



Emma Jones, President 2009-2010 Celebrate Rotary Number 11 for the Week of September 3, 2009

Goin' Downtown.



Paul McManus program chair for September introduced our program. Jason Jackson who runs Desert Security and is heavily involved in the community (Chamber, Planning Commission, Fair Board) spoke of plans to revitalize the downtown commercial district of our fair city. Some concrete actions taken, literally, include 24 concrete trashcans and 8 benches for Main Street. Further plans include: extensive marketing, promotion, special events such as the Ice Cream Social and Octoberfest, a designated walking (W.O.W. = wellness outside walker) piped-in music, a hospital clinic on 4th and Main and two new restaurant/bars (to revive you



after all that walking). In addition the city is seeking a grant to modernize our ancient street

Visiting Rotarians and Rotarians With Guests



From Holtville Rotary we welcomed Richard Acosta, and from Reno

Rotary, Mick Selking. Danny Nuffer brought son Lee, Frank Miranda brought Ken Claverie, and Paul McManus brought (and later introduced) our speaker Jason Jackson.



POT



The drawing was won by
Sebio Arballo

Pledge, Prayer and Song

Prez Emma resolutely rang the bell to call us to order,



then attempted to say a few words. Silly Emma, did she really think the sound system would behave for more than 10 seconds? Jeff Sturdevant led us in prayer, Erik Freeman led us



in the flag salute, and then, a special treat, Ed McGrew accompanied by Grandson Eddie DuBois on the sax led us in song. Inspired by that example of youthful talent (and his more seasoned' granddad) we began the meeting.

Birthdays

September	
Rod Pittman	2
Trish Burch-McNeece	15
Mike Rood	21
Rosa Caro	28

September is "New Generations" month for Rotary. New Generations are considered to be those under 30 years of age. We support Interact, RYLA, 4-Way Speech Contest, STAR and LEAD
The motto is :
"Every Rotarian and Example"

Announcements



September is New Generations (up to 30 years of age) Month, with the slogan "Every Rotarian an Example to Youth."

Reminder: the club will be dark on Thursday October 1 so we can all attend the regional conference here in town on Saturday the 3rd.

September 12th Rotary District 5340 will hold a Rotary International Symposium in San Diego and the Kroc Center on the USD campus. Sign-up on line.



The Chamber breakfast will be held on Tuesday September 8 at Manila Lumpia restaurant at 7:00. See Cathy.

"Sunny's 5k run and 1 mile walk" is October 17th at 8 a.m. the cost is \$20 to enter. Check with Jennifer Thomason.

September 27 is the Imperial County Sheriffs' Office annual volunteer BBQ, as usual at the Casa de Manana building at the Expo. See Norm Self for \$7 tickets.

Whining and Fining



Sebio Arballo has been working hard on his team building, at the Del Mar Race-track. He found betting on the ponies



and drinking suds really build team spirit, as did paying a Rotary fine.



Local educators and school board members (or former school board members) were put on the sport with a picture of an ungrammatical, (though not unintelligible) sign on a Burger King door, but were saved by sharp-eyed Cathy Kennerson, who proved it could not have been in El Centro.

Jennifer Thomason was acknowledged for her new Ford Expedition, which she picked up by totaling her old one. Ouch!

The club was pleased to welcome back Julie Oliver, who is recovering from surgery, and Nassif Burkuch, who holds the club record for Most Exotic Places Visited on Business Trips.

We then increased our vocabulary (while decreasing our monetary supply) thanks to Prez Emma and author Robert Ludlum. Did you know 'defenestration' means "to throw out the window," or that sempiternal means everlasting or eternal? I still don't.

UPCOMING ACTIVITIES

September 12—RI Foundation Seminar—KROC Institute on the USD Campus

September 14—Rotary Padres Game—PETCO Park

September 26—VOA Golf Tournament—Del Rio Country Club

October 3—Imperial Valley Regional Council—11:00 a.m. PAL (Oct. 1st we will be dark)

November 7—Dust off your Cowboy Boots. Denim & Diamonds is coming. Foundation Gala, Escondido Center for the Arts.

When you miss Rotary you miss out! As a reminder Rotary meets on Thursday, 12:00 noon at the PAL facility located at 1100 North 4th Street. This week our program is, Kevin Bird, the football coach for the Central Union High School Spartans!

Our Newest Rotarian



Ron Griffen received a warm El Centro Rotary welcome as he was inducted as the newest member of our club. Dr. Ronald P. Griffen is the

new pastor at First Methodist Church, El Centro. He is also the newest volunteer for our excellent STAR program and part of the championship-caliber Rotary Golf Team from this club. Welcome aboard, Ron.