



The Spoke & Wheel

Published on the first and fifteenth day of each month.

The Official Bulletin of the Rotary Club of Mission Viejo, P.O. Box 2234, Mission Viejo, CA., U.S.A. 92692

Chartered September 13, 1974.

Club Leadership/Board Members: Jim Hansen, President; PDG Dave Williams, Secretary; PP Bill Kersten, Treasurer; Dave Leckness, President Elect; PP Scott Walker, Immediate Past-President; PP Victoria Avery, Foundation Chairperson; Bob Brown, New Generations; Dr. Pushpa Chandwani, International Service; PP George Cooper, Club Training Officer; Tom Ross, Vocational Service; PP Dr. Richard Frieder, Director-at-Large (Special Projects); PP Robert McQueen, Club Service; PP Gary Poertner, Club Administration; PP Norm Syler, Public Relations; PP Dennis O'Connor, Community Service; and Jack Wallace, Membership Chairman.

Club Meetings: Tuesdays, 7:10 to 8:30 A.M., Casta del Sol Golf Club, 27601 Casta del Sol, Mission Viejo, CA 92692

RI and District Officers: Ray Klingensmith, RI President; Johrita Solari, District 5320 Governor

CLUB SERVICE

Social Media Marketing

Report by Jim Hansen



Mitch Jackson

Tuesday, October 5, 2010 guest speaker was Mitch Jackson. Mitch is a 4th generation Rotarian and served as his club's president in 1994-95. During his presidency, Monarch Beach Sunrise Rotary earned the "Best Club in the District" Award. Mitch has also served as an Assistant District Governor and this year was nominated by his club for the "Rotarian Business Person of the Year Award."

Professionally, Mitch is a trial lawyer and in 2009, was named Orange County Trial Lawyer of the Year. His 24 year-old firm, Jackson & Wilson, is listed in the Bar Register of Preeminent Lawyers, an exclusive listing reserved for only the very best law firms in the United States.

Mitch has been married to his wife, firm partner, and fellow Rotarian, Lisa Wilson, for the past 23 years and together they have two children who are both Paul Harris Fellows.

Mitch shared thoughts about, "How to Use the Internet and Social Media to Market Your Business." The topic also applies to marketing Rotary. His informative and interesting talk opened eyes to on-line marketing. We learned of new uses for Facebook, LinkedIn, Twitter, videos, Blogs, and more.

Another interesting presentation coordinated by Program Director **Bob Brown**.

Upcoming Events

Upcoming Club Events...

Rotary Club Web site:

www.missionviejorotary.org

Monday, Oct. 18 - M.V. City Council Meeting and Rotary Polio Proclamation.

Tuesday, Oct. 19 - MV Rotary Meeting.

Saturday, Oct. 23 - Rotary Booth @ Walk Against Drugs.

Sunday, Oct. 24 - Rotary World Polio Day.

Tuesday, Nov. 9 - Rotary Foundation Training.

Saturday, Nov. 13 - RI Foundation Dinner.

Upcoming District Events...

District 5320 Web site:

www.rotary5320.org

Tuesday, Nov. 9 - Rotary Foundation Training.

Tuesday, Nov. 9 - Presidents' Meeting.

Saturday, Nov. 13 - RI Foundation Dinner.



CLUB SERVICE

The Profits in Service

Written by George Cooper for Dist. 5320's bulletin segment, "Down the Decades"



In the beginning Rotarians advertised their Rotary as "a unique club whose members use it as a means of securing business." And the word "service" was probably used in the Chicago club as members explained the service they undertook to give their customers, or were told by fellow Rotarians how they might improve their service. It was agreed that each man's business methods must warrant the confidence not only of his fellow Rotarians, but of the public.

During the early years (about 1908) there came into the Club the president of a school of salesmanship which considered business as a service to society with a slogan that appealed to the Chicago Rotarians. It was the now famous "He Profits Most Who Serves Best." It wasn't long before other clubs adopted it as their slogan.

Realizing that they were self-centered as a group, Rotarians sought to change the meaning of "Service" and found opportunities for helpfulness to people outside their club. They then adopted an important object for the Club: The advancement of the best interests of Chicago and the spreading of the spirit of civic pride and loyalty among its citizens.

These evolutionary procedures led to the development of a variety of community services. This included the now famous Chicago Public Toilets which was the first Community Service rendered by Rotary.

And that was the beginning.

PP George Cooper

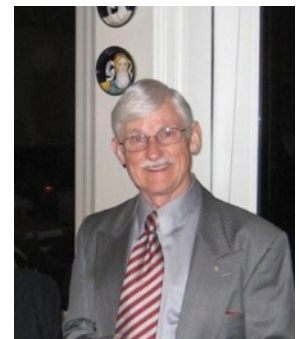
CLUB SERVICE - SPECIAL REPORT

ABCs of Rotary *Written by David C. Williams, PDG*

(Dave Williams is PDG from District 5240. He is now an active member in the Rotary Club of Mission Viejo and District 5320.)

This article is part of a 26-part report highlighting key aspects of Rotary.

"Z" - Zones



Zones The Board of Directors of Rotary International (with ratification by the Council on Legislation) has established 34 Zones for the purpose electing Directors and the President of Rotary International. The Nominating Committee for Director is composed of one elected representative from each District in the Zone, and the Zone selects a Director every fourth year. Each member of the Nominating Committee must be a Past Officer of Rotary International. Half of the Zones in the world elect the Nominating Committee for President of Rotary International on an alternating basis. A member of the Nominating Committee for President must normally be a Past Director of Rotary International. Zones themselves are groupings of Districts. They also serve as geographic areas for Zone Institutes, which are annually meetings of the past, present and future officers of Rotary International. They normally last 2 or 3 days and provide a forum to inform and discuss the programs, policies, and developments in the world of Rotary. In our part of the world, our Zone Institutes consists of Districts within Zones 25 and 26, covering the Western United States, Hawaii, Nevada, Arizona and parts of Western Canada. Our last Zone Institute was in Bellevue, Washington in October, 2010.

Editor's Note: A special thank you to PDG Dave Williams for sharing "Dave's ABCs of Rotary!"

QUOTE OF THE WEEK

October 15, 2010

“Everything you do sends a message about who you are and what you value” - Michael Josephson



CLUB SERVICE

Who had Perfect Attendance for September?

Report submitted by PDG Dave Williams

The following Rotary Club of Mission Viejo members achieved perfect attendance for September, 2010:

- Dr. Pushpa Chandwani
- Bill Greenfield, Sr.
- Sarah Hagarty
- Jim Hansen
- Jacki Hanson
- PDG Jack Jones
- PP Bill Kersten
- PP Bob McQueen
- PP Steve Mugg
- Verl Nash
- PP Dennis O'Connor
- Tom Ross
- PP Norm Syler
- PP Scott Walker
- Jack Wallace
- PDG Dave Williams

Remember, you can make up a missed meeting at another club's meeting or on line.

Congratulations one & all!





Photo Above: **PP George Cooper**, award winning Webmaster

WEB SITE NEWS
RECENTLY UPDATED!

Be sure to visit the Rotary Club of Mission Viejo Website at: www.missionviejorotary.org

For Club information, you may use the following passwords:
User = rotarian
Password = mvr



Photo Above: The "White Elephant" photo was taken by **Director Jack Wallace** during his trip to Hawaii in 2008.

WHITE ELEPHANT

- Oct. 19 - Scott Walker
- Oct. 26 - Jack Wallace
- Nov. 2 - Dave Williams
- Nov. 9 - Victoria Avery
- Nov. 16 - Bob Brown
- Nov. 23 - Dr. Pushpa Chandwani
- Nov. 30 - George Cooper
- Dec. 7 - Bill Craycraft
- Dec. 14 - Kendall Dever

Make-up Clubs

- Coto de Caza - Thursdays, 7:00 p.m., Coto de Caza Golf and Racket Club
- Monarch Beach - Wednesdays, 7:15 a.m., Ritz Carlton Hotel Monarch Beach
- Laguna Beach - Fridays, 12 p.m., Hotel Laguna, 425 S. Coast Hwy.
- Laguna Niguel - Tuesdays, 12 p.m. at Savannah Chop House, 32441 Golden Lantern
- San Clemente - Thursdays, 12 p.m. at the San Clemente Inn, 2600 Ave. del Presidente
- On-line make-ups: <http://www.recswusa.org/info/f/31>

Bulletin Staff



Photographer: Bill Kersten



Reporter: Verl Nash



Editor: Jim Hansen

ROTARY SHARES

PP Victoria Avery, (Dan),
General Insurance

Robert Brown, (Joanne),
Investments

PP Barry Brownell, (Ety),
Honorary Member

Dr. Pushpa Chandwani,
(Nanik), Medical Doctor

PP George Cooper,
(Margaret), Adhesive Distributer

PP William Craycraft, Sales/
Marketing

Kendall Dever, (Stella),
Phone Systems

PP Dr. Richard Frieder,
(Susan), Optometrist

Bill Greenfield Sr. (Sandra),
International Operations

Len Gribbons, (Josie),
Honorary Member

Ann Hagerty, Research
Writer

Sarah Hagerty, (Tom), Editor/
Publisher

James Hansen, (Cathy),
Educator

SERVICE ABOVE SELF

MEMBERS

Jacquelyn Hanson,
Author

Michael Jagerman, (Ruth),
Jewelry

PDG Jack H. Jones, (Joanie),
Aircraft Manufac. Consultant

PP Bill Kersten, (Carol),
Computer Service

Carol Kersten, (Bill),
Honorary Member

Daniel "Joe" Lavoie,
(Kathryn), Mortician

Dave Leckness, (Nancy),
Printing

PP Don Lewellen, Certified
Public Accountant

PP Col. (Ret.) Krishna
Mathur, (Pravena), Honorary
Member

John McEwan, Honorary
Member

PP Bob McQueen, (Mary Jo),
School Administrator

PP Norm Miller, (Pauline),
Honorary Member

PP Steve Mugg, (Susan),
Consultant

BRING A GUEST

PP Richard Murray, (Paula),
Attorney, General Practice

PP Verl Nash, (Suzanne),
Education

PP Dennis O'Connor,
(Bonnie), Real Estate

PP Gary Poertner, (Adair),
Comm. College Administrator

Dagmar Richter, Banking -
Branch Manger

Tom Ross, (Patti),
Printing Broker

Dr. Aaron Sako, (Mako),
Optometrist

PP Norm Syler, (Luella),
Historian

Steve Tahouri, (Dorich),
Paralegal

PP Scott Walker, (Debbie),
Certified Financial Planner

Jack Wallace, (Jeanne),
Residential Real Estate

PDG David C. Williams,
(Joann), Postal Service

THE FOUR-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 GOODWILL
and better FRIENDSHIPS?*
- 4. Will it be BENEFICIAL
to all concerned?*

