an NID (National Immunization Day). Contact me at russ@rketron.com (415) 892-0928 ♦





JIM ALLEN OF THE ROTARY CLUB OF SF CHINATOWN

As members of a volunteer organization like Rotary, we all sacrifice and serve. Jim Allen, President Elect of the Rotary Club of San Francisco Chinatown, has exceeded all expectations at his club, and is truly a team player and leader. Rotarians who attended the District Conference in Monterey this year will remember that Jim and his family performed the Hawaiian music.

He is currently the Chinatown club's chair of Community Services, which also makes him the chair of the club's annual fundraiser. As chair of Community Services, Jim visited the club's second adopted school, Jean Parker Elementary School, numerous times to consult with the principal about two potential projects, building five cubby hole bookshelves and school benches. He also visited Home Depot for donations and has used our GSE contact for leads at Ikea.

He has also taken the initiative to visit other San Francisco Rotary Clubs to speak with their Community Services chairs to see if these clubs are interested in participating in some of these projects.

The club has 90 free tickets for Safari West in Santa Rosa, and Jim has been busy arranging outside transportation for the Jean Parker



Jim Allen, RC SF Chinatown.

School third and fourth graders we hope to take to Safari West on October 14.

He is also involved in trying to get some elementary grade students to participate in a free Tennis Clinic with the eSurance Tennis Classic in October 2-3. The club has arranged to get some half-price children's tickets for the Saturday event, and plans to car pool to the children/parents to the event. Again, Jim stepped up to the plate to help

organize the logistics and volunteer as a driver.

He and Roger Quan will be involved again in the logistics of taking students to a USF volleyball match. The club has free tickets for elementary students at Gordon J. Lau School.

The Chinatown club's most recent fundraiser was a garage sale held August 8-9. Jim and his wife Helen collected many items and stored them in their garage and living room. He then filled his truck a few times and brought them to Millbrae for the sale. After the sale, the remaining items were put back into his truck and brought to Goodwill.

Jim also volunteered to be one of the contacts for the Rotary Club of San Francisco Chinatown's new Interact Club, and will go through the training for working with youth.

The club has a couple of upcoming "gift basket" projects for the SRO (single room occupancy) people in Chinatown, which assists families recommended by CES/Beacon Center during the holidays and Chinese New Year (2010). Jim has already begun the solicitation of items for the baskets and—*you guessed it*—has started collecting and storing items in his house!

Congratulations to Jim Allen, District 5150's Rotarian of the Month! ♦

Don't Forget...Early Bird Savings for Next Spring's

District Conference in San Francisco, April 16-17, 2010, Expire Soon:

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Register Today Online: www.rotary5150.org

LAST WORD



☐ Please remember to send your stories and pictures to me at casparkid@aol.com. Call 415/388-2113 if you have any questions or suggestions. Until next month....

Burnett Tregoning, Editor