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Communications

Chuck Wright

Appointments

Membership Chair

Roman & Weed

Rotary Spirit

Carol Furtado

Programs

Krietz & Weed

Public Relations

Dick Ringness

Stockton East Rotary
meets every Friday
12:15 PM
Elkhorn Country Club



The Official Newsletter of Stockton East Rotary

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

The Grapevine

Apr 2, 2010

*Today's Speaker is Emily
with the Miracle Mile Improvement District*

Ballus has worked with both public and private corporations, sports commissions, and local governments and businesses to create partnerships that pull diverse organizations together for the greater good and align for positive change. In January 2008, Ballus was named the first Executive Director for the Miracle Mile Improvement District, a non-profit improvement district formed by property owners located in Stockton CA. Her career accomplishments include expanding the Women's United Soccer League San Jose CyberRays' marketing and sales efforts where she served as Executive Director of Ticket Sales and Marketing. As the National Director of Marketing Programs for the 1999 FIFA Women's World Cup, Ballus was instrumental in spearheading marketing platforms for the tournament, which became the highest attended women's single sporting event in history. Prior to the Women's World Cup, Ballus served as the Director of Game and Player Operations for the launch of Major League Soccer.



(continued on page 3)

Future Programs

- Apr 9th Club Assembly
- Apr 16th Robert Granberg, P.E., City of Stockton Water Resources
- Apr 23rd Meeting Moved to the Asparagus Festival

Important Dates to Remember

- Apr 6th SER Board Meeting
- Apr 23rd Asparagus Festival
- Apr 30th District Conference
- May 8th Game Night at the Wolterstorff's House
- May 15th District Assembly
- Jun 20th International Convention



SERVICE Above Self

District 5220 Make-Up Opportunities

MONDAY

Lodi Tokay	Noon
	Lodi's Elk Lodge
Modesto Gateway	Noon
	Sportsmen of Stanislaus Club
Modesto North	5:30 PM
	Appetez
Stockton Delta	Noon
	Angelina's Restaurant

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
	Platinum

WEDNESDAY

Lodi Sunrise	7:00 AM
	Woodbridge G&CC
Modesto East	12:15 PM
	Appetez
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
	Holiday Inn Express
Manteca	Noon
	Isadore's Restaurant
Modesto Sunrise	7:00 AM
	SOS Club
Riverbank	7:15 AM
	Perkos

FRIDAY

Galt	Noon
	La Quinta Restaurant
Galt Sunrise	7:00 AM
	La Quinta Restaurant
Oakdale Sunrise	7:00 AM
	Oakdale Country Club
Salida	6:45 AM
	Holiday Inn Express

A Little Brag from President Prag

As we end Rotary International's literacy month, thanks again to Nabeel Cajee for talking to us last week about his international literacy experience in Medellin, Colombia this past year.



DG Susan Drake featured our club prominently in last week's Friday Facts column. She acknowledged we were the latest club in the District to qualify for a STAR award, which means we have donated an average of at least \$125 per member this year to the Rotary Foundation's Annual Program Fund. We went "over the top" through a very generous donation from Past President Mark Hall, which had the added dual effects of qualifying his daughter Rachel for an honorary PHF and himself for a PHF+3, awarded to him at last week's meeting. Congratulations, Mark, and congratulations to all of our club members who donated this year and helped us qualify for this prestigious award.

I am still looking for one volunteer to assist Becky Potten in delivering 34 paperback dictionaries to Washington Elementary School next week and one or two volunteers to deliver 105 such books to Fillmore Elementary School next week. This is our first year as a participant in the annual city-wide Rotary Dictionary Project. Let's make it a success. Please contact me privately if you can help. We're talking about no more than a one hour time commitment.

Thanks to Chuck and Danielle Krietz for hosting the 2nd annual "be kind to incoming SER President Night" at their home last Monday. We had eight past presidents in attendance, along with Messrs. Hamilton, Prag, and Richter. The Native Americans have a tradition of passing down the tribe's collective wisdom from the elders to the new leaders. Stockton East is following successfully in those time honored footsteps. Neil and Don, although your time has not yet arrived, enjoy the gift of the support and experience that has been and will be provided to you. That support and experience has meant a lot to me over the past year, as I know it will to you.

Please be reviewing the materials Neil Hamilton passed out last week in preparation for our Club Assembly next week. (continued on page 3)

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.stocktoneastrotary.org

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A small business owner in her own right, Ballus founded and developed MOJO Sports Event Solutions, LLC, a special events and sports production company. Through MOJO Sports, Ballus led the Silicon Valley Football Classic to financial success, and saw the event generate over \$14 million in economic impact for the City of San Jose during her tenure. She has produced international soccer friendlies with teams from Mexico, Argentina, the former USSR, and England.

An avid believer in life-long learning, Ballus is currently working on her doctorate in sports management at the United States Sports Academy.

From Jill in Mr. Weed's Office

by Cory Farly,

Oh, boy. I'm going to live forever.

At least I am if a study done in Germany by Dr. Karen Weatherby, and alleged to have been reported in the New England Journal of Medicine, is valid.

The researchers supposedly found that staring at women's breasts for 10 minutes is as healthy as half an hour in the gym. A five year study showed that men who copped a look had lower blood pressure, less heart disease and slower pulse rates than those who did not get their daily eyeful.

(continued from page 2) We will be spending most of the April 9th meeting discussing our first steps in implementing a five year strategic plan for the club.

If you have not yet signed up with Rick Fooy for the Asparagus Festival on April 23rd through 25th, be sure to do so this Friday. We still need volunteers for all three afternoons.

Courtesy of Chuck Krietz's and Chris Weed's ongoing efforts, we have many interesting and diverse speakers assembled for the next three months, as you can see from the listings on our club website. Don't be shy about asking a prospective member to come to the club as our guest to hear one of them.

Remember: the Future of Rotary is in Your Hands.

YIRS, President Jeff

Fly the Flag

Sunday, 4/4 Easter Sunday

SER Friday Greeters

Today: Marsha Costanza

Next Week: Mr. No Show

SER Birthdays:

4/2 Geoffrey "Jeff" Pate; 4/6 John Levyssohn; 4/8 Josh Graves;

C
HW **Christopher H. Weed CPA, Inc.**
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Learn more about our District at www.rotary5220.org and International at www.rotary.org

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