



Your **ROTSOCPE** for September 4, 2008

for the Rotary Club of San Marino, California, USA

FRED'S NEW-CRAFT TALK

FRED SOHL WANTS TO EXPLAIN what he is offering clients these days. It's something new and special, combining his educational experiences and his previous careers. Fred calls it "VALUE PLANNING" – and he'll describe what he means as our speaker of the week. It's not Fred's Craft Talk, it's his New-Craft Talk.

FRED JOINED OUR CLUB four years ago, introduced to Rotary by Rich Haserot. It took. Fred quickly became an enthusiastic Rotarian, devoted to service, ready to give his time and efforts to others. As our president last year, he maintained our projects while experiencing changes in his own projects and career. No, it's not quite the same as financial planning – Fred's concept of "Value Planning" is unique. He'd like to have a few minutes of your time to explain his new craft, and you'll be richer for the experience.

GREAT NEWS OF A GUEST

BELOW IS A STORY of Antigua Rotary and its new president Alma Olson. Just after writing it today, an email came with really good news, another result of Alma's visit to San Marino for the R.I. convention. While she was here, she complained of a sore on her tongue that wasn't healing right after her own physician had treated it and said it was O.K. A San Marino friend urged her to check it out, and Alma was smart enough to do so at City of Hope. Yes, cancer. Not good, where it was at the back of the tongue. She was back for surgery on July 11th, with lymph nodes taken too that showed malignancy. Now she's home, and heard: all cured!

A GUEST NEXT WEEK?

WE'VE LEFT 'MEMBERSHIP MONTH' already, but we've a speaker next week that should attract friends and colleagues you might invite: Los Angeles County District Attorney Steve Cooley is back with us, as he was last election cycle. He'll tell why he decided to break his "won't run again" pledge, what he's accomplished while in office, and what he wants to complete before going out to make some *real* money in a big law practice. Who do you know to invite? Call 'em up right now, and ask them to join you at Rotary on September 11th.

ANTIGUA ROTARY'S RENAISSANCE

ALMA OLSON'S MOTHER is a well-known figure in Guatemala. The first female and the first Maya physician in all of Central America, Alma's mother was sponsored for a medical education in the United States and returned home to establish modern clinics in indigenous areas while raising Alma and her siblings. Alma married Tom, a Floridian contractor working in Guatemala City, and manages his business. Alma became full of the spirit of helping others while just a toddler, and learned in the United States of volunteer community service and of Rotary. Two years ago, she staged a quiet revolution: she and a handful of other younger people in the old colonial city of Antigua became Rotarians, stirred up the tired old club, caused the stuffy old members to get busy or get out. Only one has continued membership; the rest of the Old Guard didn't want to even *think* of 'service above self'.

ALMA'S PRESIDENT OF ANTIGUA ROTARY this year, the first woman to head a Rotary Club anywhere on the isthmus. There are eleven members, ten new, half young professional women. They started a around-town race, sort of a scavenger hunt mixed with marathon, sponsored by several restaurants, that built a core of funding. They have painted, repaired, polished the kindergarten building that San Marino Rotary helped build 25 years ago. Now they're thinking of something big: getting RI's cooperation to build a water treatment system, first in the Highlands, to treat the city's sewage that now flows untreated into the Pacific-bound rivers. Alma was with us at the Old Mill during the international convention – did you meet her? Did you know how remarkable she is?

SEPTEMBER 2008

SEPTEMBER

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| 4 | Noon | Fred Sohl on "Value Planning" |
| 11 | Noon | Our District Attorney, Steve Cooley |
| 11 | 1:35 pm | Board Meeting after our regular lunch |
| 18 | Noon | They're still searching for something interesting |
| 25 | Noon | Bringing NFL Football back to Los Angeles |

THE ROTOSCOPE

For the Rotary Club of San Marino, California, U.S.A.

September 4, 2008: Value Planning



ROTARY'S DREAM

ERADICATING POLIO is Rotary International's number one priority. The PolioPlus program funds mass immunization campaigns that include the "Plus" of help with combating other childhood diseases. When the program started, the intent was to clear the world of the polio virus by Rotary's 100th celebrations in 2005. Wars, religious concerns, some wild strains, more refugee movements, and we didn't make it by 2005 – but two BILLION children under age five have received the protection from polio, five million people who might otherwise be paralyzed are walking today, 500,000 new cases are prevented each year, and the number of polio cases worldwide has declined by 99% since PolioPlus began.

THE PROJECT WAS HARDER than anyone realized. The fears of "genocide" spread by some ignorant religious leaders in parts of Africa didn't help. Nor did the wars on that continent among tribal groups. Nor did the immense size of the Indian sub-continent, and difficulties reaching children.

LAST YEAR Bill and Melinda Gates recognized Rotary's leadership with a \$100,000,000 challenge: spend that amount *this year*, and match it within three years, and reach the goal of ending polio worldwide. National Immunization Days are multiplying in Africa and India, using the hundred-million challenge to fund teams reaching remote areas. Each of the 33,000 Rotary clubs in the world is being asked to raise at least \$1,000 annually for the challenge, which ends with the year 2010, not all that far away.

\$1,000 FOR US isn't hard - \$10 per member does it. In many other clubs, that amount looms larger. We need do more than our share to match small clubs. It's still Rotary's goal, and a proud one to help.

"HUMANITY IN MOTION"

THAT'S THE THEME of a project out of Rotary International in Evanston to strengthen public awareness and thus increase club membership worldwide. They've produced a complete set of Rotary public service announcements for local media – television and radio PSAs in many languages, billboard art, print materials for newspapers and magazines, supplements to insert in newspapers, Internet pages, all designed for the local country. All materials are ready for use, though all can be changed a bit to include more about our own club and our activities.

"HUMANITY IN MOTION" materials are beginning to get out. Several U.S. magazines, including Vanity Fair and the New Yorker as a surprise for sophisticated East-Coast publications, have printed pages without charge in recent issues. The ads are attractively designed, contemporary, eye-catching.

NOW, IT'S OUR JOB TO HELP get them out! Who do you know in publishing, broadcasting, advertising, any media that you might ask to consider these promotions? Everything can be downloaded, ready to go, at

www.rotary.org

or discs of the materials can be sent to you without charge by ordering on line at

shop.rotary.org

RSVP, IF YOU PLEASE

YOU SHOULD HAVE RECEIVED by email or by post an invitation to the next "Rotary on the Town", to be at the Oak Tree Room in Arcadia on Wednesday night, October 1st. But did you answer? Our soc gals would like to hear from you! A check for \$35 per person (inclusive dinner) will do the trick. Send it to Lucille Norberg, 1872 West Drive, San Marino. If you can't come, they'd appreciate knowing that to save from reminding you.

Our OFFICERS for 2008 / 2009:

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Bulletin news or gripes? – send to: kveronda@southwesternacademy.edu – or call 626-799-5010, x1202

Mad Matthews Says:

It's not hard to meet expenses. They're everywhere.