

Rotary Club of Lafayette  
P.O. Box 103  
Lafayette, CA 94549

# Rotations

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**President's Message: MICHAEL**

**HELLER, ACTING PRESIDENT THIS PAST WEEKEND WE HAD A GOING AWAY PARTY FOR JAY PRICE AT THE HELLER RESORT IN LAFAYETTE. IT WAS GREAT TO GET OUR CLUB MEMBERS TOGETHER FOR A SOCIAL INSTEAD OF A WORK PARTY.**

SPECIAL THANKS TO PAUL PARKHURST AND HARRISON HART FOR THEIR SUPER EFFORT SETTING UP FOR THE FESTIVITIES!! I PROMISE WE WILL HAVE MORE OF THESE FUNCTIONS IN THE UPCOMING MONTHS! WE WERE HONORED WITH THE APPEARANCE OF ROSALIE AND SWEDE TOWARD THE END OF THE PARTY. PLEASE REMEMBER ROSALIE NEEDS SOME HELP OCCASIONALLY, AS SWEDE HAS NOT BEEN WELL. AS WE ALL LEARNED FROM LAST WEEKS SPEAKER, GAIL JOHNSON, JAY WAS DRESSED IN HIS POWER COLORS, BLACK AND WHITE, LOOKING DAPPER AS USUAL FOR HIS SEND-OFF TO SOUTHERN CALIFORNIA. WE ALL WISH JAY AND VICKY ALL THE BEST IN THEIR NEW HOME. BOB

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**President Ray would like to remind ALL Board of Directors that there will be a Board of Directors meeting on April 17th at 5:30 pm at the Lafayette Chamber of Commerce office, 100 Lafayette Circle, Suite 103**

**Birthdays**

**Anniversaries**

April 1	Ron Wake	◆		
April 2	Indu Paul	◆	April 1	Bob Underwood
April 2	Tom Whitten	◆		
April 10	Rupf Warren	◆	April 17	Dale Turner
April 17	Dale Turner	◆		
April 24	Darrel Sutton	◆		

**TODAYS SPEAKER :**

**Neal Hopkins**

**A History of Shriners  
Children's Hospital**

SHUSTA SHOULD BE RECOGNIZED FOR DONATING THE USE OF HIS BEAUTIFUL HOME IN LAKE TAHOE BENEFITING THE ROTARY FOUNDATION. WE STILL NEED TO COME UP WITH A COUPLE MORE DONATIONS FROM OUR CLUB TO FULFILL OUR COMMITMENT TO THE REGIONAL FUND RAISER. PLEASE LET ME KNOW AS SOON AS POSSIBLE.

THE EASTER EGG SCRAMBLE IS RIGHT AROUND THE CORNER. PLEASE MAKE ROOM ON YOUR CALENDAR TO BE OUT THERE WITH CHRIS LANE AND HIS COMMITTEE SETTING UP AND SELLING RAFFLE TICKETS FOR THE CONCERT AT THE RES. ALSO NOW IS THE TIME TO START PLANNING FOR THE CONCERT AT THE RES. DICK HOLT NEEDS YOU ALL TO PARTICIPATE IN ANY CAPACITY POSSIBLE. THIS IS OUR FUNDRAISER! FINALLY, I GAVE PAUL PARKHURST CREDIT FOR SETTING UP OUR WEB PAGE. MY APOLOGIES TO DOUG JOHNSON AS HE SHOULD BE GETTING THE CREDIT!!!

#### **R. I. PRESIDENT FRANK DEVLYN'S APRIL NEWSLETTER**

Only recently have Rotarians started to realize the critical importance of public relations in conveying the Rotary story. In the past, Rotarians were often hesitant to be recognized for their volunteer work. Today, we realize the many benefits of publicizing this great organization, so that the public learns more about our humanitarian efforts around the world.

Promoting Rotary serves three important objectives: it gains support for Rotary club projects; it attracts prospective members; and it inspires Rotarians and non-Rotarians alike to achieve higher levels of service.

Unfortunately, many Rotary clubs do not take advantage of the numerous public relations tools available to them. This leads to a number of "missed opportunities" for bringing in new members, retaining current members and gaining volunteer support for Rotary projects.

This year, I appointed an RI Task Force to focus on public relations and enhancing Rotary's image. Its goal is to develop at least five major activities in each district that raise public awareness of the mission and humanitarian work of Rotary. While we recognize that public relations efforts may vary according to the country and culture, we hope that Rotarians will make a special commitment to communicate the story of Rotary. I encourage Rotarians to visit RI's Web site, which provides valuable guidance, background information and press releases through its public relations section and Press Center. Rotary clubs are also setting up their own Web sites, which are an excellent way to promote club projects, meeting times and special events.

You can also promote Rotary at the local level by organizing window displays, preparing billboards, placing public service announcements (available from RI), distributing club brochures and sponsoring "Rotary supplements" in your local newspaper.

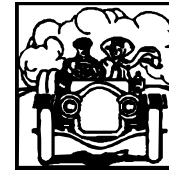
Another public relations opportunity — often overlooked by clubs — is the weekly meeting. To attract media and potential members, you can invite speakers who are prominent business leaders, local personalities and experts on topics of general interest. Youth Exchange students, Ambassadorial Scholars and Group Study Exchange members also help to enhance Rotary's public image.

I also recommend that you maintain a database of media relations contacts — and use them. In many clubs, there may be a Rotarian who is a member of the media or manager of a local



## **ANNOUNCEMENTS**

**APRIL 21, 2001**



**CLUB LEADERSHIP TRAINING. WE NEED TO KNOW WHO IS GOING.**

ALL INCOMING BOARD MEMBERS, NEW MEMBERS AND COMMITTEE CHAIRS MUST ATTEND THIS CLUB LEADERSHIP TRAINING. EVERYONE IS TO MEET AT CONCORD BMW AT 8:00 AM TO CARPOOL TO VACAVILLE. THE PROGRAM STARTS AT 9:00 AND ENDS AT 11:45.

**MAY 4,5,6, 2001**



**DISTRICT CONFERENCE--DAVIS-WOODLAND.**

IF YOU ARE GOING YOU NEED TO MAKE RESERVATIONS NOW. ALL CLUB PRESIDENTS AND BOARD MEMBERS AND INTERESTED MEMBERS ARE ASKED TO ATTEND.

**AUGUST 18, 2001**



**CAL EXPO ROTARY FOUNDATION FUNDRAISER.**

THIS IS THE ROTARY FUN DAY AND ALL DAY EXPERIENCE AT THE STATE FAIR WITH FOOD AND PRIZES AND FELLOWSHIP OR ALL. WE NEED SILENT AUCTION IN THE \$250 - \$500 RANGE OR MORE FROM OUR CLUB, LAST YEAR WE DID NOT SUBMIT ANYTHING FROM OUR CLUB. LETS DO IT FOR OUR CLUB! ALL MEMBERS WILL BE GIVEN RAFFEL TICKETS TO BUY OR SELL.

newspaper, radio or television station who may be able to place some of our public service announcements at "no cost to Rotary." One Rotarian in my club, Nicolas Satres, is a top executive for one of Mexico City's leading daily newspapers. He not only placed a Rotary public service announcement in his newspaper, he also arranged for it to be published in 60 other community newspapers that were part of the same newspaper chain. We used his expertise and connections to communicate the good work of Rotary.

I am proud of how far Rotary has come over the years. Our efforts have been recently publicized in *The Washington Post* (polio immunization), Voice of America (story on Rotary's 10th anniversary in Russia) and CNN (the Miracle League, a Rotary-sponsored baseball league for children with disabilities). Rotary also enters a float in the annual Tournament of Roses Parade held in Pasadena, Calif., USA, which is watched worldwide by millions of people on television.

We need to be proactive in promoting Rotary and its mission. In 1905, founder Paul Harris shared his vision of Rotary with three men. Today, thanks to advanced communication technologies, we can share his vision with millions around the globe. We need to reach out to the public, to the community and to potential members so that they understand the true spirit and meaning of Rotary. Together, let's *Create Awareness and Take Action* to publicize this great humanitarian organization. When people see the Rotary gear wheel emblem, they should instantly recognize it as a symbol of humanitarian service, international goodwill — and hope.