

ROTARY CLUB OF HAYWARD  
**High Gear**



March 23, 2009  
Volume 85, Issue #82  
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**



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

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

**\*Outstanding Rotarian\***

**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**



**GREETERS - Tom Gratny**, Head Man at the Lone Tree Cemetery, joined by our HUSD Superintendent **Dr. Dale Vigil**.

**President John** called to order the 34th Meeting of 87th year at 12:15.

PLEDGE TO THE FLAG – **George Pacheco**.

PATRIOTIC SONG - **Chuck Horner**.

**A moment of silence in honor of the slain Police Officers from Oakland.**

THOUGHT FOR THE DAY - **Debby De Angelis**.

Visiting Rotarian for the day was Bob Tucknott, a Dublin Contrator.

We had the pleasure of several guests today: Sarah Lamnin, a guest of **Bill Quirk** and **Debby De Angelis**; **Beth Ehrlich** hosted her cousin; and **Heidi Finberg's** daughter joined us.

#### ANNOUNCEMENTS / EVENTS

- Foundation Board Meeting Tuesday 3/31 at **Tony Varni's** office
- April 30th Thursday **Mary** and I are hosting a get together with all of our club members that have joined the club since January 2005 (LAST 4 YEARS)
- **Mona Diamantine & Dave Elkins** announced the Stonebrae Classic Golf Tournament on April 2, 3, 4, & 5 – Hayward Rotary receives \$15 per ticket if the form that was left on lunch tables is used.
- **Ed Avelar** is doing better and is home recovering.
- **Nels Nelson** is doing much better and will not have surgery. He will be coming home soon.
- 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.
- **Dr. Budde** reminded (pleaded with) all to take out ads for Rodeo.

**FINES & FOOLISHNESS:** **Pam Russo** was honored as Woman of the Year- Congrats **Pam**, **President John** fined **Mike Mahoney** \$80 on in honor of **Pam's** award. After some “discussion” between **Pam** and **Mike**, **Mike** accepted the fine.

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

Today's Speaker: Michael DeAngelis Jr is the owner of Michele Productions, a Silicon Valley- based Strategic Marketing firm, specializing in Web Site Design, Sales Training, Digital Photography and Desktop Publishing.



Michael's talk was about promoting our businesses and about some strategies that work very well. The key message was that customers want to know "What's in it for Me." If your advertising does not address that point, you are wasting your time and money. Mr. DeAngelis told the story of a client dentist who was unique in that he had journeyed abroad to provide dentistry to the poor in 3<sup>rd</sup> world countries. His office walls were lined with plaques that he had received for his service. When Michael created a web site for this dentist he capitalized on two issues: 1) that he is a man of compassion and enjoys helping others; and 2) with live pictures of the dentist and his staff working on real patients, he took the fear out of first time visits to his client's dentist office.

Mr. DeAngelis also spent some time talking about creating web sites that work well in promoting your business. He stated that if you do it cheaply, half heartedly, and quickly, it won't work. Besides taking the time to really understand the business, such as the dentist client, it is important to technically structure the site "under the covers" with efficient use of "Key Words" that are not seen by visitors of the web site, but help search engines like Google and Yahoo find the site by those searching on the Internet.

Next Meeting — March 30, 2009 — Andrew Sage - Marketing Director for \$5 Billion in CISCO Systems Sales. He will update us on the internet and give us a glimpse of the technology coming in the next few years

Thank you Distinguished Guests & Visitors:

**The following person has been proposed for membership in Hayward Rotary. Objections must be in writing to the Club Secretary within 10 days of this publication.**

Sarah Lamnin, classification Child Care Management, sponsored by **Bill Quirk and Debby De Angelis.**

## *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 30** Andrew Sage, Cisco Systems Small Business World Wide Sales  
Real time interactive trans-continental holographic presentations.
- April 6** Michael Sweeney, Mayor & Greg Jones, City Manager  
City Revenue, State of the City of Hayward
- April 13** Barbara Bernstein- 211 Information and Referral Services .  
Executive Director of Eden I&R.
- April 17-19** District Conference.
- April 20** Outstanding Rotarian Event.

## 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

Larry Lepore  
Steve Kautz  
Hamid Nekrawesh  
Pam Russo

#### 2008-10

John Wilma  
Joel Garcia  
Debby De Angelis  
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)

