



RIVERSIDE EAST ROTARY CLUB

ROTARY ^{CUB} REPORTER

July 1
2009



Newsletter for the members of the Award
Winning Riverside East Rotary Club

Today's Program

Loping to physical fitness

Dan Genin

The 4-Way Test Of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** To all concerned?

SAVE THESE DATES

FRIDAY, JUNE 26
8:00 PM

**The Capitol Steps at
Landis Auditorium**

SATURDAY, JUNE 27
6:00 PM

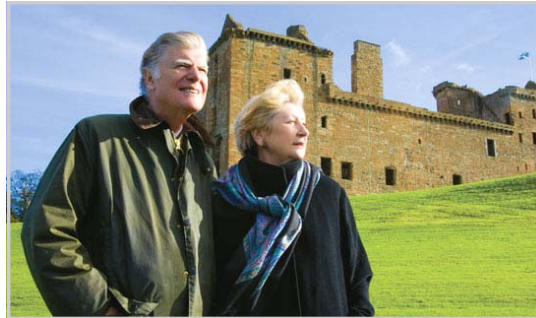
**Riverside East Demotion
Party at the Wallace's
3865 Chapman Place
Riverside 92506**

*(For map go to Club web-
site listed on back side of
bulletin.)*

FREE—MEMBER & GUEST

Coming Up

Jun 26	Fri	8 PM	Capitol Steps
Jun 27	Sat	6 PM	Demotion Party
Jul 1	Wed	0700	The wrath of Tim Williams
Jul 8	Wed	0700	Meet at CCCC
Jul 15	Wed	0700	Meet at CCCC



RI President John Kenny and his wife June.

RI President John Kenny's Views on Membership

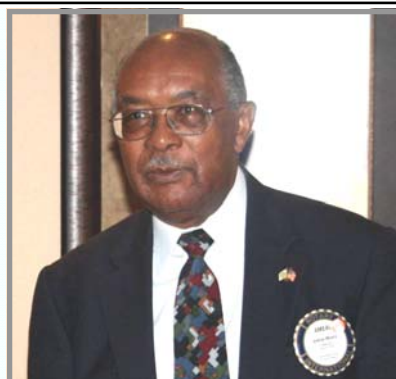
Excerpts from story by Bob Tomlinson

New RI President John Kenny plans to take Rotary during his presidential year: back to the future. His priority for membership is quality, not quantity. "Rotary has sometimes gone along a dangerous route, especially on membership," Kenny says.

"An influx of members this year, but how many stay for the next year? We must look at retention. To do that, we must bring in the right people, not just look at numbers."

He argues that if you invite a respected person from the community to join Rotary, then other respected people will follow. If you invite someone who is not respected, that could discourage others. "We have to look at our own ethical standards," he adds. "We must keep advocating the need for high ethical standards in business and private life. This is just as important today as it was in the early years of Rotary. If we go back to basics, maintain high standards of behavior in our business and professional lives, become involved in our club, then good people in our community will want to join."

Kenny also advocates induction procedures that will ensure that prospective members understand expectations for commitment and service. As new members, they should be involved in the club's work. "Membership is increasing in parts of the world where the community can see that Rotary is doing good work. If your club is busy, it will thrive,"



(Clockwise from upper left) Ameal made it through his entire term without even being shot at; speaker Dale Kinneer just couldn't resist the opportunity to announce his candidacy for Riverside County Superintendent of Schools (election date June 8, 2010; Sheriff Stan went one step further and even left some materials; Finn's best happy face for his and Holly's Anniversary June 25; Carmelle is surprised to find she's having two Anniversaries this month.

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Quote of the day

"The way to war is a well-paved highway and the way to peace is still a wilderness". - Paul Harris

Programs (Chair for July—Cynthia DeSoto)

Today—Loping to Physical Fitness—Dan Genin

July 8—Vicki Cleveland, Director Meals on Wheels

July 15—Amanda Wilbur—National Association of Mental Illness

Responsibilities

Today

Door Prize—TBA
Invocation—Richard Lemire
Pledge—Jerry Irion

July 8

Door Prize—TBA
Invocation—Rose Mayes
Pledge—Ameal Moore

Birthdays/Anniversaries

July 3—Bob Santoro

July 4—Hank & Starla Citarella

Riverside East Rotary

WWW.RIVERSIDEEASTROTARY.ORG

Club Officers

President 2009-2010	Tim Williams	Secretary	Richard Lemire
President 2010-2011	Cynthia DeSoto	Treasurer	Bob Santoro
President 2011-2012	Vern Horst	Sergeant-At-Arms	Jay Alleman
Past President	Ameal Moore		

Avenues of Service

Club Service	Buck Long	International Service	Frank Escobedo
Community Service	Mike Stock	Youth Service	Scott Cullen
Vocational Service	Tom Jameson	Interact Advisor	Scott Cullen

Additional Service

Membership Ch	Mike Slattery	Interact	Scott Cullen
Membership Trainer	Jerry Irion	Public Relations	Cynthia DeSoto
4-Way Test Speech Contest	Tom Jameson	Club Programs	Kevin McCarthy
Show & Go Chair	Finn Comer	Disaster Preparedness	Steve Wallace
RYLA	Richard Lemire	We Care	Jay Alleman
Foundation	Barry Braswell	Literacy-Books	Tauna Mallis
PolioPlus	Jeff Williams	Website	Bob Traister
PRYDE	Richard Lemire	Bulletin/photographer	Ralph Salisbury

Make-up Information

Also Internet at your leisure—www.rotaryclubone.org

Arlington (Riverside)	Tue	1200	Palm Room, La Sierra University
Colton	Mon	1215	Monticito Mem Park, 3520 E Washington, Colton
Corona	Fri	1215	Millcreek Steaks, 103 N Lincoln, Corona
Corona-Circle City	Wed	0730	Sizzler Rest., 1461 Rimpau Ave, Corona
Fontana	Mon	1200	Sizzler Rest, 9860 Sierra Ave, Fontana
Jurupa	Tue	1215	Indian Hills Golf Course, 5700 Club House Way
Magnolia Center	Thu	1210	Masonic Center, 6785 Palm, Riverside
Moreno Valley	Tue	1200	Brandon's, 24626 Sunnymead Blvd, MV
Moreno Valley Morning	Wed	0700	Coco's, 24949 Sunnymead Blvd, MV
Moreno Valley-March Field	Wed	1815	Club passed away
Norco	Thu	0715	Polly's Café, 1799 Hamner, Norco
Perris	Thu	0730	Ping Pong, Sports Pavilion, 18700 Lake Perris Dr.
Redlands	Thu	1200	Masonic Hall, 131 Cajon St, Redlands
Redlands Sunrise	Wed	0645	Redlands CC, 1749 Country Club Dr
Rialto	Tue	1200	El Rancho Verde CC, 355 E Country Club Dr
Riverside	Wed	1200	The Mission Inn, 3649 Mission Inn Ave, Riv
Riverside Sunrise	Fri	0700	Marriott Hotel, 3400 Market St, Riverside
San Bernardino	Tue	1200	Clarion Hotel, 295 N. E St., SB
San Bernardino Sunset	Wed	1830	Castaway, 670 Kendall Dr, SB
San Bernardino Crossroads	Wed	1210	Hilton, 285 Hospitality Ln, San Bernardino
San Bernardino North	Thu	1205	Arrowhead CC, 3433 N Parkside Dr, SB
San Bernardino/Highland	Mon	1210	SB Elk's Club, 2055 Elk's Drive

Today's Song—GOD BLESS AMERICA

God Bless America.
Land that I love
Stand beside her, and guide her
Thru the night with a light from above.
From the mountains, to the prairies,
To the oceans, white with foam
God bless America
My home sweet home.
God bless America
My home sweet home.



Group photo from last year's Demotion Party. Jeff is on his third beer; nobody else has popped a top yet. For those reviewing the bulletin via e-mail, arrive by 6:00 p.m. on June 27 for another group photo.

News From Our Last Meeting

Program: Speaker Dale Kinnear, Principle at John W. North High School made it clear, in case anyone had any doubts, North is by far the best High School in Riverside County. It is the most diverse with an Anglo population of only 19%, has graduating students from 19 countries and their students speak 30 languages and if texting counts, 31. And just in case you're wondering what the County Office of Education does—1) Provides direct programs to students including special education. 2) Provides professional development to schools/teachers and 3) Fiscal Over-

sight.

Club News: Biggest news—Riverside East Rotary Stimulus Act. It was announced that the \$18.50 per person charge for the Demotion Party has been changed to a fat zero; bring a guest and your dues increase will end up as a decrease.

Door Prize: Speaker Dale Kinnear "drew" Wendell's ticket. Funny, I saw them shopping together at Best Buy later in the day.

Secret Hand Shaker: Tom Evans only caught Tom Powell, Rose Mayes and Allen Hoglund.