



# Martin's TACKLE BOX

*"It's not how big the fish is, ...it's how the story is told"*

*The Rotary Club of Gold River*

*January 5, 2010*

## MAKE UP LOCATIONS

### Monday

South Sacramento: 11:30 am  
 Casa Garden Restaurant  
 Citrus Heights 12:15 pm  
 Cool Hand Luke's  
 Foothill-Highlands: 12:15 pm  
 Lions Gate Hotel  
 Sacramento 12:15 pm  
 Radisson Hotel  
 Fair Oaks 6:45 pm  
 Fair Oaks Community Clubhouse

### Tuesday

Rancho Cordova Sunrise: 7:00 am  
 Brookfield's restaurant  
 Sacramento Breakfast: 7:15 am  
 Gonuls J Street Cafe  
 Arden Arcade: 12:00 pm  
 Sheriff's Marconi Sub Station Comm. Rm  
 Rancho Cordova: 12:15 pm  
 Rancho Cordova City Hall  
 Carmichael: 6:30pm  
 Palm Street Pub

### Wednesday

North Sacramento 12:15 pm  
 DoubleTree Hotel  
 East Sacramento: 12:15 pm  
 Buonarroti  
 Midtown Sacramento: 5:30 pm  
 Café Bernardo

### Thursday

Historic Folsom 7:00 am  
 Lake Natoma Inn  
 Roseville Sunrise 7:00am  
 Carrows Restaurant  
 Folsom: 7:00 pm  
 Lew Howard Park Rotary Clubhouse

### Friday

Natomas: 7:00 am  
 Hampton Inn  
 Orangevale 7:00 am  
 La Placita Restaurant  
 Point West 7:00 am  
 Sacramento Inn  
 Granite Bay: 12:15 pm  
 Piat's  
 West Sacramento: 12:15 pm  
 Club Pheasant

## 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?

## THE WEEK IN REVIEW

Rotary Awareness Month

The Rotary Club of Gold River will be having two events in January keeping in line with Rotary International's monthly theme of Rotary Awareness Month.

The first, if anyone is interested, the club has reserved a block of 30 tickets for the Sunday, January 24th Stockton Thunder (Edmonton Oilers affiliate) vs. Bakersfield Condors (Anaheim Ducks affiliate) game in Stockton.

Tickets are \$15 each and each ticket holder will receive an official Stockton Thunder cap. Game starts at 4:00pm.

Unless everyone wants to pay for a bus, the idea is to car pool for those that want to, or drive yourself, and stop at Round Table Pizza at 2819 W. March Lane in Stockton for lunch (2:00pm) before the game. Lunch is optional.

Please let me know if you're interested and if so, how many tickets you want. Afterwards we'll see who wants to carpool and who plans on lunch.



The second event will be held here in Gold River at the Zinfandel Grille and Bar on Tuesday, January 19th.

Instead of our regular scheduled meeting that evening, the club will host an Open House for fellow Gold River business owners, professionals and citizens interested in learning more about rotary and the Rotary Club of Gold River.

This event is by invitation only so if you know of anyone that might be interested, please get contact information to me as soon as possible.

There's also a third way to get involved with Rotary Awareness Month and that's to spread the word about rotary, one-by-one. Club brochures and guest cards are available at each meeting.

## DISTRICT 5180

### District 5180 Group Study Exchange 2010

During the late-20th century the Southeast Asian nation of **Malaysia** experienced an economic boom and underwent rapid development.

This boom has helped transform **Malaysia** into a newly industrialized country. At one time, it was the largest producer of tin, rubber and palm oil in the world. Malaysia is home to million year old forests, state of the

art skyscrapers and beautiful beaches. So are you or anyone you know interesting in going to **Malaysia**?

GSE Team Leader Applications must be in by 2/13/10, Interviews will take place 2/20/10. GSE Team Member Applications are due by 3/12/10, with interviews on 3/20/10.

The exchange will occur November - December 2010 and you may download applications from the RI website, [rotary.org](http://rotary.org)



## GUEST SPEAKER

### Give Blood—Play Hockey

Actually it's a lot easier to give blood. All you have to do is contact BloodSource.

Director of Operations, Debbie Milios, a fellow Rotarian with the Rotary Club of Roseville was the guest speaker this week. Debbie gave club members a history of BloodSource as well as educating them on donor clubs, blood donations as well as how the blood is used.

Debbie also mentioned that rotary and BloodSource have worked well together in the past and that over 18,000 pints of blood have been donated by Ro-

tarians to BloodSource.

We'll be working both with Debbie and Heather Sharp, also of BloodSource, in the days ahead as the club strives to organize its first blood drive in Gold River.

BloodSource accepts donates of whole blood, platelets and the National Bone Marrow Registry listing .Donors must wait 8 weeks (56 days) between whole blood donations but only three days between platelet donations.

The Rotary Club of Gold River's donor club number is M653. Please use it any time you donate blood or when you refer someone to do so.

### Thought of the Day

**It's much better to dig a well before you get thirsty than to do it after.**

## LESS THAN SERIOUS

Most people don't know that back in 1912, Hellmann's mayonnaise was manufactured in England. In fact, the Titanic was carrying 12,000 jars of the condiment scheduled for delivery in Vera Cruz, Mexico, which was to be the next port of call for the great ship after its stop in New York.

This would have been the largest single shipment of mayonnaise ever delivered to Mexico...

But as we know... the great ship did not make it to New York... The ship hit an

iceberg and sank. The cargo was forever lost...

The people of Mexico, who were crazy about mayonnaise, and were eagerly awaiting its delivery... were disconsolate at the loss...

Their anguish was so great, that they declared a National Day of Mourning which they still observe to this day...

The National Day of Mourning occurs each year on May 5th... and! is known...of course... as...

Sinko de Mayo.

## OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST.** The development of acquaintance as an opportunity for service;

**SECOND.** High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's oc-

cupation as an opportunity to serve society;

**THIRD.** The application of the ideal of service in each Rotarian's personal, business and community life;

**FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



The Rotary Foundation needs your support

## LEADERSHIP

### Rotary International President

John Kenny – Scotland  
“Future of Rotary is in your hands”

### District 5180—Governor

Barry Kalar – West Sacramento  
“Be the One”

### Rotary Club of Gold River President

Martin Witter - Gold River  
“Okay, Who took the bell?”

### Rotary Club of Gold River President-Elect

Dru Torvend—Gold River  
“Lead by Example”

### Rotary Club of Gold River Staff

Secretary	George Abraham
Treasurer	Fred Vaske
Club Service	Roy Amerine
Community Service	Tom Cicchini
Vocational Service	Don Rothchild
International Service	Don Yanssens
Foundation Chair	Dru Torvend
Membership Chair	Tom Cicchini
Newsletter Editor	Richard Bachman



## GOLD RIVER NEWS

### Salvation Army Bell Ringing Results.

In case you missed it at the meeting...the total amount of money collected bell ringing for the Salvation Army was \$1,553.95. It was close both days, with Friday's kettles bringing in \$702.99 and Saturday's \$850.96. Nice job everyone! Hopefully next year we can double that amount by having more bell ringers so both entrances can be covered.

Fred mentioned that now when he goes into BelAir he's recognized as the rotary bell ringer. That's what it's all about.

Don't forget that there will be a

Club Board meeting this Thursday, January 7th at Dru's office starting at 6:30pm.

There are many items on the agenda and a lot to be discussed. Remember, everyone's input is important and needed to make things work.

Hey, it's been a couple of months since our move to Zinfandel Grille & Bar so your feedback is appreciated.

Please forward your comments concerning menu selection, location, and pricing to the club board. Zinfandel's Grille & Bar management has been great to work with in the past and they are always looking at ways to make things better.

### QUOTE Du' JOUR

*Real joy comes not from ease or riches or from the praise of men, but from doing something worthwhile.*

**- Sir Wilfred Grenfell~**

## CALENDAR OF EVENTS

January 7 Thursday  
Club Board Meeting

January 12 Tuesday  
Guest Speaker

January 16 Saturday  
President's Mid-Year Retreat—Lodi

January 19 Tuesday  
Club Open House

January 26 Tuesday  
Guest Speaker

February 2 Tuesday  
Guest Speaker

February 6 Saturday  
Pre-Pets in San Jose

March 5-7 PETS

April 23-24 Friday & Sat.  
District Conference –Disneyland



## **The Rotary Club of Gold River January 5, 2010**

Meetings: Tuesdays, 6:30-7:30 PM  
Zinfandel Grille & Bar  
2220 Gold Springs Ct.  
Located in the Village Marketplace

Join us at "Rotary"  
Contact: Tom Cicchini  
Phone: (916) 858-1638

**"Service Above Self"**

**WE'RE ON THE WEB!**

**[RotaryClubofGoldRiver.org](http://RotaryClubofGoldRiver.org)**

## **ROTARY INTERNATIONAL**

### **Critical step as global eradication effort faces entrenched challenges.**

**15 December, Kabul –**

A new vaccine against polio will be used for the first time today in polio immunization campaigns in Afghanistan. The bivalent oral polio vaccine (bOPV), recommended by the Advisory Committee on Poliomyelitis Eradication, the global technical advisory body of the Global Polio Eradication Initiative as a critical tool to eradicate polio, can provide the optimal concurrent protection needed by young children against both surviving serotypes (types 1 and 3) of the paralyzing virus. This will vastly simplify the logistics of vaccination in the conflict-affected parts of this country. This sub-national immunization campaign, from 15-17 December, will deliver bOPV to 2.8 million children under five in the Southern, South-Eastern and Eastern Regions of Afghanistan.

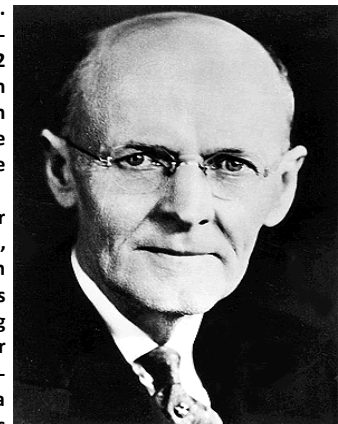
Of the three wild polioviruses (known as types 1, 2 and 3), type 2 has not been seen anywhere in the world since 1999. This achievement led to the development of monovalent vaccines, which provide protection against a single type with greater efficacy than the traditional trivalent vaccine. To determine whether a bivalent vaccine could effectively protect children living in areas where both types circulate, a clinical field trial completed in June 2009 compared bOPV with the existing vaccines. For both types 1 and 3 polio, bOPV was found to be at least 30% more effective than the trivalent vaccine and almost as good as the monovalent vaccines, yet in a package that could deliver both at once.

The bOPV allows countries to simplify vaccine logistics and to optimize protection using a mix of the available polio vaccines according to local needs. In southern Afghanistan, where access to children can be limited depending on the security situation, using bOPV helps

maximize the impact of each contact with a child.

Most of Afghanistan is polio-free: 28 out of the 31 children paralyzed by polio this year come from 13 highly insecure districts (of 329 districts in the country). In 2009, **polio eradication efforts in Afghanistan have focused on improving operations and creating a safe environment for vaccination teams. Nongovernmental agencies have been contracted and local leaders involved to ensure that parties in conflict are approached, safe passage for vaccinators assured and children reached. Due to such preparations and strengthened supervision and staffing, the proportion of the nearly 1.2 million children under five years old in the Southern Region who could not be reached was reduced from more than 20% in early 2009, down to 5% during the July and September 2009 campaigns. as well above 20% – and more than 60% in some areas.**

Four countries in the world have never stopped polio transmission – Afghanistan, India, Nigeria and Pakistan. Types 1 and 3 polio circulate in limited parts of all these countries, and the others will follow Afghanistan's lead in using bOPV during the coming months, marking the adoption of a major new tool in the international effort to eradicate polio. While the Global Polio Eradication Initiative, a public-private partnership leading the effort, has reduced the incidence of polio by more than 99% (from an estimated 1000 children affected daily in 1988 to 1483 children in all of 2009 to date) polio still has a foothold in the four endemic countries. The consequences are severe beyond those areas: 16 previously polio-free countries are currently suffering outbreaks following importations of the virus; in four of these, polio transmission has lasted more than a year.



**Paul P. Harris  
The Founder of Rotary**

### ***The Rotary Club of Gold River***

*We were chartered March 16, 2007, with members representing a large cross section of local business people and professionals in Gold River, California.*

*We are a dinner club which allows participation in Rotary for those busy people that can't get away during the morning rush or in the middle of their work day.*

*We are a young club, but developing a strong history of community service.*

### ***What is Rotary?***

*Established in 1905, Rotary International is more than 1.2 million individuals in over 200 countries and geographical areas in over 32,000 clubs. Rotary is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. Join us, won't you?*