

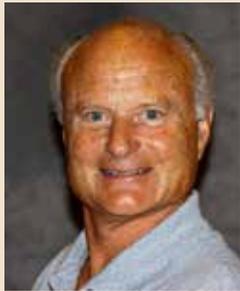


# THE SPUR

Aug. 8, 2018

The ROTARY CLUB of LIVERMORE

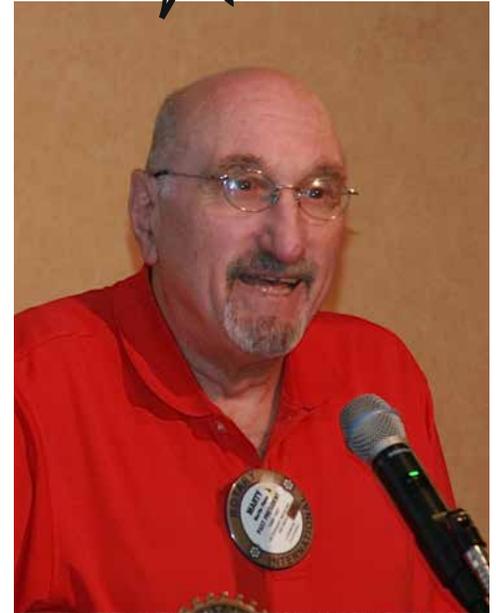
## Rotarian Foundation Livermore



Meeting Photos by Dale Miller



Pat Coyle  
*Your Spur Reporter*



Marty Plone  
*Thought for the Day*

President Kathy Coyle rang the meeting to order early at 12:25.

Jack Mills led the Pledge of Allegiance.

Jay Davis reported on the Little League Intermediate World Series results with the Livermore team representing District 57 winning the US championship in their first appearance in the series. In the World championship, they didn't win, but were the only team in the tournament not to



### Rotary Make-up Opportunities in the Tri-Valley

<b>TUESDAY</b> 11:55 AM-12:30 Interact Livermore High Room 412	<b>TUESDAY</b> 7:00 AM Livermore Valley Club Beeb's Livermore	<b>TUESDAY</b> 12:15 PM Dublin Club Dublin Ranch Golf Club 5900 Signal Hill Drive	<b>THURSDAY</b> 12:15 PM Pleasanton Club Haps Original Pleasanton	<b>THURSDAY</b> 7:30 PM Rotaract Club Handles Gastropub Pleasanton	<b>THURSDAY</b> 6:00 PM Tri-Valley Club Castlewood CC Pleasanton	<b>FRIDAY</b> 12:10 PM Pleasanton North Club Handles Gastropub Pleasanton
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# The Meeting

lose to the South Koreans by the mercy rule.

The songsters led us in singing Keep On the Sunny Side.

Thought for the day: Marty Plone recalled being a university student and loving the poem, The Prisoner of Chillon, by Lord Byron. He talked about being with his in-laws at their place in sight of the Chillon Castle. He amazed them by being able to recite lines of the poem from memory. The thought is you never know when some obscure fact from your youth may come in handy.

Kathy introduced and thanked the Meeting Front Line, and other meeting support folks.

## Visiting Rotarians

- Pat Coyle introduced Charles Crohare from the morning club who needs no introduction, but is a banker, olive oil producer, and past president of the Rotarian Foundation of Livermore, as well as his club.



## Guests of Rotarians

- Markus Buettner introduced Suzanne Garcia from WAXIE Sanitary Supply.
- Dianna Geyer introduced her grandkids, Jasmine Geyer, of TV commercial fame in her youth, and Cameron Geyer, who is on his way to Cal Poly San Luis Obispo.
- Mike Thompson introduced Jeff Watts, Chief of Staff at TopCon.



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# The Meeting



• Jacquie Williams-Courtright introduced Diane Wood Johnson, her college roommate.

**Announcements:**

• President Kathy spoke about the Carr/Redding Fire Relief Fund. Our club will do a \$1000 match for member donations. Members can donate online or with a check made out to their foundation provided to our

treasurer. Here is the donation instruction information (also sent to members). Contribute directly online at <http://www.shastarcf.org/funds/cdrf>

Please enter #Livermore Rotary in the notes and email your receipt to [irving.stowers@mac.com](mailto:irving.stowers@mac.com) or write a check to the Shasta Regional Community Foundation's (SRCF) Community Disaster Relief Fund, MEMO #Livermore Rotary and give it to our Treasurer Irv. If every club member donated \$10 it would make a big difference.



Kathy Streeter told of her daughter's best friend from school who was a forest ranger in Redding and who lost her home in the fire, while she is fighting these fires every day. She'll donate \$100. Mike Riehl indicated he will check to see if his Boy Scout troop can get involved to collect essentials.

• President Kathy spoke about the TVNPA Stronger Together Festival coming up Sunday, September 16. We will have a booth there with the morning club and the Rotarian Foundation of Livermore.

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**Mary Anne Rozsa**  
Broker Associate  
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# The Meeting



- Marylin Avenue School Welcome Back to School Social – Joel Swanson announced the August 16 ice cream social. It will be from 6 to 7 PM, requiring a Rotarian flash mob to work it. Mike Riehl will be the ice cream wrangler to get it there just in time. We expect 700 to 750 attendees similar to last year. Communications will be coming out with refinements to assignments.



- East Bay Stand Down and Cycling4Vets – Dennis O'Brien spoke to the two events for vets. First is the East Bay Stand Down, September 15 at Alameda County Fairground. He is pretty well staffed with volunteers. He gave a shout out to Markus Buettner for his team's signup for cleanup. Second event coming up October 6 is the Cycling4Vets event where we want to do a water and refreshments station.

- President Kathy spoke about Leo Croce memoir donation drive coming up August 29. The funds will go to the Leo Croce scholarship and dictionaries. Details to follow
- The first round of Mini-Grant applications are due September 5. Remember applications need a signature by a Rotarian.

*Bent  
Creek*  
WINES

CAROL HOWELL  
MANAGING PARTNER

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# The Meeting



New member inductions: Kimbrelly Gruidl, from Fremont Bank, and Glenn Kubiak, former member, now retired as Chief Operating Officer from LBNL, were inducted by President Kathy. She had support from Membership Chair, John Hudson, Glenn's sponsor Jay Davis, and the entire club for

Kimbrelly Gruidl, sponsored by Jennifer Thaete. President Kathy welcomed them to the club and gave them the Rotary paraphernalia: a stylish vest, badge, hat, and red badge. In addition, Markus Buettner got his blue badge and a Be The Inspiration pin for all he's doing from President Kathy.



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# The Meeting



TopCon recognition: President Kathy welcomed Jeff Watts representing TopCon, an ardent and continuous supporter of the club and the Rotarian Foundation of Livermore. Mike Thompson introduced Jeff as the Chief of Staff for Ray O'Connor, president of Topcon for the US and Europe. Mike thanked TopCon and Jeff for their generous donations to so many in the community as well as to our club and the local foundation. Mike reminded us they donated \$50k to the Medical Health Unit, \$5k to the bandstand, and many other donations including those to the Nepalese Children's Fund. They also gave \$10k to the club and

our local foundation each of the last two years. Ken Perrine thanks Jeff for their generous support of the Rotarian Foundation of Livermore. Ken and Mike presented Jeff with two plaques in recognition of their support. Jeff expressed his appreciation and indicated they will display the plaques in their offices for their employees to see as a reminder of the importance of contributing to the communities they are located in. Mike indicated that Jeff's role will be expanding to include community relations.



Program: Ken Perrine thanked Jay Davis for inviting him to do a program on the Rotarian Foundation of Livermore. Ken said he welcomed the chance to give this update and had enlisted other people who have been on the local foundation to assist. He also joked that as in the movie Butch Cassidy and the Sundance Kid, where the Sundance kid is trying to hit a target but can't until he gets to move around and finally hits it, that's what he's going to do today, as he proceeded to walk amongst us.

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# The Meeting

Ken noted in terms of foundations it's important to keep the distinctions clear. The Rotary Foundation is dedicated to making the world a better place: ending polio, doing global grants for water and other large projects. Our Rotarian Foundation of Livermore is local, we work to make our community better. He showed the mission and vision statements:

**Mission Statement:** The Rotarian Foundation of Livermore awards grants on an annual basis that unleash the creativity, dedication, and spirit of our local community, and underwrites Rotary projects that will leave a lasting positive impact on the Livermore Valley.

**Vision Statement:** Striving to sustainably improve the quality of life for all Livermore Valley residents.

**History:** Marty Plone described the start of our foundation when as club president, in 1986 at an RI convention in Las Vegas, he heard about a local club foundation and then learned at a district event that other clubs had them too. He worked with an attorney in the club to get it set up as a 501(c)(3) with the goal to get to \$1 million corpus and then give out grants.

**Growing the corpus:** Mike Thompson spoke to the million-dollar goal. He was on the initial board when they started raising funds. But before he started, he asked how many of us feel so strongly about living in Livermore that we want to make it better. The show of hands was overwhelming. Mike said the Rotarian Foundation of Livermore offers a way to do that. In

terms of how they grew the corpus, Mike indicated they started with golf tournaments, then annual auctions. After the Loma Prieta earthquake, they held an auction at the club within 30 days and raised \$30k. They followed that with a series of Auction d'Elegance Galas which raised from \$27-85k per year, but over time those became harder to do. So, they turned to friends and businesses. Also, when members join the President's Club, \$100 of that goes to the local foundation. We've continued with smaller fundraisers, and also encourage planned giving and bequests, a great way to donate. Ken Perrine joked, "But no rush on that last option." Ken believes we can do a better job in making the case for supporting the local foundation.

Ken noted in 2004, the corpus made it to the \$1M goal. Now the goal is to maintain the \$1M value, adjusted for inflation, in perpetuity.

**Dean Simpson**  
Loan Officer  
NMLS#247799

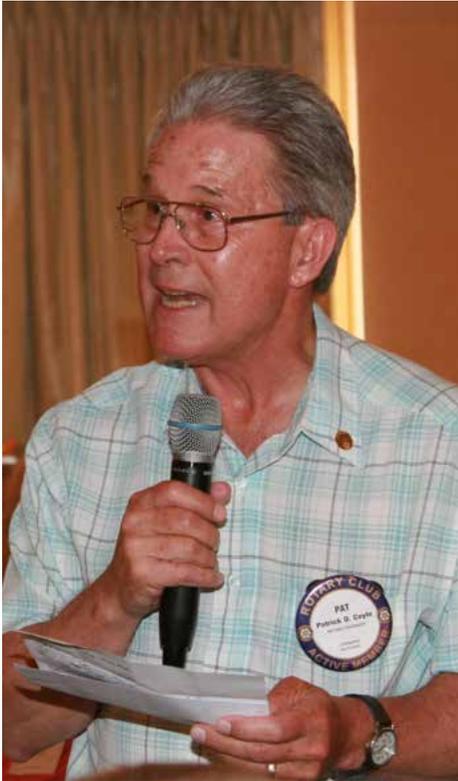


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# The Meeting



Annual Grants: Pat Coyle said, he's serving his second term on the RFL. From the time he first learned of the local foundation, before he was in the club, he thought it was great that we are able to make significant grant awards to groups in our community. Remember this is based on the leadership and generosity of those who established the foundation and continue to work to grow the corpus. So please consider donating. He's serving as our current grants chair and helped Marty when he was chair. We'll open the application process in September and it will run till the first week of December. To rank them we use the same tool as our club's Mini-Grant committee. Based on the amount allocated by the board, a target of 4% of the corpus with

adjustments as recommended by the finance committee, we'll make our selections for recommendation to the board. Consistent with the purpose in our bylaws, our intent with these grants is to create opportunities for young people, promote community service, and improve the quality of life for the benefit of all in the Livermore Valley. For perspective, the foundation awarded nearly \$1.2M (\$1,179,328) from 1999 to 2018 in community grants. In 2017 we awarded \$45,203 for eleven community organization grants and \$10,000 for Innovation in Education grants to fund high-impact projects for teachers in the Livermore Valley Joint Unified School District in a matching funds partnership with The Livermore Valley Education Foundation (LVEF). We anticipate we will be awarding about the same amount this year.

Ken Perrine discussed how the local foundation fits with the clubs. They provide the human resources, labor and ideas. The foundation has 501(c)(3) status and can provide support. He also noted the restricted funds which have been established to support club members donating to these activities on a tax-deductible basis, which currently include: Every 15 Minutes, Herb Newkirk Fund, Music Scholarship,

STEM scholarship, Children's Holiday Party, and Dictionary Project.

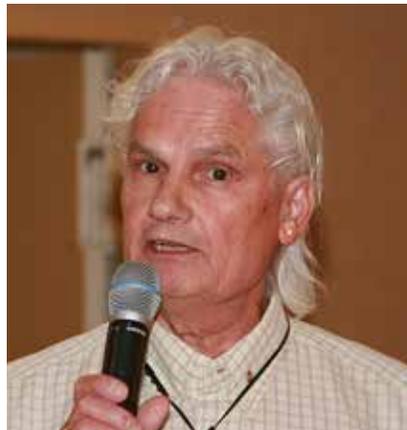
Children's Holiday Party: President Kathy noted that the idea for this came from John Gordon when he was president as a way to serve the most under resourced children in our community. To identify the children, we partner with CAPE Head Start where most participating families below the Federal 80% of the poverty guideline of \$24,000 per year. Over the years about a thousand kids, with their families and siblings, have been served. After the party everything goes home with the families including leftover food, table decorations and so forth. In the past we've not been donating to this, rather treating it as a line item in the local foundation budget. But since we get donations, a restricted fund has been established for this purpose. We get the satisfaction of doing it. She thanked the Inner Wheel, who every other year have done a fundraiser, providing high quality books to the children.

# The Meeting



**Dictionary Project:** TJ Gilmartin spoke to starting it when he learned of the dictionaries. He thanked Carol Howell who has organized it year after year. By providing these to every third-grader for the last 15 years we've essentially provided them to every student in Livermore. We don't just drop the dictionaries off. Instead we go into the classrooms with friends from our partners from the Hindu Temple, distribute them personally to the children, and engage them in using the dictionaries. It's fun to do. Some have asked why we are still doing books in this age of digital literacy, but the kids love them. Ken Perrine added that for him with Google you are "seeking", but with these dictionaries kids are "finding" – they are a way for them to browse, to stumble across something unexpected, to find it.

**Large Projects:** Marc Roberts spoke to how our local foundation can help fundraise for larger projects and also absorb risk. Our 501(c)(3) status encourages more giving on a tax-deductible basis. Also, our local foundation helps underwrite the risk, as in the case of the bandstand. When they started they didn't have all the funds in hand, but our local foundation backstopped it, essentially absorbing the risk. Both of these capabilities increase our ability to make a difference in our community. On the other end, the local foundation can also help club members as a vehicle for fundraising.



## Prior large Projects

**Medical Health Unit:** Michael Ferrucci indicated the unit was purchased in 2007 for \$350k and served the community for 10 years. It was sold in 2017 to a nonprofit working to support the damaged hospital on the Caribbean island of Dominica

after hurricane Maria. So, it is still doing the work it was intended to do. The proceeds are with the Rotarian Foundation of Livermore and we are evaluating their best use. We're seeking ideas. This was championed by Bill and Dianna Geyer, Mike Thompson, and many others. He thanked TopCon for their support. He's been in contact with people involved in the nursing program at Las Positas. One idea is to establish a scholarship for nursing. He invited other ideas from club numbers.



**Bandstand:** Steve Neef spoke to Dennis Gambs from the morning club role initiating this. In April 2016, the Rotary Bandstand in Carnegie Park was officially presented to the City of Livermore for the use by and enjoyment of the community for years to come. Five years in planning and execution, over 100 volunteers and donors

# The Meeting

turned a dream into a beautiful gathering space. Contractors and suppliers donated materials and expert labor, members of the two Livermore Rotary Clubs provided many hours of volunteer labor, cash donations totaled over \$125k. Steve read from a long, long list of Rotarians, people from the City of Livermore, contractors, and indicated Mayor John Marchand brought doughnuts. He noted President Kathy promoted and fulfilled the donations for the bronze grape leaves and larger plaques. For him the key is that a few Rotarians can motivate others and the wider community to do a project like this. The city evaluated the bandstand as being worth over \$250k.



Ken Perrine had current local foundation board members stand and be recognized. He reminded members that this is our foundation, so talk to our board members. He noted committees also provide a way for members to participate. He encouraged donations and showed a variety of ways to do so in terms of planned giving and legacy options.

Next week's program is Malcolm King: Drone Photography Archaeology.

Ken drew ticket, and Mike Thompson won.

Kathy adjourned the meeting at 1:30.



Published by:  
CAMINO PRESS  
4749-H Bennett Drive  
Livermore CA 94551

## COMING ATTRACTIONS

Aug 15 Meeting Speaker Malcolm King - Drone Photography for  
Archaeology  
Aug 21 Board of Directors meets at Oddfellows Lodge at Noon  
Aug 22 - Meeting - Speaker Bryan Mayall "Who put the PLUS int Polio Plus?"  
Aug 29 - Meeting - Speaker Steve Mitchell, U.S. Post Office  
Sept 5 - Meeting - Speaker Lisa Blanchard, The Grateful Garment Project  
Sept 12 - Meeting - Speaker Caroline Schutz - COANIQUEM Burned  
Children Foundation

**August 16 - Back to School Ice Cream Social - Marylin Ave School**

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**Lee Denlinger**

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**PRESIDENT ELECT - Jay Davis**

**SECRETARY -David Rounds**

**TREASURER - Irv Stowers**

**CLUB SERVICE DIRECTOR**

**Sonya Sheffield**

**MEMBERSHIP – John Hudson**

**PARLIAMENTARIAN**

**Sblend Sblendorio**

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**Ted Michels**

**PAST PRESIDENT – Sam Steele**

# Rotarian Code of Conduct

The following code of conduct has been adopted for the  
use of Rotarians:

As a Rotarian, I will

- 1) Act with integrity and high ethical standards in my  
personal and professional life
- 2) Deal fairly with others and treat them and their  
occupations with respect
- 3) Use my professional skills through Rotary to: mentor  
young people, help those with special needs, and  
improve people's quality of life in my community and  
in the world
- 4) Avoid behavior that reflects adversely on Rotary or  
other Rotarians