



Crow's Call



District Governor

Earl Kilmer

Board of Directors

Dr. Bill Harlan

President

((925)-457-6589

Bob Desautels

President Elect.

(925) 648-5085

Karen McNamara

Secretary

(510) 888-9167

Jeff Disch

Treasurer

(510) 410-4090

Barry Toby

Sgt. At Arms

(925) 224-7780

Gary Sloan

Club Administration

(925) 406-4459

Hermann Welm

Membership

(925) 838-8261

Mike Prilutsky

Intl Foundation

(925) 328-0343

Robin Stevens

Service Projects

(925) 875-0156

Sam Parwiz

Public Relations

(925) 855-4153

Tom Port

Past President

Rotary Meeting - October 22nd by Garth Riopelle



The "**Bard**" called the meeting to order. He welcomed all present and reminded us that the RI President is John Kenny, of Scotland; his theme is "The Future of Rotary is in your Hands!"

Dr. Bill introduced our greater **John Sims** as the man who, as senior classman, was in charge of hazing newbie Midshipman, John Paul Jones at the Naval Academy. John took the helm and gave us a Thought for the Day, which he found in the "Decode a Code" in the previous week's newspaper. The thought was "*What is food for the body is the same as what is Laughter for the soul*". He then led us in the Flag Salute.

PP Don Jones led the group in a rousing rendition of "Take me out to the ball game" This song was for those that appreciated the defeat of the Los Angeles Dodgers by the Philadelphia Phillies in the National League Championship Baseball Series

Visitors: In addition to those who will be introduced later in this document there were three visitors. Present were **Rob Blatechy**, former club member, **Chip Cox**, and **Lauren Schall**, who is in estate planning and was introduced by **Steve Wilcox**.

Visiting Rotarians: **Veronica Young** from the Dublin club. She is a friend of **Annie Gibbs** and works at the San Francisco Business Times. **Ira Hillyer** who is visiting from the Walnut Creek Club

The long version of the Welcome Song was led by **Hermann Welm** (a.k.a. Luciano).

John Sims gave us a condensed version of his member profile. He attended Ohio State, where he played in the Ohio State Marching Band. He attended various other schools, including Harvard, the USNA, and U.C. Berkeley. He spent over 30 years in the Navy and retired as a Captain. He was married to the love of his life, Judy, for 61 years. John has four kids, two of which have retired. For a more complete and in-depth profile he invites all to review his "Rotarian of the Week Profile" in the October 22 Crows Call.



Service Above Self



At the Carboload Party, **John** won one of the most sought after raffle prizes, "The Guitar Rock Band". This is a wireless electronic guitar, played through a wii home video game. **Crissy McConnell** awarded John his prize and "BLINGED" out **John's** wardrobe so that he could look the part when he rocked out. She dressed him up with Elton John like gold



rimmed sunglasses, a heavy chain necklace and a \$\$\$ sign ring (see photo). John has vowed to pass the prize on to Jeff Disch for use in next year's raffle as he feels his use for the guitar may be limited.

Announcements:

Ed Duarte has been appointed to lead this years District 5160 GSE Team. Ed will be looking for applicants who are associated with firefighting or emergency medical services (not lineal descendants of Rotarians) to join him for a five week trip through Nuevo Leon Mexico.



Carolyn Degnan announced the 21st Wine and Dine Dinner at Club Sport, San Ramon. There will be 50 vendors who will share food and wines from around the bay.

Lucky Sandhu attended the Zone Institute with **Mark Von H** and **Stan Smalley**. 600 other Rotarians were on hand to attend the meeting



Lucky will also be next year's Carboload chairman. He thanked **Mike Gunning** for letting him shadow and learn the process during this year's successful event. He is excited about next year's event and wants to get the newer Rotarians involved in the planning and orchestration of the fundraiser. Lucky would like to get an earlier start on the fundraising event by contacting companies at the end of 2009 so that they can add their Carboload contribution onto their 2010 Budgets in early January.



Horace Crawford announced that he would be taking nominations for this coming years Honorary Rotarian. This is the highest recognition a non-Rotarian can be given by the Rotary Club. Please have your nominations in by Thanksgiving.

Bill Clarkson noted that the Six-club Meeting will be Wednesday, November 11. If you are a veteran of Vietnam and are attending please let **Bill** know in advance. **Bill** will also be taking all other club RSVP'S. Note: we will be dark for our meeting on Thursday, November 12.



The Teen Job Fair, sponsored by the San Ramon and Dublin Woman's Club, is looking for volunteers to help with mock interviews. Last year 900 high school students in the Valley, from Livermore to Alamo, participated in the interview process. This gives the students valuable experience in interviewing for a job and feedback from a neutral party on how to improve their interviewing skills.

The United Nations Association is honoring the Rotary Clubs of the East Bay for their efforts in the Polio Eradication Campaign. This will be held at the International House in Berkeley on October 29th. Dinner is from 6-9pm. For further info contact **President Bill**.

President Elect **Bob Desautels** announced that the Club Assembly will be a dinner meeting held at the Crow Canyon Country Club on November 5. Ideas for a new fund raising project will be discussed. Please come with ideas. Everyone is encouraged to attend.

Dictionaries for 3rd Graders are now being passed out at local schools in San Ramon.

John Tatum, via Diamond Foods, has acquired 32,000 boxes of microwave popcorn. John is willing to give the whole lot of these to any charitable cause that can put them to good use. Please notify him if you have ideas!



Past President **Chris Gallagher** announced the Mad Hatters Halloween Party to be held at his house Friday, October 30, starting at 6:30pm. Evites have been sent so please respond via the internet. Chris is willing to share Gray Goose with any martini lovers as long as they like them extra dry, with olives.

President Bill announced that the last day for Book Donations to the 4th Striker Brigade would be on October 26th. So far, 10 boxes with approximately 175 books have been collected. These books will be sent to Ft. Lewis for distribution. This is enough to supply one book to each of the soldiers (even excluding the copy of "the Gospel According to Larry Flynn" that was donated). Special thanks to **John Tatum** and **Dennis**

Garrison for their help with this project.

Dany Gregory is collecting coats for the Rotary Club of San Ramon Valley's "One Warm Coat" drive. Please search those closets for old coats that can be donated and put to good use.

Dany also has CD's available from the 25th Anniversary Party. Please let her know if you want a copy.

Dr Bill announced that **Deepa Willingham** would be speaking at the Pleasant Hill Rotary Club on Friday, October 29, at noon. Contact **Steve Lack** for a reservation (356-7565).

Marco Bronzini announced that there will be a Golf Tournament for Rotary Club members on October 28th at the Castlewood Country Club. Lunch will be served at 11:00am, with golf following at 12:30pm.

David Quick noted that sign ups for the Christmas Tree Lot will be on the website this year. Get ready to sign up for the timeslots of your choice. We will begin selling trees at the lot beginning Thanksgiving weekend.

Past District Governor **Mark Von H** received a Carboload sponsorship check from **Don and Cynthia Jones**. Thanks to the **Jones**!

Randy Perkins announced that the 67th Rotary Reno Train Trip will be January 24-25th. Registrations will be taken online or via sign up form this year.

Good News/Fine Free:

Steve Wilcox reported that his golf tournament had raised \$19,000 for the Troy and Alana Pack Foundation.

David Quick announced that two big companies, Robert Half and the Bank of The West, were moving 2500 employees to San Ramon and specifically Bishop Ranch over the next several months. He has put together an Internet Welcome Package where advertisements may be placed to reach these new members of the community. See him for more details.

President Bill announced that the "Indians and Cowboys" tour will open Wednesday 10/28. The group will be going to Coyote Hill Regional Park and the Museum of the Ohlone People. The group will also visit a film site in Niles Canyon where Charlie Chaplin performed at the beginning of his career. Two spaces are available (\$25 each).

Recognition's:

1. **Lucky Sandhu** was recognized for parlaying a program from our club to the District and to the Zone meeting and now for a new comedy on Fox "Social Networking with 2 and a half Men".

2. **Mike Rood** was tagged for working at the Crow Canyon Country Club and that he must develop a taste in pastels.

Horace Crawford was fined for his election to the Board of Fresh Start, which

President Bill says is an association of golfers who want to take a "Mulligan" for the first 18 holes. Horace clarified his work with the Fresh Start group which is a Respite center that serves meals, gives rides and entertains the homeless. They serve 40 plus people a day. Beats hanging out under a bridge.



4. **Hermann Welm** was hit up for gallivanting around in a new car and being absent from the Carboload. Herm informed the group that his wife goes to Milan, Italy every year in April and October to visit family and friends there. Herm gets to go every once in a while and was there in October during the Carboload. Herm said he needed to go as his wife enjoys shopping and someone had to keep an eye on how much she spent. His pleas for mercy went unheeded by President "**The Bard**" who responded with a heavy fine!

5. **President Bill** had not been to **Dr. Fletcher Thames** office in a year. He commented on how it had now become the San Ramon Optometric PALACE. The site had been completely remodeled and space has been added. Apparently, **Dr. Thames** had his "staff" entirely paint the place in *Federal Blue* and *Chedwick Green*, while he was out playing golf! Now that is a great boss and of course it cost him! **Chris Gallagher** offered to pick up the fine because he was not asked to paint. "**The Bard**" soundly overruled that motion.

Program:

Vince Golla presented our program on Health Care and Web 2.0. Vince was once our club GSE student representative. In 1994 he went to Korea and Japan.

He became the City editor for the *San Ramon Valley Times*. He transitioned from the *Times* to People Soft, where he worked in Human Relations. When Larry Ellison came to People Soft, Vince moved to Kaiser. He now works with communication on the internet.



Vince has worked for Kaiser for 4 and a half years. Kaiser has 8.6 million members, 70% of which reside in California. Kaiser patients make 36.7 million doctor office visits per year. Kaiser provides a hefty 1.1 million mammograms to its patients per year. Kaiser's mission statement is to provide "high quality affordable health care".

Vince's job is to coordinate Kaiser's on-line media efforts. There are numerous ways in which he uses the internet to promote Kaiser's health care efforts. First, Kaiser maintains its **website** at www.KP.org. Patients can get general information regarding Kaiser via this webpage. They can also self diagnose through informational sites on the webpage. Kaiser found that 3/8 of its users routinely use this site for more specific activities. Patients can schedule appointments, get prescriptions and look up labs on the site. There is a News Center where information can be posted within ten minutes as news may develop.

Kaiser engaged as a National Media Organization on Twitter last November. Kaiser posts information on twitter 5-10 times per day. One example that was given occurred during National Handwashing Day last week. Kaiser was able to twitter out a link to a page on proper handwashing. There were 7 hits that were forwarded to 4000 people. This eventually led to 80 page views of the handwashing instructional page.

Kaiser also has a presence on Facebook. There are roughly 4000 fans. Messages are sent out promoting healthy living. This includes events that are occurring within the community that Kaiser is putting on. One example was a breast cancer screening day that Kaiser sponsored in Hawaii.

YouTube is used for presenting patient and doctor testimonials. They often feature segments on specific doctors and why they enjoy working at Kaiser and providing the medical care that they do.

Vince's job directly involves Monitoring, Responding, Pitching and Participating via online media. Monitoring is overseeing information posted on the net as it relates to Kaiser. Responding involves reacting to adverse information posted to the web with regard to Kaiser. One example of this would be responding to the placement of a negative blog regarding a Kaiser visit by one of its patients. Kaiser looked into how the patient could be served better and the patient later posted a positive blog. Pitching involves getting information and advertisement out on the web as was noted via the above twitter campaign. Participating relates to integrating technology into healthcare to move the industry forward.

Kaiser is using each avenue available on the web to make their patients health care experience better and more efficient.

Donation For Literacy: Pam Pickford informed us that the speakers honorarium was a donation from the club to children in need in **Catherine Hemmingway's** classroom at Montevideo Elementary School. **Vince** was pleasantly surprised and honored, as he is President of the P.T.A. at Montevideo.

Raffles: The Greeter's Gift was won by **Horace Crawford**. The Club Gift went to **Gary Sloan**.

Next Week: the Greeter will be **Stan Smalley** and the Program will be presented by **Paula Boswell**.



San Ramon Rotarian of the Week



This week, October 29, 2009, you will be greeted by Stan Smalley

Here are some things you should know about Stan:

Stan has been a member of our club since, April 1987

Classification: Management Education

Vocational Service

Born and raised on a farm in Southern Iowa. Obtained a B.S. and M.S. degree in Civil Engineering from Iowa State University in 1963 and 1965 respectively. Commissioned as an Ensign in the U.S. Navy Reserve as a Civil Engineer Corps Officer through the NROTC program in 1963.

Married Marsha Roberts in 1963 and have three grown daughters, five grandsons and two granddaughters. Oldest daughter, husband and two grandsons live just north of Palm Springs. Middle daughter lives in San Ramon with her husband and our two grandsons and one granddaughter. Youngest daughter lives in Danville with her husband and a grandson and our youngest granddaughter born on December 18, 2008.

After completion of U.S. Navy Civil Engineer Corps Officers School in Port Hueneme, California in 1965, I was stationed at the Public Works Department in Sasebo, Japan for three years where I met Maynard and Anita Crowther. After the Navy tour of duty, I worked for Roy Jorgensen Associates, a large international consulting firm, for five years on two projects (one in Utah and the other in Michigan) for three of the five years working with Maynard Crowther who joined Roy Jorgensen Associates a year after I did. I left the consulting firm in 1973 and moved to Riverton, Wyoming to work for a modular home building company names Style Homes. I started my own land development and home building company in 1976. We moved to California in 1986 and joined Maynard Crowther at MCE Corporation as Vice President of the Contract Management Division, in charge of all governmental contracts including municipal maintenance and federal construction contracts. I was promoted to President of MCE Corporation in July of 2004. I have been trying to retire since 2006.

Registered Professional Engineer in the states Utah and Wyoming. Active in the Wyoming Home Builders Association and served as State Vice President in 1983. Served two terms as a member of the local school board and was appointed to the Wyoming State Senate in 1983.

Rotary Service

Charter member of the Rotary Club of Riverton, Wyoming on May 29, 1979 and was Club President 1982-83 and District 5440 Governor's Representative in 1983-84. Joined the Rotary Club of San Ramon in 1987 and was Club President in 1991-92. I have served 12 District Governors from 1992-93 through 2003-04 in 16 different District positions including Committee Chairpersons, Directors and Assistant Governor twice. Was selected as District Governor Nominee in 2003-04 and served as District Governor in 2007-08, which was obviously the most enjoyable year in almost 30 years of being a Rotarian.

Marsha and I have hosted a total of 22 students and adults from all over the world through the following Rotary Programs: Youth Exchange, Ambassadorial Scholars, Peace Scholars, GSE Team and Russian Contractors from the PEP delegations that our local Rotary Clubs have hosted. We love our extended International Family.

About Rotary!

An Excerpt from: A CENTURY OF SERVICE - The Story of Rotary International, by *David C. Forward*

The Architect and the Builder

(The first Assembly of Rotary clubs, in Chicago, in August 1910, had 14 of the 16 clubs represented.)

Organizing a convention for an as-yet-unnamed association, and hosting delegates from around the country, was no easy task. This was even more difficult in an age when telegrams and letters were the main form of communication.

. *(Chesley R. Perry had been appointed chairman of the Chicago club's "extension" committee, and it fell upon him to organize the activities.)* It was . . . the beginning of the transition from a Paul Harris-driven organization to a more democratically governed one. Paul admitted this when, in 1925, he said: "That was the first time I had ever had the initiative taken away from me in Rotary. Ches did not want to be told what to do; he did it. He did more work than I in the calling of the first convention, a great deal more work. I certainly needed Ches. I was about tired out."

Chesley R. Perry and Paul Harris were cut from different cloth. While Harris never stopped yearning for his rural upbringing, Perry was a city boy. He was born on the West Side of Chicago on 12 September 1872, the year after the city's great fire. His father, Charles A. Perry, was a Civil War veteran who named his son after his friend George Chesley, who had helped stranded gold seekers during the 1849 gold rush.

The Perrys home-schooled their son until age 15, when he entered high school, where he passed through five grades in two years. He planned to attend the University of Chicago and took a temporary job at the Chicago Public Library until classes began. But his . . . love for literature persuaded Ches to pursue a career at the library for the next nine years.

(To be Continued)

Did you Know?

The *National Rotarian*, predecessor of *The Rotarian* magazine was launched in 1911. The first five issues showed a loss, the sixth showed a profit of \$63.00. The last two issues that Rotary year showed a profit of \$777.00; thanks to advertising support by members of the Philadelphia and Duluth Rotary clubs. *The Rotarian*, along with 31 regional magazines, are now distributed in 129 countries and published in 24 languages.

Shared by Hermann Welm

Meeting: Thursday, 12:15
Crow Canyon Country Club
711 Silver Lake Dr, Danville

Jim Livingstone, Publisher
(925) 216-1898 cell phone

e-mail: jwl459@comcast.net

San Ramon Rotary

Greeter Protocol

When you are blessed with the duty of being our greeter, you should remember the following: (1) You should be at the meeting by 11:45 am in order to greet everyone as they come to the meeting. (2) You should bring a "greeter's gift". The gift should be approximately \$20.00 in value. (3) You will be leading the flag salute, giving the inspiration, and introducing the visiting Rotarians. It is a good idea to watch the visiting Rotarians sign in, so that you can ask them about any complicated names or classifications, or just plain BAD handwriting. sly

Is it the truth?

Is it fair to all concerned?

Will it build goodwill better friendships?

Will it be beneficial to all concerned?

Future Programs:

Oct 29th Paula Boswell - Horace Crawford

Nov 5th Bob Desautels - Club Assembly

Nov 11th 5 Club Meeting at Round Hill

Upcoming Events and Dates to Remember

October 30th Halloween Party - Chris Gallagher

November 5th Club Assembly - No noon meeting!

November 11th 5 Club Meeting at Round Hill

December 12th Holiday Party - John Tatum

Schedule of Greeters

October 29th Stan Smalley

November 5th Spike Stevens

