

# NORTHWINDS



## PLEASANTON NORTH ROTARY

### PRESIDENT'S MESSAGE

#### WOODY'S WITTICISMS

There once was a "Woody", no lunk!  
With his charm, he's no everyday hunk!  
But he went to the beach  
And now (Here's the reach!)  
He left me "The PNR Punks!"

Okay, so it wasn't all that bad. "Prepare, Don't panic", said Pat Mayfield. So, there I was, agenda in hand, looking out on a roomful of--Aach- complete strangers. It took only half a second for the delusion to pass, though. Y'all make it so easy for my inaugural stint at the presidential podium.

Thank you, thank you, thank you to all the members of "**World's Greatest Rotary Club**" who relentlessly took that train down the track, in a round of unexpected hilarity--a joke fest to end all joke fests. "Who can top this?" was the game: Jim Ott, "killing us softly" to earn your \$20 Canadian with kudos to Herb. Now does this mean that the Fudd is now our Official Interpreter of All Things Poetic on Foreign Currency? And Maurice: Remember that the right to moan and groan is sacred to all PNR members, although most of us prefer wine to the whine!  
It was Prime Fine Time after all. Who thought Li'l Ol' me could do the Woodster proud to the tune of \$ 260?



Of course, Bill Wheeler, you were the foil, the perfect provocateur (My Abbot to your Costello?) driving me to empty pockets all around! And let's not forget Mike "The King" Sudia crooning his best Elvis interpretation (Hubba, Hubba). And was that Sergeant "Don't call me Bud, bub!" Beers in fatigues taking no prisoners, but plenty of IOUs? Nice helmet, Col. Pentin.

Rounding out the comedy, our perfect antidote for the conventional and mundane, which this club can *never* be accused of espousing, was a compelling presentation by the Downtown Association's Pam Stoddard. This articulate speaker cannot be accused of avoiding controversial issues, such as insufficient downtown parking, and here's one lady who's used her passel of statistics to back up her message: Downtown is changing, a real destination worthy of its designation as a Main Street town supported by members of the National Trust for Historic Preservation. (How many of you--like me--also support that worthwhile organization to preserve our heritage?)

We're now set to do what we really do well! Working our buns off to give back to our community! Hot Rod Heaven and Day in the Park this weekend, and Stand-down in September are just for starters! Rev up your engines! Here we come!!!

Your "Pres for a Day", Dr. Sue  
[sdupree@attbi.com](mailto:sdupree@attbi.com)  
Ciao, Susan

## INSIDE

- 1 Woody's mini-me 2-aka Dr. Sue
- 2 Up Coming Programs/Events
- 3 Club service marches on
- 4 Meet the "swamp-fox"
- 5 "Hello Vietnam"-GSE Team 2003

## Club Service Notes

Tonight is the night—HOT ROD HEAVEN. There are three shifts - 2-5 pm, 4-9 pm and 7-10 pm. If you can't remember what shift you are working, call someone or just show up and work the night! Our booth is located at the Beer & Wine Garden next to Round Table Pizza on Main Street. This is a big fundraiser for us so everyone is needed to make it a success. If you are not helping, come down to Main Street with lots of friends and eat a dinner served by your fellow Rotarians. What could be better!

Just looking a little bit ahead on the calendar.....

Sunday, September 15th is a Family Swim Party at Dave Cherry's home. Flyers will be available on Friday, August 30 with all the details so we can get a count on who will be able to enjoy some fun in the sun. This one is open to all the family - kids but no pets!

Other dates:

Sept. 21-22 Rib Cook-off, water sales  
 Oct. 5 Day at the Beach - Woody Seibert  
 Nov. 2 Evening party - adults only - Esther Becker  
 Dec. 8 Christmas Party

We would like to give a special thank you to Mark Welch for keeping us organized. He generously produced two forms - Expense Summary and Event Summary - for our recordkeeping. It's this kind of assistance that allows for successful events and smooth transitions from year to year. Also, a belated thank you to Mark for providing the pizza treat at the water sales 8/7 plus selling the H2O to pooches and humans alike.

Your Club Service Team  
 Carol & Ronda

## UPCOMING PROGRAMS AND EVENTS

AUGUST "Membership Month"

**FRIDAY** 8/23/02  
**Jerry Yahiro-Director of East Bay Stand Down**

**FRIDAY** 8/23/02  
**HOT ROD HEAVEN- The club's first fundraiser. Everyone should plan to spend some time here. All of THIS money is to support club events. Bring your spouse or SO- this IS a great party**

**SATURDAY** 8/24/02  
**Our 2<sup>nd</sup> COMMUNITY SERVICE PROJECT- we will be helping to set up the Camp Arroyo, "Day in the Park" program which will be held on the 24<sup>th</sup>- plan to be there**

**FRIDAY** 8/30/02  
**Rotary Fellowship**

**THOUGHT FOR THE DAY:**  
**"People forget how fast you did a job – but they remember how well you did it"**

**BE A FRIEND -BRING A FRIEND TO A MEETING**

### AUGUST'S ABUNDANCE

#### MEMBER'S BIRTHDAYS

Mike Christy	8/10/02
Pat Mayfield	8/13/02
Vince McNamara	8/14/02
Bruce Baseman	8/18/02
Art Mundis	8/25/02
Ron Rel	8/28/02
Eli Kozanian	8/29/02
Mike Darby	8/30/02

**PARTNER BIRTHDAYS**

Marcia Kernan 8/14/02  
 Jean Nettleton (nee Wilson) 8/26/02  
 Teddy Radestraw 8/27/02

**WEDDING ANNIVERSARIES**

Wayne & Pam Yeaw 8/10 (22)  
 Bette & Francois Daoust 8/19 (7)  
 Bill & Jennifer Wheeler 8/28 (20)

**CLUB ANNIVERSARIES**

Galen Smith 8/03/02 (1)  
 Sherry Wilson 8/10/02 (1)  
 Janet Ferraro 8/24/02 (1)  
 Bruce Basemann 8/24/02 (1)

**CONGRATULATIONS****NEED TO MAKE UP A MEETING?**

Visit one of the local Valley clubs

**Tuesday:**

**Livermore Valley Club**

7 a.m. @ Beeb's

**Dublin Club**

12:15 p.m. @ Dublin Park Hotel

**Wednesday:**

**Livermore Club**

12:15 @ Holiday Inn

**Thursday**

**Tri-Valley Rotary Club**

6 p.m. at Girasole

**Pleasanton Club**

12:15 @ the Pleasanton hotel

**FOR THOSE OF YOU WHO MISSED  
LAST WEEK'S MEETING:**

If you were among the absentees last week, you indeed missed a scintillating and informative talk by Pamela Stoddard, who heads the administration of the Pleasanton Downtown Association. You, however, did not miss a bunch of good jokes--consider yourself truly lucky to have dodged those duds. But after the groaning and cringing stopped, Pam took over and gave us a look at the activities of the PDA, which has more than 500 member businesses and a full schedule of activities.

Even as we communicate here, the Really Big Show of the year is underway. Hot Rod Heaven brings some 40,000 people to Main St., by newspaper estimates, to see 300 lovingly restored classic cars all in a row. Pam said all the parking spots have been sold and a full house is expected. (Pleasanton North Rotary will be out in force, as you know, pushing those chicken sandwiches and salads and the Rotary message).

PDA's 1st Wednesday Street Faires have concluded for the year, with three successful nights over the summer. These events are designed to bring people downtown and expose them to the many businesses thriving on the street.

Of PDA's membership, about three-quarters are retailers. Pam urged all of us to do our holiday shopping on Main St., for the fourth quarter is the make-or-break time for most retail establishments, and Main St.'s are no exception. Certainly there's plenty of special items available as you stroll down Main St., for even the most difficult-to-shop-for people on your list.

Coming up next on PDA's schedule will be the Rib Cook-off in Sept., the second year it's been done. Last year's event was over-shadowed by the events of 9/11, but this year the competition looks even fiercer, and dare we say it, hotter than ever, even as we remember the tragedy of a year prior, it should be fun. And following the fall events come PDA's holiday schedule, where Main St. puts on its best decorations for a festive season of shopping, dining, shopping and more shopping.

One last shameless plug--the PDA's current pet project is a schedule of events outdoor display case currently under construction at 818 Main St. It's going to bring a focal point to the activities and developments going on downtown, located at street level at the north end of the street as you cross the arroyo. Steve Ainsworth is coordinating the project, entirely ad hoc and on the spur of the moment and without budget. If you can contribute a few bills to the effort, we need to raise about \$700 for electrical work and signage--everything else is being donated.

If you can help, send your pledge by e-mail or snail mail to Steve, payable to the PDA.



“Oh gosh, I am really excited to be here today”



“I’m working the fingers off these cogs”



“Pretty silly sheriff’s outfit huh? But I love the hat”



“Well today’s program is someone near & dear to me”



“Hi-I’m today’s program and I am near and dear...”



“Wow, I come to one meeting in a month and get a new shirt”



“And here is a Gold Library book donated in your name”



"Thanks for being my skill today Bill, but you still only get the clear marble"

**Welcome Visiting Rotarians at our last meeting: NONE**



**Special Guests at our last meeting:**

Jonathan Smith- Ron Hyde  
 Christophher Polis-dad Jim  
 Eric Rozran- Jim Polis  
 Colleen Gaard-Everitt Beers



**New Kid on the Block**

**Roy Arnold (a.k.a. "Swamp-Fox" )**

I was born on April 1<sup>st</sup>, 1956 (yes that's right .. April 1<sup>st</sup>!) in Washington, D.C. and grew up in Maryland, raised by very loving Foster Parents. I was a resident and graduate of La Plata High in Southern Maryland and therefore an avid "Orioles" fan, and Washington Redskins fan, but yes, I love the 49'rs too. I also love seafood, sushi (Dave Cherry .. we're past due!), micro-brews, wine and heck .. "FOOD"!!!!!! (My crutches are beginning to bow ).

My wife, Janet, grew up on Guam (she also works for AT&T) we were married at the Presidio in San Francisco in 1991, March 16<sup>th</sup>.

I played trumpet and French horn all through school and am an avid lover of music and the arts.. smooth jazz especially. A "Writer" by hobby, my more recent works include a screenplay for a full feature length movie, (Warren Beatty once entertained purchasing it) music and poetry. Currently I am working on a novel, which is in its infancy - but, still gotta keep my day job!

I started my telephone company career in 1974 with Chesapeake Potomac Telephone of Maryland (C&P Telco -- Part of the old Bell System with AT&T). My "career" stemmed from a need for survival (something about money???) and I was only going to work at the "phone company" for a year. Twenty-eight years later, I guess it's become a career, eh? (Still don't know what I want to be when I grow up!)

AT&T paid for all of my schooling. I started at Washington State Univ. in Pullman, WA. ; later, I received my BSBA from the Univ. of Phoenix, then an MA in Management from JFK University, School of Business in Walnut Creek. My career took me from C&P Telco in Maryland to Pacific Northwest Bell in Spokane, WA., and then I went to Pacific Telco in Sacramento (chased a blond-haired blue-eyed cutie to California . . .Janet's a brunette, so that tells that story). At the split of the old Bell System in 1984, I came to Pleasanton working for AT&T.

Currently, I'm a District Manager Nationally, for the AT&T "Access Network," ensuring connectivity and managing that capacity to AT&T's Long Distance Network Nationwide. I have approximately 80

employees in my organization to assist in that endeavor. I'm always on call. But I do try to hide now and then. (Mike Darby .. love that boat of yours!!!!) My previous endeavors and activities include: Past President of the Pleasanton Jaycees for two years; I was active on the Board of Directors for the Kiwanis Club in Pleasanton several years ago; and I'm an active member of the AT&T Employee Business Resource Group called IDEAL (Individuals w/Disabilities: Enabling Advocacy Link) I joined Rotary to get back into community service and fellowship. I'm always looking to give back, as I've always been blessed. Having had polio as an infant, and with all of the challenges that continues to convey, I've always had the support of family, good friends, a loving wife (Janet) and the good fortune to enjoy life despite the cards that have been dealt. I am truly blessed. And PNR especially, seemed to be an organization I want to be a part of and their charter resonated with many of the things I too wanted to associate with, be a part of and help support! Besides, I can't think of a better group of people that I would want to work with, be with, eat with and drink with. #

### GSE Announcement

Dear District 5170 Rotarian,

We are happy and excited to announce the launch of the "Group Study Exchange 2003" Program to Vietnam. Three Districts from the San Francisco Bay Area (5170, 5130, 5150) and District 5030 from Seattle have formed a partnership to sponsor the simultaneous exchange of four vocational groups:

technology, aqua culture, travel and health. District 5170's theme is technology. This will be the first GSE team in history to visit Vietnam. We need your help recruiting appropriate candidates for this unique cultural and educational exchange opportunity. We are looking for four non-Rotarian young business and professional men and women in their initial years of professional life who are able to spend four weeks in Vietnam from March 3 - 31, 2003 with a pre-departure > orientation March 1 and 2. We are also looking for one Rotarian Team Leader who will be with the group throughout the entire time.

The deadline for Team Leader applications is soon, September 6, 2002 and the deadline for Team members is September 20, 2002. The Team Leader will be selected on September 20 and members will be selected on October 14. All travel and living expenses for the five-member Team will be paid by Rotary. Please spread this message through your Club's newsletters, E-mail groups and talk about it at your meetings. Send it to technology companies. Send it to people you know in the IT departments of banks, insurance companies, schools, universities and colleges. More information and application materials can be found at the GSE Web site: <<http://67.89.152.45/gse/default.asp>> Please take a moment to "click there" yourself, then forward this message with this "link" to as many people as possible.

All a potential applicants for Team Leader or Team Member need do is click on the link and most of the answers are there, as well as application blanks. You may contact me at 831.728.5000 x2204 or Chan Mungan, Chairman > of the outgoing team at 510.657.7640 or via E-mail at [cmungan@attbi.com](mailto:cmungan@attbi.com).

Thanks,  
Sam Bishop  
District 5170 GSE Chair  
[sambishop@totlcom.com](mailto:sambishop@totlcom.com)

## ON THE WEB WITH SGT STINGER

As I promised last week, this week's column will impart a bit of information about Rotary and how it came to be an international organization. But first let's see if you remember anything from the past two columns.... Name one of the four original Rotarians other than Paul Harris. Name two of the four different professions of these original Rotarians. How did Rotary get its name? Who was the 1st president of a Rotary Club? Who was the 1st president of Rotary? Where were the 2nd and 3rd Rotary Clubs formed? Answers? Ha! Ask the Woodster....I'm sure he knows and will be more than willing to provide you with them for a small fee....or see below.

Last week I left the column with a tease about the "Four Way Test" and how Rotary became an international organization. Two things first. 1., This column is supposed to have some sort of connection with the web and 2., I'm not as smart as I look. All of this information can be found at: <http://rotary.org> Then click on "about Rotary", then "Rotary History", then either the "Early Days" or "Rotary goes global". Cause that's the source of all of this wonderful information or trivia. So back to the task at hand. The "Four Way Test" came about because Rotarians wanted to be known for their ethics and honesty. Here's some info direct from the site:

***From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. This 24-word code of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The 4-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:***

***"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?***

Just in case you want to memorize the "4-Way Test"...try this. Two of the items start with "Is it" and key on "Truth" and "Fair".

The other two start with "Will it" and key on "Goodwill & Better Friendships" and "Beneficial" The word "concerned" appears twice and can be used to jog that old memory as well. I can say that I've been a Rotarian for 17 years and still haven't gotten this down but I'm working on it

Okay, now for a bit about how Rotary became "International". Canada became the 2nd country in Rotary. From the site: ***Rotary became international in 1910 when a club was formed in Winnipeg, Manitoba, Canada. By the time Paul Harris ended his term as president in 1912, Rotary had spread across the Atlantic, with the formation of clubs in the British Isles.***

***By 1925, Rotary had grown to 200 clubs with more than 20,000 members. The organization's distinguished reputation attracted presidents, prime ministers, and a host of other luminaries to its ranks — among them composer Jean Sibelius, humanitarian Albert Schweitzer, author Thomas Mann, and diplomat Carlos P. Romulo.***

Now you've more than a little bit of information about the origins of Rotary. I encourage you to peruse the R.I. site and learn a bit more about this incredible organization you belong to. Okay, as promised, here's the answers to the above questions: The original Rotarians were: Paul Harris - Attorney, Sylvester Schiele - Coal Dealer, Hiram Shorey - Merchant Tailor, and Gustavus Loehr - Mining Engineer.

Rotary got its name from the early days of Rotary when the meetings would rotate from office to office until it grew too large to do so. Contrary to popular belief, Paul Harris was not the 1st president of the 1st Rotary Club. Sylvester Schiele was. But Paul Harris was the first president of Rotary. After the 1st Rotary Club was formed in Chicago, the 2nd club established in San Francisco with the 3rd landing in Oakland....That's all folks.

See you on the web...Sgt Stinger

