

ROTARY CLUB OF HAYWARD  
**High Gear**



March 9, 2009  
Volume 85, Issue #80  
Editor: Bob Goetsch

The Hayward Rotary Club  
Cordially invites you to the  
Outstanding Hayward  
**Rotarian Of The Year**  
Awards Luncheon

**Monday, April 20, 2009**  
**\$15.00 per person**

**Purchase Tickets Early**  
**Reserved & Limited Seating**  
**Regular Club Meeting Time**  
**Spouses and Guest Welcomed**



**Clip and Return**

Yes, I (we) will be at the Outstanding Rotarian of the year Luncheon!

Name: \_\_\_\_\_

Guest Name: \_\_\_\_\_

Number of Tickets: \_\_\_\_\_ @ \$15.00 each = Total Enclosed: \_\_\_\_\_

Payment By: Cash: \_\_\_\_\_ Check: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Return RSVP**  
**Card by:**  
**April 13th**



**Mail to:**  
Steve Rubiolo  
20519 Cambridge Ave  
Hayward, CA 94541  
**\*Outstanding Rotarian\***



**Please make checks payable to Hayward Rotary Club**



**GREETERS** - **Freddye Davis**, President of the local chapter of the NAACP, and **Tina Martinez**, Manager of the Bank of the West.

**President John** called to order the 32nd Meeting of 87th year at 12:15PM.

**Chuck Horner** reported on **Norma Rees** being in the hospital after dealing with blood clots and that she is resting well- Norma, we all wish you a speedy recovery.

**PLEDGE TO THE FLAG** was done by **Paul Martin**.

**PATRIOTIC SONG** In **Norma's** absence was led by **Charley Plummer**.

**THOUGHT FOR THE DAY** by **Freddye Davis** — “Our lives are filled with simple joys and blessings, and one of the greatest joys in life is to have a friend.

We had three visiting Rotarians: Bob Tucknott, Dublin Contractor; Searene Kimmel, Pleasanton Realtor, and Steve Murtough, Oakland Sunrise

Today's guests of members were Yamin Ayesh, a realtor with GMAC and guest of **Andy Krake**; Sarah Lamnin from Lincoln Child Center, guest of **Debby De Angelis**; and a returning guest, Leo Perry. All guests were greeted with the Hello song.

**President John** had the privilege of welcoming new member **Nichole Reams** to the club. **Nichole** is sponsored by **Heidi Finberg** and **Dave Elkins**.

The following announcements were made by members:

- Board meeting Thursday at Stonebrea - RSVP to **Mona** so that there a head count for dinner.
- Foundation Board Meeting Wed at **Tony Varni's** office.
- **Chuck Horner** announced that Hayward Adult School classes commence next Monday.
- **Rob Simpson** passed the sign up sheet for serving dinner at the Salvation Army on Sunday March 22.
- **Tom Granty** is looking for volunteers for “Let's Go Fishing.” This is an opportunity to spend quality time with some young people on April 29.
- April 17-19 District Celebration, Marriott Hotel, Santa Clara.
- Rotarians at Work Day - April 25, 2009.
- May 21 District Assembly – Training for 2008-09 Club Leadership – San Jose Doubletree Hotel.
- June 21-24 RI Convention, Birmingham, England.
- **Alex Budde** requested that members sign up for Rodeo ads as this is the only fundraiser for the club.
- **Jim Weider** wants everyone to know that this Wednesday is one of the best attended Chamber Mixers at Buffalo Bill's.

**FINES & FOOLISHNESS:** The basket was passed to collect \$3.00 from all not wearing their Rotary Pin. **Rob Cook** surrendered the remainder of his fine card for a trip to Mexico. **Brian Schott** paid \$50 for not knowing Paul Harris' middle name

*Have you visited our Website lately? [www.haywardrotary.org](http://www.haywardrotary.org)*

Today's Guest Speaker: Introduction by **Jim Weider**

Charles McKeag - Citation Homes - SCS Development Co, developer, addressing the housing market and update on Hayward Burbank / Cannery Project



Charles spoke of Citation Homes' experience as a developer in Hayward and on the "Dark winter of the economic crisis" from his perspective. Charles says that this crisis is deeper and broader than any in recent history in that it has an effect on every sector of the economy. Tens of trillions of dollars have evaporated. He posed the questions of 1) how did we get into this mess and 2) where do we go from here.


In terms of creating the problem, Charles says it was inevitable. Easy money for purchasing high priced homes - houses that increased in value from about \$225K to \$550K in six years - made the economy ripe for bursting its bubble. Any one could get a mortgage with minimum qualifications - such as no income and no assets. To continue fueling the bubble effect, individual mortgages were bundled and sold as investments on Wall Street. Everyone was making money until the home prices declined. When homes began declining in price there was massive amount of supply. Developers were attempting to stay ahead of the "Demand" curve.

Prices declined, foreclosures skyrocketed, and developers were caught "holding the bag" with large inventories and no new buyers. Charles used Citation Homes as an example. \$100 million has been invested in the Hayward Canary Project and not a single unit has been sold - although a few are rented.

Charles ran out of time before describing his thoughts on where we go from here, other than to say that with all the losses on the table he is very optimistic about the recovery and the successful business model created by Citation Homes.

Next Meeting — **March 16, 2009** — **Special St. Patrick's Day party with Music by The TOWN SQUARE HARMONIZERS!**

*Thank you Distinguished Guests & Visitors:*




## *Let's Go Fishing!*

*Wednesday, April 29*

*7:30 AM to 1 PM*

Volunteers are needed to assist 200 plus, mentally and physically challenged children and adults fish, play games and have the best day of the year. Volunteers need to be at Lake Chabot Marina around 7:30 AM to set up and get organized. **Contact Tom Gratny for more information.**



***District website:*** *(copy and paste this link into your web browser)*

<http://www.rotary5170.org/news/08-09/09-03-rotarypride-09.pdf>

# Hayward Rotary Club Calendar

- March 16** Nominations for the Outstanding Hayward Rotarian award are due to Mona Diamantine or George Pacheco.
- April 20** Outstanding Hayward Rotarian of the year luncheon.  
Reservations are due by April 13.

## Need to find or confirm a Location?

Visit the District 5170 Website @ <http://www.rotary5170.org>



### CHARTERED

June 1, 1922 • California  
Club No. 482

[www.haywardrotary.org](http://www.haywardrotary.org)

Email: [hayrotaryclub@sbcglobal.net](mailto:hayrotaryclub@sbcglobal.net)

### CLUB OFFICERS

President ..... John Caldwell  
President-Elect ..... Rob Cook, III  
Vice-President ..... Dave Elkins  
Secretary ..... Mona Diamantine  
Asst. Secretary ..... Dick Bowman  
Treasurer ..... Patrick Early  
Asst. Treasurer ..... Jim Hanson  
Sgt. at Arms ..... Phyllis Moroney

### BOARD OF DIRECTORS

**2007-09**

**2008-10**

|                 |                  |
|-----------------|------------------|
| Larry Lepore    | Mona Diamantine  |
| Steve Kautz     | Joel Garcia      |
| Hamid Nekrawesh | Debby De Angelis |
| Pam Russo       | Bob Senna        |

### 5170 DIST. GOVERNOR

Gary Citti • Santa Clara

### R. I. PRESIDENT

Dong Kurn (D.K.) Lee • Korea

Hayward Rotary Club  
P.O.Box 629  
Hayward, CA 94543

## First Class Mail

[www.haywardrotary.org](http://www.haywardrotary.org)

