ROTARIZONIAN

PHOENIX ROTARY 100 chartered in 1914

FRIDAY, August 1, 2008 | VOLUME LXXXV | NO. 5 | WWW.PHOENIXROTARY100.ORG

Today's Program

BOB ROLIARDI,

EXECUTIVE VP, PEARSON CURRICULUM

"THE RISE OF THE DIGITAL NATIVE"

CHAIR OF THE DAY: CARMO FERNANDEZ

Bob Roliardi is the Executive Vice President forSales, Marketing and Services at Pearson Curriculum and well-prepared for his assignment to lead this group of over 1,000 Pearson People, the largest U.S. school publisher, with its market-leading brands in the areas of core texts, supplemental material and digital instructional systems.

Bob has spent 30 years in the school publishing business and his assignments, although varied, include experience in the technology business during its pioneering days of the late 1970's.

Thirty years ago, Bob was a school counselor but, through a combination of a desire to do something different and good fortune, he had the opportunity to enter the school publishing business. That good fortune sent him down a road that has totally consumed his professional life and greatly shaped his personal feelings about how students of all ages learn.

Bob's greatest interests (in the Pearson business) center on addressing the learning styles of today's and tomorrow's students, and initiatives to help the teaching process, wherever learning takes place. Inside Pearson, his focus is on organizational development and the development of Pearson People.

Bob makes his home in Scottsdale, Arizona; is married to an evolving artist; has two adult children and is a proud new grandfather. He finds great solitude in the western wilderness and desert of Arizona.

Thank you to Ken Young and Phoenix Flower Shops for the beautiful flowers at our weekly club meetings. The flowers from our meeting on July 25th were given to Dick Ray. Dick and Ann have just returned from a year in China. Welcome back to Arizona and Phoenix Rotary 100!

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?

HAPPY BIRTHDAY

WIN THOMAS
JULY 28

FRANK WOODS
JULY 28

WERNER BRAUM
JULY 29

BROWNIE DUBOSE
JULY 29

KATHY COLLINS
JULY 30

ED PHILLIPS
JULY 30

TERESA CLARK
JULY 30

LINDA REYNOLDS
JULY 31

PROGRAM PREVIEWS

FRIDAY, AUGUST 8, 2008
Michael Perkins, Manager, ASU Bookstore, "Democracy in your Lap(top)-New Media, Old Media"
Chair of the Day: Ed Phillips

FRIDAY, AUGUST 15, 2008
Barry Goodfield, CEO, Goodfield Inst
"Nonverbal Leaks: Identifying the Unconscious Nonverbal Signals"
Chair of the Day: Bill Williams

FRIDAY, AUGUST 22, 2008
Keith Otis, GM, SW District of Microsoft, "Internet Safety and Awareness - Tips and Tricks for Staying Safe Online"
Chair of the Day: Chuck Monroe

FRIDAY, AUGUST 29, 2008
Cindi Nannetti, Prosecutor & Educator, "Keeping Professional Athletes Out of Prison for Possible Sex Crimes"
Chair of the Day: Terry Gilberg

ATTENDANCE REPORT
Friday, July 25, 2008

Membership:	304
Membership Absent:	173
Membership Present:	131
Guests:	17
Total Present:	148

ROTARY FACTOID

BY PAST PRESIDENT TIM CREEDON

Did you know that.....

If you have been a Rotarian for over twenty years, you are familiar with the days when singing was an important part of our Rotary meetings. After the usual opening activities were completed, the "Song Leader" took over. At each Rotarian's place at the table was the "Rotary Song Book" and the numbers of the songs would be called out. My favorite was called "Rotary" and the first line was *"R-O-T-A-R-Y, that spells Rotary."* Over the years, the tradition of singing as a highlight of the weekly meeting has virtually disappeared except for the occasional humorous versions by our own John Keeler. Many years ago, Phoenix 100 had a choir directed by Ralph Hess. The quality of this choir was well known throughout Arizona Rotary and, when a Rotarian passed away, our choir was usually invited to the Memorial and always sang an appropriate song after the Eulogy was completed. Afterward, there was never a dry eye in the room. Under Past President Karlene, an effort to revive the choir has taken place under the direction of Kevin Beamon and John Keeler. On the few occasions they have performed, they were excellent! Our hope is the choir will continue as a memorable part of our Rotary 100 activities.

IT HAPPENED AT PHOENIX ROTARY 100

BY ILENE LASHINSKY - PHOTOS BY RUTH HOWE

Brinton Johnson, presiding on behalf of **President Roger Marce**, welcomed everyone to the meeting. **Bill Beamon** led us in the Invocation and Pledge. **John Keeler** accompanied himself on the flute and to the tune of *Twinkle, Twinkle Little Star*, we sang an ode to Phoenix 100. **Steve Scheiner** and **Steve Goldston**, presented **Bob Lorenzen** with his 5th Paul Harris, **Art Himebaugh** with this 3rd and **Marc Cavness** with his 2nd. **Steve Goldston** remarked: "Without the Rotary Foundation, Rotary would simply be an old men's club!" Sergeant-at-Arms **Jon Bauman** fined **Bob Lorenzen** for his receipt of the Humanitarian Award from the Arizona Foundation for Eye Health this year, **Debra Banks** for being a new grandmother of identical twin boys and **Clay Janson** for becoming engaged. Birthday celebrants included **Ruth Howe, Gary Walters, Jon Bauman**, and **Dick Karpinski. Secretary Lillian Coury** noted that **Bob Wagner** and **Barry Peretz** are recovering at home. Both wish to thank everyone for their good wishes, cards & flowers. Announcements included **Carl Balderson's** update on foreign exchange student Lydia Cheng; **Scott Irving** reminded us to fill out the sheet for spouse contact info; **Jim Soudriette** wanted to let us know about the opportunity to help in Project CARE . **Terry Gilberg** introduced our Speaker, David Kloser, who is a visualization trainer and author. His book, entitled ***"Stepping Up to the Plate"*** incorporates life lessons learned through baseball which he obtained from interviews with over 300 major league baseball players, coaches and owners. That concluded the 4738th meeting of Phoenix Rotary 100.

PHOENIX ROTARACT - 12 TONS OF WATER!

The hot summer is here and Phoenix Rotaract members are kicking off their 3rd annual "TONS OF WATER" campaign with the goal of delivering **12 TONS** of water to the St. Vincent de Paul in downtown Phoenix. Phoenix Rotaract members are collecting bottled water and cash contributions from family, friends, co-workers and District 5490 Phoenix metro area Rotary Clubs. Per Phoenix Rotaract Club President, Lindsay McCarron, "Phoenix Rotaract members are looking forward to working with the Rotarians of Phoenix Rotary 100, our sponsoring Club and flagship of District 5490." In August, Rotaractors are also visiting other Rotary clubs in District 5490 to talk about the water campaign and Rotaract.

Phoenix summers are always hot and 2008 will no doubt repeat the cycle. In these high temperatures, the homeless are particularly susceptible to dehydration and water is critical to survival.

Teresa Clark, a member of Phoenix Rotary 100 and owner of Water Promo (www.waterpromo.com), provided and delivered the water in 2007 and has pledged to assist again. The campaign will culminate with Rotaractors delivering and distributing the water to about 800 homeless clients of St. Vincent de Paul during lunch on Saturday, August 23; bottles of water will also be distributed to other St. Vincent de Paul charity dining rooms through September. St. Vincent de Paul has been serving the homeless and economically disadvantaged since 1946 and provides over six million meals to hungry individuals per year.

Do all the good you can, in all the ways you can...

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Published weekly for $35.00 per year by:
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Vice President: Carl Balderson
Secretary: Lillian Coury
Treasurer: Brendan J. Kennedy
Sergeant-at-Arms: Jon Bauman
Information Officer: Steve Thomas
Immediate Past President: Karlene Keogh
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Kevin Beamon
Scott Irving
Rajesh "Tony" Kakar
Lori Kobriger
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FROM OUR MAIL BAG...

My name is Sarah M'begnon Sanogo. I grew up on the Ivory Coast of West Africa and, after I received my high school diploma, I left to study in the United States. For nearly ten months now, I have been living in Phoenix and taking classes at Phoenix College to complete my Associates Degree in Business Administration.

However, this journey to the United States was not the first time I had to leave my family. Four years ago, during political troubles in my country, the school I attended was burned down. I was forced to move to Senegal for three years. Being in the United States is wonderful.. My parents are in Africa and I am fortunate to have a "home" here in Phoenix. However, it is very far from my school and I do not have a car. I now live on 75th Avenue and Indian School and Phoenix College is on 15th Avenue and Thomas. I am hoping to find a place to live that is closer to school for my remaining year of college.

Thanks to my father, who is a Rotary member, I was introduced to Dr. and Mrs. Terpstra, who offered to help me find a more suitable place to live. The blessing of being here is compounded by the kindness of people such as the Terpstras. A little about myself: I read abundantly and listen to music (quietly). Sometimes I may seem pensive but this is just a symptom of homesickness. The books and music help. I completely respect the rules of any house. I would continue to do so anywhere else that I would be welcome to live for the remainder of my schooling.

Thank you for your interest. I hope that we shall meet soon and become friends.

If you can help Sarah, please contact the Rotary Office.