

Rotations

Official Weekly Bulletin of the Rotary Club of Lafayette
11 OCTOBER 2007 VOLUME 62 ISSUE 12



Jay Lifson called the meeting to order, substituting for President Larry Duson.

Guests: Charlie Massie, Massie & Beck Insurance; Joe Capozzi, corporate investment consultant.

Mike Heller announced that we will be serving a pancake breakfast at the Lafayette Reservoir Run on Oct 28.



Jay Lifson: support Town Hall Theatre on Oct 19 at a benefit concert in memory of Grateful Dead keyboardist Brent Mydland. If you would like support the theatre without attending the concert, you can "Adopt a Hippy," and Jay will give your tickets to someone who could not get in. Call Jay for tickets.

Sandi Mitchell is looking for members to join her to present gifts donated from our club to the La Escuelita Elementary School in Oakland on Monday, Oct 15.

Five have signed up for the Reno Train Trip in January, and John Sherry said we have one more seat available -- see him to sign up.

John Sherry also invited all to join him at the District Conference in Sacramento next April.

Fine Master A.J. Nisen collected Happy Dollars and Fines: John Sherry missed being Greeter, and he gave \$1 for each minute he waited before killing his buck on his hunting trip, which was 5 minutes. Troy Winkles gave for his birthday. Jesse Wellen gave \$20 for his European vacation. Dan Baker gave for his son's football prowess at Acalanes. A.J. Nisen gave for Bud Moulthrop being back. Jay Lifson gave for Stanford and Acalanes Park winning. Daniel Barnes gave for Notre Dame winning. Ed Stokes in recognition of Polly Bernson's work for the Golf Tournament. Mike Heller in gratitude for everyone's well wishes, cards and calls when he was ill. Alan Mac for leaving early with Polly.

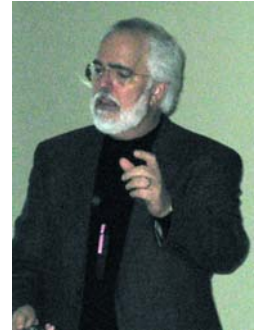


Larry Duson arrived late at the meeting in time to assist Anna Connolly and Jay Lifson present blue badges to Daniel Barnes and Mary Claire Searby, and a red badge to new member Joe Capozzi.

Jay Lifson won \$2 and Troy Winkles \$5 in the raffle.

SPEAKER

David Mosby, co-author of *The Paradox of Excellence: How Great Performance Could Kill Your Company*, asked, "Ever feel like the better you are at your job, the less you're appreciated?" It happens to companies and it happens to people. He described a perceptual phenomenon where as the better you do your job, the more invisible you become, and the longer you do your job, the more your perceived value erodes. Improved performance does not translate into higher perceived value; it simply shifts the customer's expectations upward, causing the customer to take improved performance for granted. This is the paradox of excellence: the better you perform, the more invisible you become to everything -- but bad news. It is all about expectation management. One can solve this problem by taking practical actions, implementing a program of Value Reinforcement Communication. The key is to reinforce your value in socially acceptable ways with positive, unexpected surprises.



David Mosby

MAKE UP MEETINGS IN THE AREA

MON 12 pm Danville, Brass Door **TUES** 7 am Walnut Creek Sunrise, Scott's Seafood - 12:15 pm Moraga, Soda Center – 12 pm Walnut Creek, Heather Farms Garden Center Bldg **WED** 12 pm Rossmoor, Hillside Clubhouse - 12:15 pm Alamo, Round Hill Golf - 12:15 pm Orinda, Community Center **FRI** 7 am Lamorinda, Postino - 12:15 pm Concord, Concord Hilton

LOCAL ROTARY CALENDAR OF EVENTS

DATE	EVENT
Oct 28	Lafayette Reservoir Run
Dec 14 or 15	Rotary Club of Lafayette Holiday Luncheon, Lafayette Park Hotel
Jan 13-14 2008	Reno Train Trip, see John Sherry
Apr 24-26, 2008	Rotary Dist. 5160 District Conference, Radisson Hotel Sacramento, CA

UPCOMING SPEAKERS

DATE	SPEAKERS	TOPIC
Oct 18	Terry Koehne	At-risk children /San Ramon Schools
Oct 25	Michael Hubbard	New Chief of Police in Lafayette
Nov 01	TBD	TBD

BIRTHDAYS

Milt Bruzzone	10/15
Troy Winkels	10/18
Bob Underwood	10/30

ANNIVERSARIES

Mike Kearney	10/5
--------------	------

GREETERS

Bob Shusta	10/18
Ed Stokes	10/25
Barry Toomajian	11/01

2007/08 BOARD OF DIRECTORS

President	Larry Duson	lduson@bankofthewest.com
President Elect/VP	John Sherry	Johns94549@comcast.net
Secretary	Tim McKinley	tim@emcfamily.com
Treasurer	Greg Vaisnor	gevcpa@sbcglobal.net
Director, Club Service	Anna Connolly	anna@urhomenow.net
Director, Community Service	Don Anderson	dealawfirm@yahoo.com
Director, International Service	Bob Shusta	rshusta@comcast.net
Director, Vocational Service	Sandi Mitchell	homes@sandimitchell.com
Past President	Bill Eames	wmeames@aol.com



The 2007-08 theme Rotary Shares acts as a daily reminder of what ordinary people can accomplish through the extraordinary work of Rotary.

More than a theme, Rotary Shares is a call to action. Sharing Rotary ensures that Rotary continues a second century of service.



Grand Opening of the Rink

In addition to the crucial job of welcoming new club members, Rotary International President Wilfrid J. Wilkinson says Rotarians should not forget their past. He asked them to reach out to former club members, including club members' widows and widowers. "I ask you all, this year, to share Rotary freely and fully. Work hard, and work with love. And remember that everything you do in service to others is part of the magic of Rotary, the magic that allows ordinary people, like you and me, do absolutely amazing things."