



ROTARY CLUB OF WHITTIER No. 859 Founded 1922

Volume 85	No. 22	EDITOR: Mike Ely	December 7, 2007
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Coming Speakers!

The Rotary Club of Whittier Presents

Sunday December 16, 2007

Christmas Social at Friendly Hills Country Club

Friday December 21, 2007

Club Assembly

Friday December 28, 2007

Dark – Happy Holidays

Meetings are Fridays at 12:10 pm

Radisson Hotel, 7320 South Greenleaf in Whittier, California

2007-2008 OFFICERS: Rob Settlage President; R. D. McDonnell, Vice President; Harry Jacobs, Past President; Ted Zwemer, Secretary; Jim Howard, Secretary-Computer Records; Craig Dodge, Treasurer		
DIRECTORS:	2006/2008 (Fr.) Jim Bradley Charlene Dimas-Peinado Carmella Franco Jeff Nickell Gary Pirnat	2007/2009 Humera Dadabhoy Craig Dodge Derek Johnson Ted Knoll Ted Zwemer
	GOVERNOR, DISTRICT 5320 John Brainerd	INTERNATIONAL PRESIDENT Wilfred J. Wilkinson



Rotary Club Meeting #22
December 7, 2007
Whittier, California, USA

Opening: The 22nd Rotary meeting was called to order by President **Rob Settlage**.

Pledge: The Pledge of Allegiance was recited by the club.

Invocation: Father Bradley, serving in the business of Redemption, encouraged the club members to seek redemption in the spiritual, for it will not be found in materialism, atheism or political position.

Song: Thank you, Tom Wilson, for leading us in singing the “Star-Spangled Banner”.

Introductions of Guests and Visiting Rotarians:

Dave Hasle returned to us for a visit.

Rotarian Milestones

Happy Birthdays:

Mike Ely, 12/8; Dave Pickard III, 2/10.

Happy Anniversaries:

Jeff & Stephanie Muller, 12/18 (30 years)

Carmella Franco & Tom Jackson, 12/81 (26 years).

Rotary Anniversaries:

Dave Pickard, Jr., 12/12/86 [21 years];

Jim Blaylock, 12/17/93 [14 years].

Announcements

District 530 is hosting a **Rotary Website Workshop** on Monday 12/10 at 6 pm, at its headquarters. Jeff Nickell is happy to carpool with anyone. Jeff is earnestly seeking someone to take over the website next year, as he moves into the very busy role of President-Elect.

Winter Club Social is being held at the Friendly Hills Country Club on Sunday December 16th. The festivities begin at 5:30. This event replaces our regular meeting scheduled on December 14th. Charlene is coordinating reservations.

The regular **Monthly Board of Directors** meeting will be at 5:30 pm on Wednesday, December 19th at the home of RD & Kathleen McDonnell at 9803 Santa Gertrudes Ave.

District 5320 Conference, Newport Hyatt Regency: Again we will be co-hosting the Hospitality Suite at the District Conference. The Hospitality Even is scheduled for Friday, February 22nd.

Newest club member **Randy Woolford** called in an urgent announcement: he was absent from today's meeting because his daughter was suddenly admitted to the hospital. Our thoughts and prayers are with them.

Boy's & Girl's Club Holiday Shopping Spree - Thank You Shannon Gimbel for arranging our participation in this worthwhile event. As our first "hands-on" project in a number of years, five Rotarians accompanied boys & girls on their "Holiday Shopping Spree" at Payless Shoes and Target on Saturday 12/8/07. Harry Jacobs, Derek Johnson, Kirk Kain, Shannon Gimbel, and Rob Settlege each helped a child pick clothing, courtesy of our Boys & Girls Club. We learned a bit about current style preferences--"cool" shoes, "skin pants" (tight and tapered--but Target had none), "beanies" to keep heads warm on cold days.

Snacks were provided, but at least one lad was disappointed that no coffee was available. He had asked so often that a staffer said, "You know your Mom doesn't want you to have coffee!" So his Rotarian passed on buying him a cup. But even without caffeine, the youngsters were lively, responsive, and grateful. A good time was had by all!



Recognitions (and Confessions)

In looking around the room today, **Joe Baima** reluctantly realized that many of his victims were absent. Not to miss an opportunity to be recognized, a time of confession resulted. First off, Joe acknowledged his recent absence in celebration of his 43rd wedding anniversary. He also acknowledged that he has a new granddaughter, named Georgia. This brings him to a total of 3 grandchildren. A nominal self-imposed fine followed his confessions.



Dave Hasle brought the club members up to date on his recent travels to his home in Manzanita Bay, OR and Mammoth, CA. It seems that winter is not kind to the area around Manzanita Bay. In his confession that 3 clubs now get his money: Whittier, Bishop, CA and the new club of North Tillamook, OR. I guess his confession means that we must realize that we now have to share him.

Not to let this time of confession pass, **Rett Rasmussen** jumped to his feet and offered a paltry fine in exchange for telling about his recent attendance at the Army/Navy DineOut. It seems this is a time-honored event of revelry, tradition and overindulgence.

Today's Program
“Grassroots Politics: Turning Grassroots Fervor into Political Success”
Randy Terrell

As a political consultant and direct mail service provider, Randy shared about the strategies behind successful political mail campaigns. He identified that a successful campaign, even a small local one, needs: 1) Good organization; 2) A Campaign Manager, even if it is a friend or a volunteer; 3) Money; 4) Lots of volunteers; and, 5) A plan and a budget.

He identified a “Three Contact” strategy that a political candidate’s mail campaign should follow, but above all start positive and end positive. First, tell the public who you are. Second, identify your position on the relevant issues. If you have no other way to identify your position should you share negative information about your opponents. Often candidates will use comparison pieces to set themselves apart from their opponents. Lastly, who is endorsing you? The longer the list, the more people might recognize someone who supports you.



Randy identified a number of activities he felt that were often a waste of time and money for campaigns. These include: paying for surveys and polls, signs on trucks, refrigerator magnets and buttons.

You can read more for yourself at his company’s website: www.politicalcampaigns.com or you can learn more about Randy’s campaign strategy work at <http://www.politicaldynamics.net/>.

Closing Acknowledgements: Rob extended our thanks to Randy Terrell for his interesting talk on political campaigns. A book will be donated to Whittier City Schools as a thank you for Randy’s time with us. Rob acknowledged that it is always good to have **Dave Hassel** us.

Next Week’s Program: Our Winter Social at Friendly Hill CC on December 16th. Be sure to call Charlene if you need to make reservations. Bring your kids...there is lots of fun and entertainment planned. On Friday, December 21st, we will hold our next Club Assembly for the purpose of committee meetings.

Thought for the Week: In closing, **President Rob** offered this quote “It is generally better to deal by speech than by letter.” (To which we need add, in 2007, “and by any electronic communication”).
–Francis Bacon (1561-1626)


Closing Bell rang at 12:25 and members scurried off. Don’t forget to hold Randy Woolford and his daughter in your thoughts and prayers.

The
Secretary's
Corner

UPCOMING PROGRAMS

December

- 16 *Winter Social, 5:30pm at Friendly Hills Country Club*
- 21 *Club Assembly*
- 28 *DARK - Merry Christmas and Happy New Year*

MAKEUP LOCATIONS			
MONDAY:	Anaheim – 12 noon Diamond Club, Edison Field 2000 Gene Autry Way 714-940-2000	Cerritos – 12 noon Hometown Buffet 11471 South Street 562-402-8307	Norwalk – 12 noon Norwalk Marriott Hotel 1311 Sycamore Drive 562-863-5555
TUESDAY:	East Los Angeles – 12:10 PM Tamayo Restaurant 5300 E. Olympic Blvd. 323-260-4700	Whittier Sunrise - 7:15AM Friendly Hills Country Club 8500 S. Villa Verde 562-698-0331	Santa Fe Springs – 12 noon Candlewood Country Club 14000 E. Telegraph Rd. 562-941-1228
WEDNESDAY:	La Mirada - 12:10 PM Candlewood Country Club 14000 E. Telegraph Rd. 562-941-1228	Fullerton – 12 noon Terrace Room, Hope Intn'l Univ. 2555 E. Chapman 714-879-3901	Montebello - 12:10 PM Montebello Country Club 901 Via Clemente 323-724-4500
THURSDAY:	La Habra – 12:10 PM Hacienda Golf Club East Rd., La Habra 562-694-1081	Pico Rivera -12:10 PM Dal Rae Restaurant 9023 E. Washington Blvd. 562-949-2444	South El Monte – 12 Noon Pepe's 11740 Valley Blvd 626-401-1599
RECENT MAKE-UPS BY MEMBERS			
Dave Hasle reported in having made up meetings in Bishop, CA; Tillamook, OR; Mammoth Lakes, CA			
<p>ROTARY CLUB OF WHITTIER BOX 753, WHITTIER, CA 90608</p>  <p>Meets Friday – 12:10 p.m. Radisson Hotel 7320 So. Greenleaf Whittier, CA</p>			
Rotary's Four-Way Test:		<p>Is it the truth? Is it fair to all concerned? Will it build good will and better friendships? Will it be beneficial to all concerned?</p>	