



Chartered May 31, 1974

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Tia Saletta

**ADG**

Mr. Trouble

2016 - 2017 SPR  
Board of Directors

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Rick Fooy

**Community Service**

Daryus Franklin

**Vocational Service**

Bryan Meadows

**Youth Service**

Don Richter

**Communications**

Chuck Wright

**Appointments**

**Membership Chair**

Rich Cline

**Rotary Spirit**

Babe Ennis

**Social Media**

Kendra Hall

**Programs**

Ramirez, Ringness

& Velasquez

Stockton Pacific Rotary  
meets every Friday  
12:15 PM  
West Lane Bowl



Send all official correspondence to Stockton Pacific Rotary, Post Office Box 8626, Stockton, California 95208-0626

**The Grapevine**

**12 May 2017**

*Today's Speakers are  
RYLA Attendees*



**Future Programs**

May 19	TBA
May 26	Dark for Memorial Day
June 2	TBA

**Important Dates to Remember**

May 12th	Trivia Bee
May 20th	District Leadership Assembly
Jun 6th	Combined Board Meeting
Jun 23rd	Allocations
Jun 30th	Kick Out

**SERVICE Above Self**

**District 5220  
Make-Up  
Opportunities**

**MONDAY**

Lodi Tokay Noon  
Eagles Lodge  
Modesto Gateway Noon  
Sportsmen of Stanislaus Club  
Modesto North 5:30 PM  
Appetiz

**TUESDAY**

Manteca Morning 6:45 AM  
Doctor's Hospital  
Modesto 12:15 PM  
Double Tree Hotel  
North Stockton Noon  
Brookside Country Club  
Stockton Sunrise 7:00 AM  
Brookside Country Club  
Tracy Noon  
Manny's Kitchen

**WEDNESDAY**

Lodi Sunrise 7:00 AM  
Woodbridge G&CC  
Modesto East 12:15 PM  
Appetiz  
Oakdale 12:15 PM  
Oakdale Golf & C.C.  
Ripon 12:10 PM  
Barnwood Restaurant  
Stockton Noon  
Stockton Golf and C.C.  
Tracy Sunrise 6:45 AM  
Four Corners

**THURSDAY**

Lathrop Sunrise 6:30 AM  
Quality Inns  
Lodi Noon  
Lodi Eagles Hall  
Manteca Noon  
Isadore's Restaurant  
Modesto Sunrise 7:00 AM  
SOS Club  
Riverbank 7:15 AM  
Perkos

**FRIDAY**

Galt Noon  
Papa's Pizza  
Galt Sunrise 7:00 AM  
The Mix  
Oakdale Sunrise 7:00 AM  
Oakdale Country Club  
Salida 6:45 AM  
Holiday Inn Express

**A message from President Donna**



*Thank you for the opportunity to  
serve as your President this year.*

I hope everyone had a great time at the Windmill Ranch. It sounds like everyone had fun. From what I saw, the raffle prizes were great. Hopefully you were lucky enough to win one. Thank you, Janice, and Gary for everything you did to make this a fun and beneficial event.

A few of us attended the District Conference in Lake Tahoe. What a beautiful place it was with the snow on the mountains. The theme this year was a Kentucky Derby theme so, of course, the ladies wore fancy Derby hats. It was great hearing about all the good work that Rotary does.

We will be having a dinner social on June 9 at the Old Spaghetti Factory on March Lane. There will be a sign-up sheet at this week's meeting. Please plan on attending the dinner.

The Allocations Committee has been working on deciding who should receive this year's allocations. The four organizations mentioned at the board meeting are the Children's Home of Stockton, Hospice of San Joaquin, St. Mary's Dining Room, and the Women's Center Youth and Family Services.

Let's keep Babe and Dick Ennis in our thoughts and prayers. Babe appreciates visitors but please call first and keep your visit short. We miss you both.

Yours in Rotary Service,

Donna

**THE FOUR-WAY TEST of the things we think, say or do**

**Is it the TRUTH?**

**Is it FAIR to all concerned?**

**Will it build GOOD WILL and BETTER FRIENDSHIPS?**

**Will it be BENEFICIAL to all concerned?**

*Learn more about our club at [www.stocktonpacificrotary.org](http://www.stocktonpacificrotary.org)*

## **TIPS FOR EFFECTIVELY TELLING ROTARY'S STORY**

If you, your campaign, and your project are the world's best kept secret, you are not likely to have the impact you were hoping for or break any fundraising records.

The Global Swimarathon and World's Greatest Meal were successful fundraising efforts because they were incredibly visible and launched powerful campaigns that shared every milestone they reached.

The same holds true for promoting Rotary in general. At training events, RI Vice President Jennifer Jones frequently stresses the importance of sharing Rotary's story. "We are the greatest story never told," she says. "Strengthening our brand is essential to Rotary's future."

"For so long we did our good work quietly and not for recognition," she adds. "While this was noble, it made it difficult for people to understand the good work of Rotarians and why we exist. What we've learned is that when we tell our story, like-minded people want to join us.

What's the most effective way to tell Rotary's story?

Here are some tips, gleaned from storytelling experts:

- ⇒ Describe a transformation that took place or describe challenges that you overcame through Rotary to achieve a goal
- ⇒ Include personal anecdotes, real-life examples, and stories that touch our emotions and grab our attention
- ⇒ Strengthen a Rotary story by showing clear, compelling examples or demonstrations of Rotary's impact on your community
- ⇒ Tailor your story to your audience. Know whether you are addressing people who are familiar with our organization or who know little about it.
- ⇒ Avoid Rotary jargon or acronyms
- ⇒ Keep it short enough to hold your audience's attention

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**SPR Friday Greeters**

*Today: Patrick Velasquez*

*Next Week: Don Richter*

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**SPR Birthdays:**

*None;*

**SPR Anniversaries:**

*None;*

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Learn more about our District at [www.rotary5220.org](http://www.rotary5220.org) and International at [www.rotary.org](http://www.rotary.org)

■ **Jeffrey E. Prag**

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- Masters of Law in Taxation
- Certified Specialist, Taxation Law,  
The State Bar of California Board of Legal Specialization

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