

ROTARY CLUB OF HAYWARD

High Gear



June 9, 2008
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Editor: Mona Diamantine
Photographer: Richard Navarro



The Hayward Rotary Club Cordially Invites You to



Ed Mullin's Demotion Barbecue

Monday Night June 23, 2008
at the "Maita Cull Canyon Hideout"
17031 Cull Canyon Road C.V.



Tickets are \$35.00 Per Person
6:00 to 7:00 PM Happy Hour
7:00 to 8:00 PM Dinner
8:00 Showtime *Casual Dress*

Yes, I (we) will be at the Ed Mullins Demotion Barbecue

**Return
RSVP
TODAY**

Name _____

Guest Name(s) _____

Number of Tickets _____ @ \$35.00 each = Total Enclosed _____

Payment by Check _____ Visa _____ Mastercard _____

Card Number _____ Exp. Date _____

Signature _____



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

Please make checks payable to: **DEADLINE:**
Hayward Rotary Club **June 13th**
RSVP: Steve Rubiolo @ 538-2212



Monday, June 9, 2008: President Ed Mullins called the meeting to order at 12:15 PM with the Salvation Army bell (just can't seem to keep the Club bell anchored down). **Tommy Trampetti** led us in the Pledge of Allegiance. **George Famous** led us in singing *God Bless America* and *Don't Fence Me In*, with **Anna Powers** on piano. **Richard Navarro** gave a few Thoughts for the Day – The test before us as a people is whether we have the will and courage to match our commitments, and not vice a versa. In tribute to Father's Day, "A man knows when he is growing older because he begins to look like his father."

Rob Simpson introduced our visiting Rotarians. Welcome back to Peggy Lepore, now hailing from Newton, MA. Hello to Lynn Orne, Castro Valley, and Cliff Sherwood, Castro Valley President-elect. Guests include Lou Sanchez and Marshall Mitzman with **Ed Bullok**, Barbara with husband **Ed Avelar**, Ron Gillette with **Andy Krake**, and Bob Geotsch with **Ed Mullins**.

ANNOUNCEMENTS & EVENTS: **President Ed** congratulated **Bill Quirk** and **Anna May** on the recent election results, and the passage of Measure I. Cliff Sherwood announced that something was reported missing after the Rowell Ranch Chili Cook-off, and presented **Larry Lepore** with a Castro Valley Rotary embossed mop bucket for safe keeping.

President Ed thanked **George Pacheco** for arranging our last speaker. **George** gave everyone a round of applause for your contributions to the Capitol Campaign. He also announced the truck (Kenya Truck Project) will probably be delivered soon. Also in the works is the Tech Center, our Community Service Project, spearheaded by **Ed Avelar** and **Chuck Horner**, with an opening event at the site coming shortly. **Mona Diamantine** reminds us to get our RSVP's in for Ed's Demotion Dinner, June 23 – see the High Gear for the registration form. Ed, there's nothing to worry about – you won't need those "damn-it-all" pills.

FINES & FOOLISHNESS: One special fine for the day – **Ed Avelar** and wife Barbara are both celebrating birthdays this week. Ed, ever the big spender, gave up his fine card for the occasion.

VOCATIONAL TALK: **Dale Vigil** took us on a trip through his wide, geographical upbringing. Born in Brownsville, TX, with a twin brother, his father's diplomatic position took them all over the globe. From Texas to South America, where he met Bill Russell and the USF basketball team, back to the US, then off to Peru. Next stop Japan, back to South America, then college in Greeley, CO, for two bachelor degrees and a doctorate. Dale started teaching in Denver, then moved to Nebraska where he earned a graduate degree, and his first son was born. Staying with tradition, he bounced to Utah, then Colorado, to San Diego, then Los Angeles, finally settling in Hayward, or as Dale puts it, God's country. All total, Dale has lived in seven countries, 16 cities and six states, and has worked in nine school districts. We're glad you found your way here.



Speaker Dale Vigil

HAYWARD ROTARY 2013 (Presented by **John Caldwell** and Ed Sanders): Imagine that we have jumped to the year 2013. The Club's accomplishments and contributions have resulted in our applying for (and receiving!) the Rotary International Gold Club Service Award. What began as a visioning exercise five years ago has blossomed into an achievable action plan. This is the backdrop of today's discussion – where do we want the Club to be in five years, and how do we want to get there? To this end, **President-elect John Caldwell** and his team, with assistance from RI facilitator Ed Sanders, are developing goals and objectives for 2008-2009 and a Strategic Plan for the Club's next 3-5 years. This is exciting because our Club will have the continuity, consistency, and consensus needed to achieve greater things for our members and our community.

Have you visited our website lately? www.haywardrotary.org





Here are the highlights of the visioning exercise held in April.

VISION PURSUED (What does our Club “Stand For” in our Community?): We have FUN ! We make Hayward better; integrity, commitment, and leadership; mutual respect. CLUB SIZE: Group consensus is about 150 – 155. ATTRIBUTES (What are our characteristics, features or demographics): GREAT People - “the Best”; annual gift of \$100 from each member to local Club foundation; Club members reflect diversity of community; 100% member participation in activities; on-time & on-budget & completed projects; Club foundation \$1.5m to \$2m. CLUB SERVICE: Lively, educational, informative (singing) meetings; public relations with local newspaper; Hayward “my space” hub for information; web site up-to-date and dynamic; team to follow up with guests. VOCATIONAL SERVICE: Outstanding vocational person (non-Rotarian) in community; career mentoring program for High Schools; student shadowing day. COMMUNITY SERVICE PROJECTS: Projects based on needs assessment; at least 1 student from each Interact club to RYLA; sponsor after school activity program; student vocational award; 2 Rotoract & 4 Interact Clubs; involve families of Rotary members in projects; adult literacy program; regular involvement of Rotaract in our projects & meetings; senior outreach technical training. COMMUNITY SERVICE FUNDRAISING: Crab Feed – October; Foundation fund raiser - \$150,000; fund raisers that are FUN; Rowell Ranch Rodeo raised \$30,000. INTERNATIONAL SERVICE: Fresh water to 10 villages in Africa and South America; sponsor 1 international peace scholar; 1 inbound/outbound youth exchange; hosting 5 exchange students. FOUNDATION SUCCESS (Annual giving, Paul Harris Fellows, etc.): 100% Double Sustainers; Club matches 1st Paul Harris Fellow contributions; each member will have an average of 2 Paul Harris Fellowships. LEADERSHIP DEVELOPMENT (Methods to guarantee continuity of club leaders? Training Programs?): New member involvement on committees; formal communications training for upcoming committee chairs; 5 person team to support each new member; rotate committee chairs with successor - defined plan. **Please come to next week’s meeting prepared to choose your top pick for each category.**

DUES STRUCTURE (Presented by **Mona Diamantine, Rob Cook, and Dave Elkins**): One essential ingredient for success of the above plan is the financial health of our Club. We look forward to your input and appreciate your feedback in this important process. We, like many other clubs, historically depended upon membership dues, fines, meal mark-up prices and payments for missed meetings to cover the fixed costs. Developing our budget based on all of these factors is no longer working well. Your Club needs to make some changes. The fixed costs of the Club are approximately \$40,000 a year. This is made up of the hall rental, administrative overhead, communications services, printing and postage, and attendance fees for events such as the District Assembly and the District Conference, and Rotary International’s World Convention. Additionally, annual dues paid to RI and the District are currently \$110.00 per member. To address the need for financial stability, your Board of Directors created a membership dues plan for 2008-2009. Following are the components of the new dues structure:

Membership Dues will be	\$180.00
Hall Rental Assessment will be	\$ 95.00
RI & District Dues will be	\$110.00
Fine Cards will be	<u>\$ 90.00</u>
Total	\$475.00

This is based on 110 members renewing for 2008-2009. Pro rating the cost of the Club to each member equally is an effort to avoid cost-shifting and to achieve fairness to all concerned.

We are proposing the \$475.00 dues can be paid in full at the beginning of the year or in three installments of \$158.33 on June 15, Oct 15, and Feb 15. The \$475.00 membership fee and the \$624.00 lunch fee is a total membership cost of \$1099.00 per year. This current year, dues, fine cards and 48 lunches cost \$1080.00. During our new member orientation for many years we have estimated the annual cost of Rotary to be \$1000.00 to \$1100.00.



Your Board of Directors has done its best to keep that as a limit and provide for the Club's financial stability. The objective of the Board of Directors is to return to our Club valuing 100% attendance. Active members who miss a meeting can make up in a variety of ways and will have the value of the missed lunch credited to their next lunch card.

Frequently Asked Questions:

Why can't I "pay as I go" for my fines and lunches like before?

Regarding the fines, your president must ensure time and effort is allocated each week to collect money from those who wish to pay as they go. Not everyone has been fined the \$90 -100 they expect to pay each year. Currently, 36 members who did not buy fine cards have been fined less than \$100, based on our current budget practice this leaves a income shortage of \$3200 to the Club's annual budget.

Regarding lunches, we are returning to valuing 100% attendance and many other clubs in the vicinity are reinforcing this by advance billing. That also ensures the caterer's minimum guarantee is met. With advance billing, when a member misses a meeting and doesn't make up, we no longer have to be a bill collector at the check-in table.

Senior active members can continue to pay as they go but will not benefit from the meal discounted rate

Why can't the Club just bill me every month?

It is challenging to manage the cash flow of a Rotary Club. Businesses who provide credit terms, build the carrying costs into their prices. It is possible for your Club to do monthly billings. We need 5 to 8 volunteers to help with that task and every hour spent on that is one less hour to invest in community service.

Our own individual MasterCard's and Visa's are better instruments for evening out personal cash flow. The interest on those cards would be about \$5.00 for the 90 days of carrying a balance. If the Club were to carry the debt, it would represent about \$2200.00 and would mean about \$20.00 in additional dues annually. With the object of Fairness, who should carry that cost?

Why aren't members paying for their missed meetings like they are supposed to?

If they don't attend, we don't have the opportunity to collect from them. We have a few members who have never attended a meeting this year, further, some members who do attend and do not make up, have flatly refused to pay for missed meetings. In the first six months of the current year, we have about 500 missed and unpaid meetings. That represents \$7500.00 in lost income. And on many week's we are not even reaching the minimum guarantee for our caterer. Our "Fair Share" plan will eliminate this and provide our Club the funds we need to carry out our work.

How can I avoid paying for meals I do not eat?

Current rules state that a member can attend another club's meeting either two weeks before or two weeks after a missed meeting and receive credit.

All club board meetings attended; foundation board meetings attended; District meetings attended; club committee meetings; and if all else fails you can go on Rotary International's web site 24 hours a day 7 days a week and do a make-up. The goal is to have every member participate in Rotary once a week AT THEIR CONVENIENCE. The board hopes no one will pay for a missed meal.

Can the fat be cut out of the \$40,000 operating costs quoted and lower the members' fees?

Your Board of Directors always seeks to contain costs. While it is not "fat", there are a few expenses that can be further reviewed and reductions considered.



Additional Questions from the June 9 meeting:

Why can't we use the money we generate from selling the food items at the Rodeo to offset Club expenses?

Currently all of the money generated at the Rodeo is donated to the various charitable organizations. Since the rodeo is our only fund raiser for our charitable donations we are not willing to offset Club expenses with this money and significantly reduce donations to the community especially when the total expense for Rotarians remains roughly the same for the year.

Can we give a special discount for new members for example for just the first two years?

The dues structure is based on covering the fixed costs of the Club. There currently is no other way to offset any discount we might offer with out going back to the previous year's practice of asking current members to make extra donations to subsidize those discounts. The new dues structure asks each member to cover their share of the Club overhead.

Does the Club overhead pay for members to attend Rotary functions and shouldn't the members themselves pay for those events?

The current annual budget does pay for Club members to attend various District training events through out the year. The Board feels we are asking Club members to donate extra time from their personal or professional lives to learn how to more effectively organize, execute or develop the Club event or committee the Club member serves on. Those activities are specifically designed to enhance our Club and we feel to pay the nominal registration fee for those Club members who are willing to attend is the least the Club can do. It's important to understand when a Club member who has agreed to attend one of those Rotary functions has a conflict at the last minute the Club member reimburses the Club for the fee we paid on their behalf. Currently we spend just \$2500 on those types of events; \$500 of the \$2500 is used to support the Interact students and \$500 is used to support the President Elect Training for our incoming Club President.

Finally, Ed Bullok made the comment he wished we had more time for to spend on the plan. He clarified the comment after the meeting; he was talking about the 5 year plan, not the new dues structure.

Next meeting: Deputy Consul General Ismail Khaldi, and the state of middle-eastern affairs.



Charley Plummer, Barbara and Ed Avelar



President Ed Mullins, New member Cate Stean with Tina Martinez

Hayward Rotary Club Calendar

June 16 Israeli Deputy Consul General Ismail Khaldi.
Introduced by John Caldwell

June 23 No Rotary meeting. Rotary Demotion at the Maita Ranch

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

Email: hayrotaryclub@sbcglobal.net

CLUB OFFICERS

President Ed Mullins
President-Elect John Caldwell
Vice-President Rob Cook, III
Secretary Rebecca Avelar
Asst. Secretary Dick Bowman
Treasurer Patrick Early
Asst. Treasurer Jim Hanson
Sgt. at Arms Phyllis Moroney

BOARD OF DIRECTORS

2006-08	2007-09
Mona Diamantine	Larry Lepore
Dave Elkins	Richard Navarro
Debby De Angelis	Hamid Nekrawesh
Rita Shue	Pam Russo

5170 DIST. GOVERNOR

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