



Lamorindan



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



August 8, 2008

Ron Brown — Reporter
Krystan Laine—Photographer
Patti Witalis — Publisher

Thought for the Day:

Communication is both simple and difficult. It is so simple that putting it into words is difficult. **Rod Ford-Smith**

Guests and Visiting Rotarians:

Buddy Burke's charming sister, Tracey.
Don Reichert's grandson, who has the nerve to be checking out Stanford for college. Don should have been fined for this transgression. Go Bears!
Dan Lawrence, Orinda Club, with golf on his agenda



Don and Grandson



Dan Lawrence, Orinda Club

Announcements:

The aforementioned **Dan Lawrence** announced an upcoming **District Golf Tournament** to be held at the Orinda and Moraga Country Clubs. The Orinda Club will be the site of a Two Person Best-Ball "serious, competitive event. The rest of us duffers maul the Morago Club in a 4 person scramble. \$100 fees will include, golf, cart, lunch, sleeve of balls and Hors d'oeuvres. Why such a good deal? The greens at both courses will have been aerated 4 days earlier, so bring you croquet mallet and hope for the best on the moon like surfaces of the greens!

Substituting for new President **Pat Flaherty**, who is off recovering from his early battering, was the quiet, reserved, stoic and always low key **Rich** (I don't need no stinking microphone) **Shearer**. He announced that Pat had **tasked him with leveling record fines** this morning, presumably so that Pat can play the good guy role for the rest of his term. A little self analysis of this task yielded Pat's real intent, to **be sure to record all fines** that are levied, so Pat can be assured every club member gets hit with at least 100 bucks during the course of his regime. So much for Mr. Good Guy.

Thomas Raeth announced that the **annual get the dictionaries ready for distribution** to all 3rd graders will take place at his home on August 22nd. If you didn't sign up on the sheet that was circulated the 3rd graders will be after you. So be sure to let the Raeth family know you will absolutely be there for this.



Where'd that sign up sheet go, Thomas?



At this point there was a **major disruption** as **Alex Arnold's** mobile phone shocked the membership by erupting. **Brad Davis** immediately reported him to the Big Cheese. **Rich Shearer** immediately fined Brad for being a tattler. Rich later fined himself for being a jerk to Brad. At least I think this is how it went...you had to be there.



Lots'a fines levied

Birthdays and Anniversaries:



Dave Watson

Don't ask me how this topic ended up in the middle of announcements, but here it is. **Walt Nelson** admitted to being a young 68 last week and celebrated with his family in a style fit for a king. He modestly admitted that in his household he is the king. He also asserted that unlike Alex Arnold, he knows how to separate fun from business, and that his mobile phone did not ring a single time during dinner!

Dave Watson owned up to the fact that he had been in Victoria, British Columbia with his family for a 15 year wedding anniversary celebration. He disclaimed anything that **Rod Ford-Smith** may have reported previously about this very special occasion. He had nothing but nice things to say about Victoria. We should all drop whatever we are doing and go there immediately.

NOW, BACK TO THE ANNOUNCEMENTS:



Brad, in his EBSD garb

Thus began the **Brad Davis show** with a report on the ongoing **Stand Down, Veterans Administration sponsored event** at the Pleasanton Fairgrounds through the weekend. 400 homeless veterans were registered on Thursday, and were sheltered in tents at the fairgrounds. Registration mistakes are being corrected today by the same people who made them yesterday. Brad said not to worry, it's a military thing.

One of the more poignant situations was a grandfather, son and grandson all homeless and being housed in the same tent.



One rather officious active duty army major committed the grave error of referring to Patti as "sweetie." He is likely to remember this transgression for the rest of his life as the former **LTC Patti Witalis** straightened him out forthwith! Brad said she did everything but order him to "**hit the deck and give me 25**" pushups that is. We get it Patti! And now, so does he.

Brad also reported on the good progress being made at the **Garden Park Apartments**. They are growing their own pumpkins for the annual carving festival coming up in October. They are also tracking children's attendance and school performance for the each of the families that live in the 27 units. There is a wait list of 400

Excuse, me !!

families who are in the process of drug and alcohol recovery. Each family living at the Garden Apartments pay 1/3 of their income in rent. This project was started by the East Bay council of churches and is supported by several schools in the area and of course our own LSR.



Finally, **Alex Arnold** corralled his unruly mobile phone long enough to let us know that we and the Lafayette noon club will be manning a tent right next door to the Round Up at the Lafayette Arts and Wine Festival on September 19 – 21. Our task will be to manage traffic control (hopefully before partaking of any of the libations from the distillery next door). Each club will receive \$1,000 in appreciation for our efforts. We are all asked to volunteer three hours of time during this period. Alex warned that this community opportunity will be drummed into us repeatedly during the next few weeks, so let's commit to the time quickly and get it over with.

HOW TO CREATE A LUCRATIVE CAREER IN JOURNALISM

Our guest speaker this morning was **Mike Grenby**, a multi-talented writer, teacher and first class explorer. Mike is originally from Vancouver, Canada. He graduated from the University of British Columbia with a B.A. in 1963, and later the Graduate School of Journalism. Mike spelled out his formula for success in a rapid fire, thoroughly entertaining manner. First, **what is it about the media?** It is always here in the newspaper, radio, television, magazines, the internet. Bad news sells as in an example of today's San Francisco Chronicle with four negative front page lead stories.

How do people like Mike choose the professional path toward journalism? He cited several factors: parental influence, curiosity about finding out, listening, polite persistence and good communicator.

He also learned early on to become a specialist in a given field. Mike chose financial planning as his area of expertise. He decided to follow this path after a full year of "penny pinching" to finance a one year trip around the world. This led to a weekly financial planning column in over 50 Canadian newspapers, which in turn led to radio and TV shows which were all about how to save money and what to do with it.



Skip McCowan and Mike Grenby

Leveraging all of this background opened the door to first class exploring as a celebrity host on cruises where he was paid to conduct seminars and participate in cocktail parties. Of course, all of this travel is tax deductible because Mike writes and/or lectures about these various experiences.

We have now progressed to his current career as an Associate Professor at Bond University in Australia. He started this on a no guarantee basis as a 1 year visiting journalist and quickly became a professor teaching journalism and public speaking. One glimpse of Mike in a Toga on campus using a desensitizing process on his communications students which featured a friends, Romans, countrymen speech for each of them in full view of anyone wandering around the campus. This public exposure has been embraced as an empowering experience by many of his former terrified about public speaking students.

Professor Grenby is still publishing, in the Harvard Business Review no less, writes his column, travels extensively, and now teaches the trade to eager college students. Not a bad life for a 67 year old adventurer who continues to gain a deeper appreciation for the world and its people on a daily basis. Truly a role model for success!



CAL Lee, Charlie Franklin and Ray Welles enjoying Mike Grenby's insight on success.

CALENDAR: For complete dates and events see the Club Web page— lamorindasunrise.org

***Friday, August 15 7am** – Meeting speaker on EBMUD, water, water, everywhere?

***TGITLFOTM NOTICE:**

22 August, 5:30 pm @ Thomas Raeth's home —We will assemble the dictionaries while having our monthly TGITLFOTM festivities

5 September, 8:45 am—we will begin distributing the dictionaries to local schools

Assorted pictures of East Bay Stand Down 7-10 August 2008:

