



Monarch Beach

SUNRISE ROTARY

ON THE CALIFORNIA RIVIERA

The Best for Last!

by Nan Eide

The linens were blue, and the sparkling water in the bay surrounding three windowed sides of the room was blue, but there were no “blue” in the people in the room. Lively chatter and smiles were everywhere.

The Student of the Month Banquet is the last event on the Rotary calendar year for MBSR. Each month of the school year, our Rotary club, in coordination with Dana Hills High School, recognizes two outstanding senior students, one of each gender, culminating in a banquet where the students and their parents interact with the Rotarians.

This year, as in past years, the site was the beautiful Dana Point Yacht Club, but we had a new caterer from a well known and liked barbeque restaurant called “Bad to the Bone”. Our aim was to keep the evening easy and fun for the young people as well as for the adults; no long pedantic speeches, and no formal dining.

A jazz ensemble of SOCSA students greeted the arriving guests, who were then seated at tables hosted by various members of our club. In addition to the students and parents, we also had the following VIP guests: Rotary Past District governors **Mike Darnold**, **Lane Calvert** and **Cliff Nelson**, joined us along with their wives. CUSD Trustee **Jack Brick** and his wife **Colleen** were also on hand, as well as popular Dana Hills High School Principal **Rob Nye**.

After the dinner and good fellowship, it was time for the last recognition. **Darrell Cavanaugh** acted as cheer leader. When each student was called up by name to shake the hands of the VIPs who formed a receiving line, we were all encouraged to stomp and clap. PDG **Rod Eide**, President **Linda Hess**, and incoming President **Russell Kerr** joined the receiving line as well to have some fun. So we whooped it up and hollered as each student went on down the line, receiving a rotary pen at the end, and posing for pictures.

Good luck to these amazing young people who now go off to colleges and universities. The future of America is in your capable and caring hands.

We saved the best event for the last. ■



Students and Rotarians had a blast at the Student of the Month Banquet.

President's Message

by Russell Kerr

Wow! This really is FUN! You are such wonderful people – Rotarians are the best.

I first joined Rotary in the late '70s; in fact was a Charter member of the Makati East Rotary Club (financial district of Manila). From then 'til now, all over the world, I have found Rotarians to be quality folks, sincere, authentic, generous, friendly & kind. When we moved into this area in 2001, not knowing a soul, Rotary was one of the first organizations I wanted to join. I am most honored that you selected me to lead our club through the next 12 months. I am so very grateful to every past president and to each member for establishing a solid club that exemplifies the tenants of Rotary – fellowship and service while having lots of fun. Life is to be enjoyed – every precious minute!

Twenty two of you have stepped forward to lead a function within the club for 2009/2010 - my sincere thanks to each of you. From this team, 15 participated in a very helpful discussion on June 1st when we reviewed successes and concerns. Many expressed their desire to increase our membership and to improve retention, as well as looking at new ways to raise funds

for service and for our charities. Several newer members shared their excitement and gratitude for being accepted. Older members were encouraged to mentor newer members to keep the club strong.

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A Difficult Fundraising Year – But Contributions Still Mean More Service

by Rod Eide

In spite of the difficult economic situation this past year the collective hard work of all of our members resulted in a fairly successful fund raising effort—about 20 percent (\$20,000) less than that of recent years. But in spite of that we still had funds to distribute to many fine charitable organizations in our community and beyond our borders.

Our Club's annual charitable Funds Distribution Meeting was held on June 8, 2009 to give our members an opportunity to help decide how to distribute the funds available. The meeting, which was held at the home of Rod & Nan Eide, was attended by about 30 Club members and representatives of several local charitable organizations.



Twenty charities were selected for contributions, varying from \$2,500 to \$100. The larger contributions accounted for about \$13,000 of the \$17,000 available. The recipients included the Boys & Girls Club of Capistrano Valley, the Ocean Institute, the J.F. Shea Therapeutic Riding Center,

the Coastal Mountain Youth Academy (Drug Abuse), John Malcolm Elementary School "Reading Counts" program, SOCSA (South Orange Co. School of the Arts), South Coast YMCA, CJA Peter Hess Scholarship, and Rotary Foundation's Polio Plus Gates Challenge. Also \$10,000 from our "Stayin' Alive" fundraiser was previously directed to the 5th Marine Regiment Support Foundation in Dana Point.

A review of the Club's financial position indicated that about \$40,000 would be needed for Service Programs managed by the Club, such as the Scholarships Program, and support of the projects of the Community, Vocational, and International Service Committees, thus leaving the nearly \$17,000 available for the annual contributions. Following the meeting, the Club Board of Directors met to decide upon the specific amounts to be donated to the selected charities.

The meeting once again proved "The Real Joy of Fundraising" is that it broadens the scope of service that a Club can provide; broadens it way beyond that which Club members can do via just "hands-on" personal service. It's the payoff, it's the satisfaction, that we all get for a job well done".

Thank you Monarch Beach Sunrise Rotarians for your hard work, and the benefits you made available to those in need. ■

August, 2009

Birthdays & Anniversaries

Aug 2	Russell Kerr	Birthday
Aug 9	Lisa Bartlett	Anniversary (Michael, 1980)
Aug 10	Cherie Hinchliffe	Birthday
Aug 13	Joe Fitzgerald	Anniversary (Kathryn, 1988)
Aug 16	Bill Peverill	Birthday
Aug 17	Ron Lackey	Anniversary (Barbara, 1963)
Aug 19	Kathy Flores	Anniversary (David, 1995)



Aug 22	Elizabeth Lozano	Birthday
Aug 23	Diana Crandall	Birthday
Aug 23	Mike Killebrew	Birthday
Aug 23	Margarita Martin	Anniversary (Dale, 1982)
Aug 26	George Rendon	Anniversary (Polly, 1984)
Aug 27	Mitch Jackson	Birthday
Aug 31	Kathy Flores	Birthday

Wanna Be Warriors *Stayin' Alive* at Camp Pendleton

by Terry Rifkin

Patty Vogan's Vistage CEO group purchased the Pendleton Adventure from the *Stayin' Alive* Rotary Auction. Little did they realize the life changing event that they would be participating in.

With the support and blessing of Col. Patrick Malay, the genius of Sgt. Maj. Bert Thielen, for the creation of the Team Challenges, the resources of the USMC and Camp Pendleton, and the assistance of dozens of our finest Marines, a once in a lifetime experience was about to take place.

On June 11th, Pendleton was staged for these 16 bright and energetic CEO's whose business skills were tested on the battlefield. Their first test was an immersion experience in an Iraqi city. CEO's were outfitted in helmets, flak jackets, and machine guns. They were led into a simulated Iraqi marketplace with Marines and Iraqi actors. This theater is used to help our Marines adjust to the stresses they will encounter when they are "in country". It allows them to desensitize to the environment and practice maneuvers that will help them with the overwhelming actual events that await them in a war zone. The Marines led expeditions and taught the CEO's how to carry guns, shoot, move into a war zone and how to stay alive.

Missiles and bullets were flying; the fog of war created confusion and bedlam. Quick executive decisions, teamwork, and leadership were brought from the Boardroom to the war zone. CEO's got a taste of the kind of heroism our warriors demonstrate as they had to handle missions that were terrifying, even in this controlled environment.

Officers commented that there was a similarity they witnessed in the executives that is part of the Marine credo. When the Marines are on the



battlefield, their goal is to save the life of the guy on the left and the right of them. This close knit group of CEO's who have worked together for some time were not 16 individuals, but a team that worked together and looked out for each other to accomplish their mission.

Lunch in the chow hall wasn't bad. Great company of men of all ranks allowed the executives to ask questions and learn about the experiences of our brave servicemen. The afternoon exercises included memory and observation challenges. CEO's need to be perceptive in the workplace as to what is there and what isn't just as our Marines need to be able to remember what they see and gather important intelligence and bring it back to save lives. There was a staged field that had a dozen hidden objects that with the assistance of binoculars, our CEO's had to find. Oops, the two snipers were missed. Good thing this exercise was make believe.

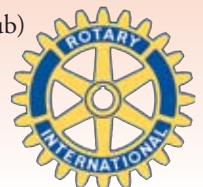
An inspiring day was enjoyed by all of Patty Vogan's Vistage Members. Life lessons and business skills were gleaned from a profound day. Truly a once in a lifetime experience. A deep sense of gratitude and appreciation was felt for the men and women that are giving their lives for our country. The \$7,500 proceeds of this auction item were donated by MBSR to the Dana Point 5th Marine Regiment Support Group. This donation will be used to send care packages to our troops in Afghanistan and help with the needs of the families here on base at Camp Pendleton. ■

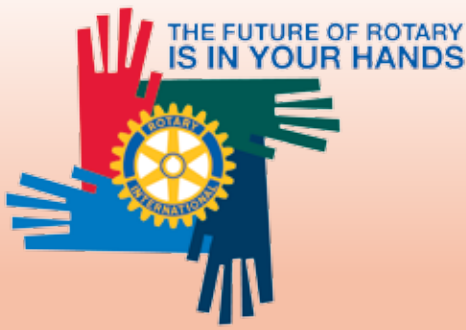


Save these dates!

- Wed 7/8: MBSR Transition Breakfast (6:30 a.m.)
- Mon 7/20: Board Meeting (Boys & Girls Club)
- Mon 7/27: Special Board Gathering with D.G. Bret Gerdes (6 p.m. – Eide's home)
- Wed 7/29: D.G. Bret Gerdes – Speaker at MBSR Meeting

- Fri 8/7: Sunset at Salt Creek Beach – Mary Erickson Fundraiser
- Fri 8/17: Board Meeting (Boys & Girls Club)
- Fri 8/29: District 5320 Day at Angels vs Oakland





The 4-way test of things we think, say or do...

Is it the truth? • Is it fair to all concerned? • Will it build goodwill and friendships? • Will it be beneficial to all concerned?

AUGUST MEMBERSHIP AND EXTENSION MONTH



Outgoing President Linda Hess received recognition from the City of Dana Point.



2009-2010 Board of Directors, l-r: Russell Kerr, President; Al Soley, Vice President; Nan Eide, Secretary; Rod Eide, Treasurer; James Littlejohn, President Elect; Linda Hess, Imm. Past President; and Past District Governor Roger McGonegal.



The gang's all here! The Monarch Beach Sunrise Rotary 2009-2010 group of officers, directors and committee members.

Monarch Beach Sunrise Rotary Officers & Directors 09/10

President.....Russell Kerr
 Vice President Al Soley
 Secretary Nan Eide
 Treasurer/Foundation Rod Eide
 President Elect/
 Club Service James Littlejohn
 Imm. Past President.....Linda Hess
 Community ServiceSusan Marshall
 International ServiceMitch Jackson
 & Bruce Brenon
 Vocational Service..... Zohreh Behbehani
 Membership.....Kelly White

Club Service Committee Leaders:

Website.....Alan Wickstrom
 Club Bulletin..... Sharon Baltzell
 Public Relations Cyndi Elders
 Photography..... Terry Rifkin
 ProgramsAlan Wickstrom
 Info/Orientation Rod Eide
 Song Leader..... John Hayden
 FellowshipPenny DiCaro
 SocialMary Jeffries
 Happy Bucks/
 Fine Master Joe Fitzgerald
 Sergeant at ArmsPaul Lehrich
 AttendanceJohn Rose
 Fine Master Joe Fitzgerald
 Song Leader..... John Hayden

Fundraisers:

Golf Tournament.....Neil Burns
 Children's Charity..... TBA

RI PresidentJohn Kenny
 District Governor..... Bret Gerdes

Monarch Beach Sunrise Rotary Make-Up Locations

TUESDAY

7:10am, Mission Viejo
 Casta del Sol Golf Club House
 7:15am, San Clemente Sunrise
 Talega Country Club Heritage Grill
 7:30am, Newport Sunrise
 Five Crowns, PCH
 12 noon, Laguna Niguel
 Savannah Chop House
 7:00pm, Coto De Caza/RSM
 Coto de Caza Golf & Racquet Club

WEDNESDAY

7:00am, Coto De Caza/RSM Del Sol
 RSM Bell Tower
 6:15pm, Newport-Balboa
 Bahia Corinthian Yacht Club
 6:15pm, San Juan Capistrano
 Sarducci's Capistrano Depot

THURSDAY

12 noon, Newport-Irvine
 University Club @ UCI
 12 noon, San Clemente
 Iron in the Fire Restaurant

FRIDAY

12 noon, Laguna Beach
 Hotel Laguna

See website for more details

President's Message, *continued from page 2*

Almost all officers, committee chairs & club service leaders participated in our Transition and Induction ceremony on July 8th. Your participation is deeply appreciated & is essential as we commit ourselves to this year's global theme - **THE FUTURE OF ROTARY IS IN YOUR HANDS.** ■