



Emma Jones, President 2009-2010 Celebrate Rotary Number 2 for the Week of July 9, 2009

Strategic Plan Presented To Club Members



On Saturday, May 9, 2009 a group of fellow Rotarians met with a Strategic Planning Team from District 5340 (one of whom was Kendra Jeffcoat). Members attending included: Jose Guillen, Ryan Childers, Veronica Henderson, David Wells, Lily Arambula, Eusebio Arballo, Haydee Rodriguez (Inter-Act Advisor), Julie Oliver, David Takata, Lee Hindman (Assistant Governor), Bobby Brock, Mike Rood, Aaron Popejoy, Tim Kelley (Assistant Governor) and Emma Jones. They spent the day working to put together a plan that would allow for growth, stretch service, be long range and would have continuity, consistency and consensus.

Jose Guillen was commissioned by Past President Aaron to organize the Strategic Planning session. Jose enlisted Bobby Brock for use of the United Way Building to hold the meeting and Ryan Childers to help with the lunch. Eusebio Arballo volunteered to take the notes, put them in a format and email the notes to those who attended the planning session. The next step was to present the "Plan" to the entire membership, which was unveiled today. Manny, Mo and Jack (aka, Bobby Brock, Eusebio Arballo and Jose Guillen) put together the presentation and I am glad it was not Larry, Mo and Curley!!

Cont. on next page

Visiting Rotarians and Guests of Rotarians

There were NO Visiting Rotarians, however, there were two Rotarians with guests.

Dan Nuffer brought his son Lee (and made him pay for his own lunch) and Ed Snively brought as his guests, Mitch Selking, loan officer with Production Credit Association. Mitch is a Rotarian and is a Past President.

We also had with us Willie Simmons and Norm Germani.
Welcome to all of our guests and members.

Birthdays

| July | August |
|------------------------|---------------------------|
| Eusebio Arballo 4 | Jeff Strudevart 3 |
| Frank Popejoy 14 | Jon Edney 3 |
| Kevin Rachford 17 | Andy Horne 3 |
| Jim Brock 19 | Paul McManus 7 |
| | Erik Freeman 9 |
| | Liz Villalobos 9 |
| | Bob Mapes 14 |
| | Christina Hoshell 18 |

POT

The drawing was won by Jeff Sturdevant., at least that is who I think won!



After the initial power point presentation the group was broken down into committees' to review the plan and establish committee goals. In initial preparation for the planning session Jose sent out a survey to club members asking for input club strengths and weaknesses. The following strengths were identified: interesting programs, meeting location, club social events, club support of fund raising, Rotary International Support and Recognition, club membership represents the demographics of Community leaders and businesses, club newsletter and bulletin, visibility of community projects. Areas that need to be focused on included: committee chairs who



report activities to club membership, contacting absent or ill members, information packets for new and prospective members, new member orientation and mentoring program, comprehensive plan to retain members, wearing Rotary pins, publicity, and working towards more matching grants. Included in the survey was a request for member comments. The following comments were given: more local contributions to the homeless and cancer society, update the WEB page, mentoring program for college and career minded kids, long term plan and collaboration with other clubs to address the quality of life within our community, I know very little about Rotary, but I love the camaraderie and respect shown to members, increase membership, I love the STAR program (but don't understand it's purpose), more hands on Rotary work projects.

The committee developed the following Vision Statement: El Centro Rotary Club, working together with local business and community leaders, becomes the premier local network to affect positive change, improve quality of life and prosperity for our local and international community.

In developing the plan it was suggested to dream big and in the future, so they did. In the area of club membership the goal is to grow the club to 120 members by 2014. The plan for increasing membership includes: informing, inducting, engaging, orientating, and mentoring new members.

Each of the four areas of service (Club Service, Community Service, Vocational Service and International Service) were presented with a general goal and the committees were given time to develop some operational goals and set a focus for the year and the future. The plan is ambitious, however, if the goals that are established by the committee's in their service area are worthwhile, nothing will be too ambitious for the El Centro Rotary Club. If you would like a copy of the power point presentation or have further questions please contact one of the presenters.

"THE FUTURE OF ROTARY IS IN YOUR HANDS."

Announcements

Once again we have committed to participate in the VOA golf tournament, which will be held at the Del Rio Club in Brawley.

Pledge, Prayer and Song

The pledge was led by Kevin Rachford, Bob Mapes prayed and Veronica Henderson led us in singing, and complained the whole time that the feel of the baton was different than the "big thing", aka the meat hook.

Whining and Fining

Chris Yeager explained his MRI, which proved he has a "brain." Chris was fined \$50 for attending a clinic in Nashville on "Neuroscience and the Law, Judges Thinking," and also for teaching a class on Search and Seizure to a group in San Francisco.

Cathy Kennerson had previously been dinged for her daughter's role in Cinderella, so there was no fine, just a good mom's story.

The fining period was shortened due to the Club Assembly .

We'll get you next week!

July is Literacy month for Rotary. "Reading Is Power." Pick up a book and read!

Next Meeting

Our Program on Thursday will be presented by Charla Teeeters from the Imperial County Film Commission (& United Desert Gateway). Her program will be focused mainly on the Film Commission.