



THE RÍO

You can trust your dog
to guard your house
but never trust your
dog to guard your
sandwich.

—ANONYMOUS



HELEN MADERE BRIDGE

Rotarian

"Having fun
helping others...
watering the
rosebuds"

—DR. TED SCHULZ

Bob Bard, Ed.



New Interim City Manager

Pres. Chief Greg can't wait for his first day, Wednesday, as he dons yet another hat (temporarily--he hopes.)

If I had a bell, gavel, er, hammer

Gene leads us in melodic tribute to our wayward bell and gavel. (Greg opens meeting with a dull thud, as he clanks on non-resonant coffee cup with eating utensil.)

Happy Days

What Milwaukee based comedy show opened 11-year run on this day in 1974? After many wrong answers are shouted, Hector wins collector's item coffee cup and asks how RVPD started before city founded. Greg claims it's 'cause he bought it off a guy from Cabo.

Visitors

We greet today's speaker, Stephanie Shaterian, from the Diablo-Walnut Creek Rotary. Edwin presents his daughter, Student Rotarian, Emma.

Charter night approaches

We'll celebrate our club's receiving a charter Feb. 13, 1953, precisely 63 years later. Pres. Greg tries to railroad Jamie into chairing the event, but Lee steps up to the plate proclaiming that we'll dine at the Point. There will be no meeting, Friday, Feb. 12. (Gene later informs me that he'll try to move his speaker one week back, to Feb. 19, when Jamie is scheduled as program chair.)

Presidents Executive Training Seminar (PETS)

Kelley's ready to attend this motivational, inspirational annual event the first weekend in March and get all fired up about Rotary. She announces nominees for next year: Gary, Executive Secretary; Walt, Finance; Jim McCracken, Sec'y.; Jamie, Sgt.-at-Arms; Evelyn, Club Services; Edwin (with Betty's assistance, Vocational Services; we need new Program Chair (Linda's leaving); we also need new person to do Rotary orientation.

An announcement by the irrepressible, amazing Jim Mac

With an effortless 360° mid-air spin and shouting, "I feel good!" Jim Mac touts the Highway 12 Diner, saying it's open; go check it out! (He no longer has to pay rent.)

Milestones

Congratulations to Cole Felt (birthday), Betty and Wayne have Rotary anniversaries.

Yet another Paul Harris Fellowship

Walt Stanish receives his PHF+7. Thank you, Walt!

Student Rotarians report

Cheyenne, Alyssa, Casie, Emma and Bryan discuss college apps., Basketball, Interactors hosting Rotary meeting, they're considering a new project, Dance at El Cerrito, Junior Class dressing up better, Swim Team & Soccer conditioning, possible Vice-Versa Dance.

Confessions

Jim McCracken gets call from son to babysit "grandsons" in Fresno. The kids are actually dogs that got him up at 5:00 a. m. He pays \$25 to General Fund.

Gene visits sister and hubby, who are retired teachers, plus 92-year-old mom in AZ. He gives \$25 to Dictionary Fund.

Announcement--Price increase for breakfast

Kelley says cost going up \$1, from \$11 to \$12. Members will be charged even if they're not here. Members who make up and bring back make up slips will not be charged. Club will be charged for a minimum 30 meals. Kelley mentions that funds received from absent members will help offset costs for hosting Interactors.

Police blotter

Greg amuses us with fascinating tales of recent apprehension of some not-too-bright criminals.

Program

Linda introduces Stephanie Shaterian, co-owner of fLO Content; they're a creative agency based out of Lafayette. They do social media, design and video. Steph-



Student Rotarians from left: Bryan Peters, Cheyenne Bastedo, Alyssa De La Rosa, Casie Mortimore, Emma Okamura



Pictured above : today's speaker, Stephanie Shaterian



Pres. Greg, I miss you so much, but this is a great party!

nie was trained in acting and the arts. She's worked for 10 years in online marketing and content. Her job requires both internet savvy and story telling knowhow.

Studies show that by 2017, 75% of internet traffic will be video, and 57% of visitors who watch a video on a nonprofit organization's website will go on to donate.

She then outlines the content of a well produced video. First, consider the demographics of the audience that you're targeting. Then, be specific about the action you want to promote; for example, encourage 50-60 year olds to donate at a Rotary auction. Develop the content by describing where the funds go. Give info about your organization (Rotary), and describe the items to be auctioned off.

This is where we can do a lot with video: Danny has a drone/video camera that could fly up to a platform hanging from Jim Mac's crane over the river, where people are dining. Happily, Stephanie appoints the irrepressible Jim Mac to be our video producer. We could make a video and show it after the dinner following the

golf tournament just before the bidding starts.

Then Gil says, "Are you listening, Bob?" We have no idea what would engender such a bizarre comment.

Stephanie discusses what motivates people. Things like a cute little puppy, playing on guilt (to get people to exercise), discussing politics...all of these things play on people's emotions and get them motivated. *Some politicians have also been known to do these things. Ed.*

A video must tell a story, and the story must have a beginning, middle and end. We are given work sheets to illustrate the use of a "story board" to sketch ideas for story telling. Then, Stephanie says, now, you're ready to write a script, film it, edit it and show it. For \$499 her company will do all of the editing for you. She suggests a 7 minute video for our golf tournament.

J. Mac presses on, unabashed

He asks Pres. Greg, as City Manager, what is your position on the sinking city dock?

50/50 raffle

Dave Greiner has right ticket but gets wrong marble.

COMING ATTRACTIONS		
DATE	SPEAKER/EVENT	PROGRAM CHAIR
Friday, January 22	Ralph Hendrix, "Dogs4Diabetes"	Linda Lannon
Friday, January 29	Disruptive Technology	Dave Greiner
Friday, February 5	He comes from Alabama with a banjo on his knee. (Just kidding)	Derek "Cub" Abel
Friday, February 12	Rotary meeting cancelled due to Charter Night, tomorrow	
Friday, February 13	Charter Night--Possibly PDG Ken Courville	Lee Williams
Friday, February 19	Maybe Vacaville Mayor Len Augustine, Cmdr. 89 Airlift Wing--Air Force 1	Gene Resler