



# THE MILL WHEEL



Rotary Club of Mill Valley  
Founded June 7, 1926 • "Service Above Self"  
March 12, 2019 • Volume 92, Issue #35  
<http://millvalleyrotary.org>  
District Website: [www.rotary5150.org](http://www.rotary5150.org)



## GREETER

❖ **Kathleen Delehanty**, who, in the spirit of Saint Patrick's Day, quoted an Irish blessing: *May joy and peace surround you, contentment latch your door, and happiness be with you now and bless you evermore!* She also added second Thought for the Day, using the words of **Henry Ford**: *Whether you think you can or think you can't, you're right.*

## PRESIDER

❖ President **Bob Roberts** assumed his usual spot behind the podium.

## VISITORS

❖ **Kent Reinker**, Rotary Club of Honolulu, Hawaii, joined us once again today.

## ANNOUNCEMENTS

❖ **Roberta Keller** informed the club that **Ray Palmarini** and his wife **Cheryl** had to be hospitalized with a case of very bad flu. We all signed a "get well" card.  
❖ President **Bob** announced the District Assembly meeting coming up this Saturday, March 16, at Redwood High School from 7:30 to 1:30.

❖ Bob also noted that a community meeting on the proposed vegetation ordinance and evacuation plans in case of a major fire is scheduled at the Mill Valley Community Center on Monday, March 25, starting at 6:30, as well as a community meeting for fire prevention on March 25, from 6:30 to 8:30 pm.  
❖ The Valentines Project sponsored by the Mill Valley Interact clubs (**Emily Uhlhorn**) received some very nice publicity in a recent issue of the IJ.  
❖ The Mill Valley Rotary Night Lite was brought to our attention on April 2nd. The fee is \$10.00, the offerings pizza and libations,



## A SEWING MACHINE FOR ALTEUR

► The young man at left with his new sewing machine is Alteur Wilfrid, who had the good fortune of meeting PP Jane Hall last December when she was in a small town in northern Haiti building houses with the Fuller Center for Housing.

According to Jane, Alteur helped during construction, doing a lot of "heavy lifting" that included packing buckets of cement and concrete building blocks.

To help pay to attend school, Alteur has been borrowing someone else's sewing machine whenever he can for tailoring projects.

Now, thanks to Jane, the Rotary Club of Mill Valley and the Rotary Club of Pignon, Haiti, Alteur has his own sewing machine, and as you can see, everybody gets a "thumbs up" thank you from Alteur.

### ANNOUNCEMENTS

the time 6-7 pm, the address 401 Miller, next to Sol Food and the discussion will center around projects. **Editor's Note:** *This is a special meeting in addition to the regularly scheduled session at the clubhouse on Tuesday, April 2nd.*

### CELEBRATIONS

❖ **Birthdays:** **Carol Schrumpf** and **J.R. Hastings** (not present).

Carol celebrated with her husband and family. **Donna D** saluted her with her very special rendition of the birthday song.

❖ **Club Anniversaries:** **Elizabeth Suzuki** (22 years), **Howard Harker** (17 years), and **Doug Scherf** (29 years). Elizabeth and Howard enjoyed hosting a group of Russian architects for five weeks, 8 hours a day, with lots of activities. Elizabeth also enjoyed serving on the committee. Doug hosted a group of 16

Russian bankers and found it very rewarding.

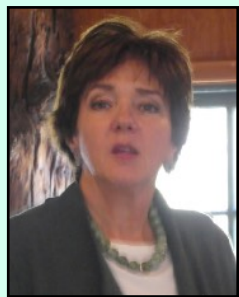
### RAFFLE

❖ Today's speaker **Don Peppers** drew a marble, but not the right color.

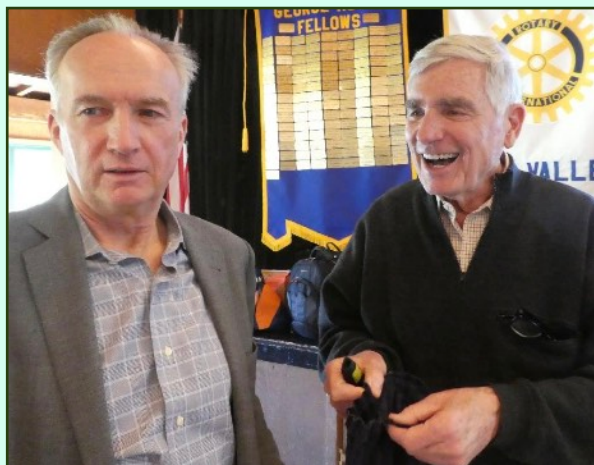
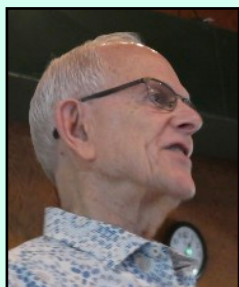
### PROGRAM

❖ Best-selling author, blogger, business strategist, and widely acclaimed keynote speaker **Don**

## CLUBHOUSE CANDIDS (Photos by Ed Marshall)



► Starting at right and working our way clockwise: Charlie the Caterer, decked out in his St. Patrick's Day finest, gives today's greeter a hug; President Bob and Club Secretary Dr. John confer; Today's speaker Don Peppers wins the raffle but fails to grab the red marble; Past Presidents Doug Scherf and Elizabeth Suzuki share their favorite Mill Valley Rotary moments during the celebration of their club anniversaries.





### PROGRAM (Cont'd)

Peppers talked about *Extreme Trust*, the title of his book.

Don discussed honesty as a competitive advantage, noting that earning a customer's trust has always been important to a business, but in the new world of ubiquitous interactivity customers have come to demand a higher standard.

Today's customers, he said, demand that businesses watch out for their interests proactively helping them avoid costly mistakes or oversights, for instance, and ensuring they have all the information they need.

Here are some quotes from his timely presentation:

- ❖ To achieve trust of customers and to be competitive and successful in business is the "new normal" for companies.
- ❖ The very best customer experience is no experience at all.



► Looking to have some fun and support a good cause? Sign up to attend the Cinco de Mayo party scheduled to be held at PP Kim Jessup's family home in Mill Valley.

- ❖ An average teenager sends 400 text messages a day! The more we interact, the more trust we demand.
- ❖ Other trustworthy points from companies: warranty benefit reminders, overpay notices and proactive refunds.
- ❖ Don cited the following as outstanding companies: USAA

(has returned refunds), Jet Blue, SQL Server and Ally Bank.

❖ Customer trust has always been important for competence, good intentions and doing things right. Trust-ability provides long term staging power, employees want to work for a company that is trustworthy. Trust on the part of the buyer is important if the seller expects repeat business.

❖ Final quote: No one ever has just "some" integrity.

### NEXT WEEK

**March 19 (12:15):** Professor **Laura Enriquez** will discuss *The Rise of, and Crisis in, Venezuela's Socialism of the 21<sup>st</sup> Century*. Contemporary Venezuela is characterized by political and economic crisis. The US government and media portray the crisis as almost solely the product of the country's leftist governments of the past two

## 2019 DISTRICT CONFERENCE A 4-Way Fest

✧ Going to this year's District Conference? Here's what you need to know: This year's event, known as the **Rotary 4-Way Fest**, will be held May 17-19, 2019 at the Peppermill Resort Spa Casino in Reno, NV. According to District 5150 Governor **Jayne Hulbert**, the conference is jointly organized with three other Districts (5130, 5160 and 5190). She expects it to bring together upwards of 1,000 Rotarians from 220 Clubs in Northern California and Northern Nevada. Jayne suggests you check out the conference website <https://rotary4wayfest.com/> for information on all activities including the pre-Conference Golf Tournament, Walk to End Polio, presenters, breakout sessions and many fun activities.



The current registration price for the Rotary 4-Way Fest including all meals is \$325. **The price will increase to \$350 on March 14.** The conference website features a link to reserve a room at the Peppermill starting at \$159 plus tax (single or double occupancy). The hotel room price is available for three days before or after the conference subject to availability. Use group code **AR5150** to get the conference rate (and make sure that we get credit for your reservation). Jayne anticipates a sell out and suggests you make your reservations soon.

**PROGRAM (Cont'd)**

decades, which first came to power with the election of **Hugo Chávez Frías** in 1998. Government policy errors, particularly during the mandate of President **Nicolás Maduro**, have undoubtedly contributed to the crisis. Yet, its origins go a long way back in the country's history and are complex. Laura will situate the current crisis in the context of Venezuela's dependence on oil exports to fuel its economy and the common problems associated with this kind of "resource curse." It will also examine the efforts to, and difficulties encountered in, enacting social change in the country's agricultural sector, which has been a key area targeted for reform.



► Empty Venezuela shelves.

**CLUB CALENDAR**

**March 16 (7:30 - 1:30):** District Assembly at Redwood High School.

**March 26 (12:15):** Photographer **Giuseppe Rezza's** presentation is entitled *Beyond the Image*. He will share his experiences as a photographer in El Salvador during the last part of the civil war and the beginning of the post war period. Since the images of the exhibit are focused on different "subjects" in the time frame, he will discuss different topics such as human rights,

**SAVE THE DATE**

**FRIDAY, JUNE 28  
ANNUAL  
INSTALLATION  
DINNER**

repression by the El Salvadoran government, United States involvement in Central American conflicts, military situation in the conflict, post war period, etc.

**April 2 (6-7 p.m., at The Image Flow, 401 Miller Ave.):** Mill

**Valley Rotary Night Lite**—a special get-together designed for all members, but especially for those who find it difficult to attend the regular luncheon meetings. A \$10 fee gets you pizza and libations and an opportunity to discuss club projects with fellow members.

**April 2 (12:15): Deborah Dal Fovo** will tell us about *Trentino: The Hidden Gem of Italy*. Join Italian Chef Deborah Dal Fovo as she takes you on a virtual voyage to the magical Italian region of Trentino-Alto Adige – a summer and winter wonderland in the

**Rotary Club of Marin Evening**

**20TH ANNUAL GALA FUNDRAISER**

**ROTARY ROCKS DINNER DANCE!**

**FRIDAY MAY 3, 2019 • 5:30PM**

Dance to the music of **DENNIS HAGERTY AND BLIND DATE**

★ **Great Live and Silent Auction Prizes!**

**MCINNIS PARK GOLF CENTER**  
**350 SMITH RANCH RD, SAN RAFAEL, CA 94903**  
**\$75 PER PERSON**

**FOR MORE INFORMATION CONTACT:**  
**Allen Ng at 415-747-4132 or nepaling@aol.com**

To register on line: <https://squareup.com/store/rotary-club-of-marin-evening-foundation>

FUNDRAISER FOR THE ROTARY CLUB OF MARIN EVENING FOUNDATION, A 501(c)(3) CORPORATION.

**END POLIO NOW**

**CLUB CALENDAR**

Italian Alps and home to her ancestral heritage. Deborah will show you breathtaking vistas of its crown jewel – the majestic Dolomite mountains – and describe its history, culture, tradition and enogastronomic specialties. Hear how by traveling there and rediscovering her ancestral roots Deborah was inspired to reconnect the broken link in her family history and return to live in Italy.

**April 9 (12:15):** Sausalito resident and marathon swimmer **Melissa Blaustein** will tell her story of disappointment and perseverance in her quest to complete one of the world's most difficult endurance challenges.

**The Four-Way Test  
of the things we  
think, say or do**

1. Is it **FAIR** to all concerned?
2. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
3. Is it the **TRUTH**?
4. Will it be **BENEFICIAL** to all concerned?

Her presentation is entitled *In Dover Until it Was Over: Swimming the English Channel (Twice)*. Melissa will share her personal experience of learning to swim less than three years ago to becoming a world-record holding marathon swimmer. Hear how she trained for the 21 mile 15 hour 51 minute swim, the bizarre

carbohydrates and hot chocolates she consumed on the journey, and the failure of her first attempt followed by the harrowing events of her success just two weeks later, which has led her to believe that anything is possible if you believe in your own ability to achieve it. Melissa translates her love for the ocean into her role as a sustainability commissioner for the City of Sausalito.



► Back to a sign provided by Bob's British buddy.

**POLIO PLUS**

**2018/2019 GOAL:**

**\$1,000**

**JAR TOTAL  
AS OF TODAY:**

**\$772.00**

**SERVICE FUND  
(GEORGE HOYLE)**

**2018-2019 GOAL:**

**\$10,000**

**TOTAL  
AS OF TODAY:**

**\$7,815.50**

**ROTARY  
FOUNDATION  
GIVING**

**2018-2019 GOAL:**

**\$11,000**

**TOTAL  
AS OF TODAY:**

**\$5,975.00**

**ROTARY CLUB OF MILL VALLEY—OFFICERS & DIRECTORS 2018-2019**

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**President Elect:** Lee Kirkpatrick  
**Secretary:** John Christman  
**Treasurer:** Morgan Pierce  
**Past President:** J. R. Hastings  
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**Membership:** Beverlee Sandy  
**Public Relations:** Edward T. Marshall  
**Community Service:** Phil Richardson  
**International Service:** Bill Lambrecht  
**Youth Service:** Emily Uhlhorn  
**Service Fund:** Lew Katcher

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**Ed Marshall, Karen Buckter**

**Today's Reporter:** Margareth Tanner

**Sergeants at Arms:** Howard Harker, Peter Straube & Peter Mason  
**Program Committee:** Bob Canepa & Elizabeth Suzuki

