



# Lamorindan



The Weekly Newsletter of the Rotary Club of Lamorinda Sunrise  
Meetings Friday 7AM at Postino's Restaurant in Lafayette

April 20, 2007

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## WE'VE SEEN THE ENEMY, AND IT IS US?

Jim Brencic eavesdropped on a conversation between Churchill and Julius Caesar on war and peace. The conclusion had to do with who really are civilized men when it comes to carrying on war. Maybe we can all look in mirrors and see.

## ANOTHER NEWBIE INVADES

As the Pres observed, Alex Arnold has come back so often that he had to be either ejected or admitted. So Richard lapsed into his usual stirring welcome with rights & privileges appurtenant thereto, 1.2 million new friends, and citing Joanne Luscher's famous "welcome to the most irrelevant club" speech. Pat Flaharty then gave a more sane welcome. And Chuck Yeager once again whipped together the new member packet flawlessly with the assurance, when asked about a pin, that "he'll have one" (and sure enough, he did). Congratulations to Alex and his perseverance.



(Wait'll the Reno trip, I'll teach you all about Black Bart and the chickens)



## LARGE LARGESSE

It was a day to savor that all this madness actually does some good.

Of course, most important was the Pres congratulating one Richard Shearer and presenting him a \$2,000 check to



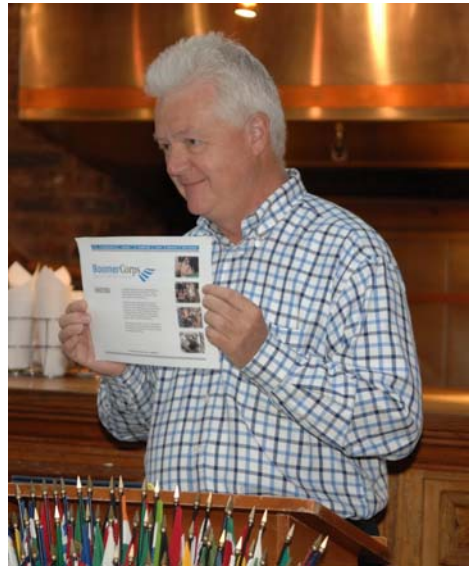
CEID for early intervention against infant deafness. Richard Shearer was most grateful, and told the Pres so. It was heartwarming to see two such important people on the same page, wave length, vibes, etc. And by the way, they both reminded us of the CEID Walkathon, 7:30 tomorrow morning at Moraga Commons.

The next contribution involved someone almost equally heartwarming, Brad Davis, but fortunately his act was tempered by Louise Bourassa, head of Garden Park Apartments in Pleasant Hill. Yes, the same place with the Basketball Hoop. It's a cooperative effort among 25 faith communities, social workers and volunteers, benefiting over 30 kids who formerly lived in cars and under the freeway. They are now \$1,800 richer, but the best thing is that our club has had a little hands-on action here, led by the intrepid Brad.

Perhaps the guy taking on the biggest challenge, and certainly the farthest away, is Budd McKenzie. Paul Fillingier slipped him a \$2,500 check. Budd, a humble Lafayette lawyer, has wowed us a couple of times with his reports from Afghanistan. This time, his macro-report was pretty pessimistic -- things are getting worse, and there are 25,000 US troops compared to 15,000 last year. According to the Afghan Ambassador, there's \$30 billion in aid pledged, but only \$3 billion has gotten to the government.



It seems you have to go to the Taliban to get the best paying jobs. However, his micro-report on his own project was much brighter. There are now 20,000 fruit trees, due in a small part to LSR assistance. The trees, however, will take another 3 to 4 years to bear. There are more girls in school, but they have to be guarded by soldiers 24/7, to avoid being blown up in order to drive girls out of schools. Budd has touched bases with the leader of the surrounding District (70,000 people, compared to the village's 3,000). They are very grateful, and see that what is being learned now will help sustainability down the road. Human capital is what is needed. Check out the website, [boomercorps](http://boomercorps.com) (dot either com or org, he wasn't sure which), to determine how you can be helpful.



### THERE'S ANOTHER CLUB IN LAFAYETTE

And they sent excellent ambassadors, Bob Shusta and John Sherry, to peddle raffle tickets which will pay off at the Concert at the Res, featuring local talent at the Lafayette Reservoir on May 19 at 1:00-4:00. It's free, and there will be 4 bands. Prizes include a couple of days at a South Tahoe home, a Carmel home, a BMW convertible, the Park Hotel, and Lafayette Car Wash, respectively. The Lafayette Rotary (Noon) Club has put on this excellent event for years, and they'll be especially energetic this time because they were rained out last year.

### NO EXCUSES FOR TARDY

Kevin Croak apparently likes that being late makes him the center of attention, because he's done it 5 straight times. The Pres had surprising mercy on a CPA just after tax season, relieving him of only \$10. Dave Watson wasn't quite so lucky, but then his offense was more egregious -- his guest, Joe Masciantonio, waited terrified among all these strange people until Dave finally condescended to arrive. He perhaps mitigated the damage by revealing that he left his consulting job to be more focused here. Also, he'll be doing the Orinda Car Care charitable event. The net to, or rather from, Dave was \$25



I love ya, man!

## HOW TO RAISE THOSE FUNDS

We got a jump start on next month's Buddy Burke Month Of The Woman by having both the M.C. and the speaker be of that gender. Patti Witalis introduced her friend JoEllen Peterson to talk on fundraising.

JoEllen has been a fundraiser for 18 years. For 9 years she was at Raphael House in SF, an emergency shelter in the Tenderloin for families only. Her current focus is on the Sophia Project, located at 18th & Myrtle in West Oakland. This refurbished Victorian (a former drug house) has been a development center for formerly homeless mothers and kids since 2000. It became apparent that a separate facility for very small children was needed, so Myrtle House has been added (with the help of a grant from Oakland Rotary). The two houses are on either side of the local neighborhood school. These are live-in facilities, including the directors and interns. Assistance is available 24/7. The results so far show that the kids are doing well socially at school. Not one family has fallen back into homelessness. The project has earned a Bank of America award for neighborhood renewal.

How to fundraise for such causes? JoEllen found that identifying oneself as a fundraiser isn't the road to instant popularity. It all starts with relationships. The Sophia Project gets most of its contributions from individuals. People give money to people, not to organizations, and they respond when they hear directly how worthy the mission is. JoEllen likes that her organization is in a very personal setting, different from such causes as the Opera. Special events can help. So can direct mail to a certain extent.

There are two major challenges for the future: Planning a sustainable income source such as an endowment (to avoid the burnout from starting at zero each year), and succession planning so that when the original charismatic leader leaves the whole thing doesn't collapse.

After JoEllen and the meeting concluded, the Pres conducted a board meeting on the spot. It was obvious that Hays Englehart doesn't like that Red Badge, because he was already in the thick of it.



Just sign on the dotted line!



## GUESTS

Bob Shusta and John Sherry, Lafayette Rotary and the Res  
Louise Bourassa, CC Interfaith Housing  
Budd McKenzie, Honorary Afghan  
Richard CEID Shearer  
Joe Masciantonio, courtesy of the invisible Dave Watson

## UPCOMING

- 4/27: "Expose Yourself", Gillett Johnson & Dave Watson  
(TGITLFOTM at Durlesters' later— Check the website calendar for directions)
- 4/28: District Leadership Training, Vacaville
- 5/4: Jill Buck, GoGreen Initiative
- 5/5: Rotary Foundation Day, Western Ranch Museum
- 5/11: Lois Grandi, Playhouse West (great actress)
- 5/18: Amy Worth, MTC (formerly Orinda City Council), regional transportation
- 6/8: Shelley Sandusky, attorney, death Penalty in California
- 6/17-6/20: International Convention, Salt Lake City



Dudes and more dudes.....



1 for 2 or is it 2 for 1...whatever!



A warm welcome