



LODI ROTARY

VOLUME 1, ISSUE 1



STRIPPINGS

JUNE 2, 2005

ROTARY YEAR
2004-2005

THIS WEEKS PROGRAM

ROTARY INTERNATIONAL
PRESIDENT
GLENN ESTESS

DISTRICT 5220
DISTRICT GOVERNOR
DAVE GALLAGER

PRESIDENT
JOE COTTA

PRESIDENT ELECT
MARK CHANDLER

SECRETARY/TREASURER
PAUL DONAVAN

BOARD OF DIRCTORS
STEVE DARLING
KAREN DILLARD
JERRY EVENS
ELLIOT GRAUMAN
BILL HUYETT
DAN INGRAM
CHRIS LITTLEFIELD
THALIA ROTT
STEVE SENIOR

FOUNDATION CHIAR
JERRY FRY

The following is a bulletin from the Program Chairman of the Lodi Rotary Club, Mr. Mark Chandler:

Today we will be hearing from Nancy Beckman, Executive Director of the Lodi Conference and Visitor Bureau. Lodi has been receiving some very nice press lately as a tourist destination. Her topic will be "The New Kid on the Block - Lodi Tourism."

Nancy has been in this position for about four years. Along the way she met and married our honorable mayor, a (past?) member of our club. Her efforts have helped generate a steady stream of visitors to help generate economic development through tourism. The CVB used to be a department within the winegrape commission, but last year she successfully convinced the local hotel community to create their own entity supported by through an

assessment that bolsters the funding provided by the City of Lodi. The City funding continues, fortunately, largely due to the wisdom of our new City Manager Blair King, also a member of our club. We will be hearing from him at a later date, I can assure you.

All for now, Over and Out.
Mark

LAST WEEK

Last week you heard from Dale Edwards as he extemporaneously accepted the Paul Harris Award for one of his preaching staff. The church and staff of Dale's church has been doing what we only talked about years ago, as they go about doing good in the neighborhoods less fortunate than yourself...no, the church team didn't put a new and bigger hot-tub in Dale's back yard. What they are doing is feeding the multitude on an ongoing basis and I am not talking just loaves and fishes.

Dale is the energy rabbit when it comes to the continuing success of Century Assembly. Wish we could have him in the California Assembly instead. I feel it is appropriate at this point to draw your attention to the fact we have literal mental dwarves in charge of the great machine that is California

THIS YEAR DRAWING TO A CLOSE

This year is rapidly drawing to a close. Poor Joe...the way it works is this: The better the job the president does, the more severely he is punished for it during the kick-out. Not having been to the kick-out meetings (and those of you who remember how well I did in poor Phil's hour of glory, are saying, 'tis of little wonder...I was the Poor Man's idea of Dave Letterman at the Oscars.) I have no idea what will become of President Cotta in his last hour. He would do well to bring an extra suit of clothes to that meeting as well as some sturdy shoes, shoulder pads and maybe even a little Kevlar, strategically placed. (cont. p2)

Joe did a really great job as president, but he did it the way he does everything, effectively and quietly. If you have the time to look at the Lodi Rotary 2004-2005 Scrapbook, you will see there the literally dozens of things the club did with Joe at the helm, and sometimes with a whip in his hand. Can't sell Sherry Cotta short either...as you know, behind every successful man is a surprised wife and mother-in-law...but Sherry and Joe really did get things done and some of the work with and for the Women's Center and Salvation Army will live on for a long time.

OUR NEWS LETTER

Company last week and had a talk with the owner about the Strippings. We found it simply isn't logical, feasible or financially appropriate to have the Strippings printed the way they were. It was sort of like taking a semi truck and trailer to the grocery store for a dozen eggs. Phil has been doing a really super job for years, and it has come down to this: Most of you are getting the Strippings on line. That means, fewer than 30 copies really have to be printed, and those are for the folks who have no computers at home, for folks who have a computer at home but use it for a hat rack, those who have a computer at home but are constrained by family members to not touch it for fear of (and this is a direct quote:) "Wrecking everything like you always do." And, finally, those who have a computer at home and don't want to spoil the mystery one achieves by reading the paper at the meetings. We only have one member that discerning: The Honorable Ronald H. Mettler.

THE CLUB COMMENTARY

In listening to a fellow named Wayne Dryer, I heard these words: "Don't die with your music in you."

So many of our membership have a "song" to sing and fear they have no venue in which to sing it. It has been shown again and again, some of the most beautiful "songs" we have heard come from the membership of the Lodi Rotary Club. There is no limit to the number of fascinating stories that have been told in the meeting room and there is certainly no limit to the number of untold stories that should be told in here by people we have been rubbing elbows with for years on end.

I have been getting a new bathroom installed in my house...it is the "mud room" as some of you put it, the small bathroom just inside the garage. It fascinates me to watch some of the workmen ply their craft. There was the plumber in the other day who was so good, so casual, so off-hand about his work, he might as well have been putting together Tinker toys...he is a young man and an utter craftsman. He has a couple of hobbies that make him an artist as well as an athlete.

This room is full of people who do their usual work and do an amazing job in sometimes wholly unalied fields. (Now isn't the time to say this, but Gary Koepplin got another hole in one. He can do anything anyone can do with metal. He not only has the tools, he has the talent and he could tell you how he builds wrought iron gates, creates hot-rods from the ground up, you name it, the man is a genius.)

Jerry Evans can make things out of wood that can make you literally gasp in amazement. Jerry Hugo is one of the greatest interior decorators in Lodi when he has a little help from his wife. Ole Mettler does excellent shop work as well.

See what I mean, this place is crawling with genius types, what this place needs now are two things: To put that genius to use and get out there are recruit more of the same.

In listening to a fellow named Wayne Dryer, I heard these words: "Don't die with your music in you."

INSIDE STORY

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a success-

ful

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newsletter is making it useful

HEADLINE

to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research arti-

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also

profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an

image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

We are on the web!

example.microsoft.com

LODI ROTARY



S E R V I C E A B O V E S E L F

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark

their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Caption describing picture or graphic.