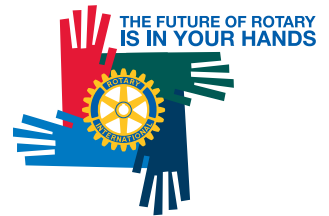


S P R I N G



MARCH 4, 2010

**THIS WEEK
PROGRAM CHAIR**

STOCKDALE CHRISTIAN SCHOOL WIND ENSEMBLE



FEBRUARY 25, 2010 MEETING KEN SECOR, EDITOR

In his best flamboyant manner and offering praises to the beautiful weather, **President Duane** called the meeting to order promptly at 12:20 p.m. The Prez asked **Assistant Police Chief Lyle Martin** to come forward and give the invocation, and Lyle did a brief but solid job of presenting the prayer. President Duane temporarily seemed to have lost sight of **Andy Barkate**, but found him in time to ask Andy to lead the assemblage in the salute to our nation's great flag. A bit of confusion followed over the song conductor's assignment, but **Justin Leland** ultimately emerged from the crowd and fulfilled that duty; "God Bless America" was his tried and true choice.

The Prez announced that the answer to the well-known "Where's the beef?" question could be found by viewing the two Rotarians managing the roving microphones: **Ray Karpe** and **David Dobbs** turned out to be the assignees in question. After enduring his now-traditional wild and wonderful introduction by the Prez, **Sergeant-at-Arms Steve Illingworth** first noted that no visiting Rotarians were present, and then called upon club members **Don Clark**, **John Houchin**, **Daphne Harley**, **Bernie Herman**, and **Ben Hanson** to introduce their respective guests. President Duane concluded the opening ceremonies by presenting those seated at the head table: **Program Chairman Ben Hanson**, **Tammy Combs**, Virtual Business Plan Coach for the Centennial High School team, and **Carlos Sardo**, Centennial's Assistant Principal.

GOOD NEWS, ETC...

Several members responded to the Prez's call for Good News announcements. Their "news" embraced a wide range of subjects:

Sheryl Barbich reminded those present that their "previously-used art" would be welcome as donations at the Bakersfield Art Museum, for re-sale on March 18 and 20. March 18 will be a pre-sale opportunity with an admission charge, while March 20 will be an event open to the general public.

Continued on page 2.

U P C O M I N G P R O G R A M S

March 11 **Solar Power**
Jake Thone

March 25 **DA Office**
Lisa Green

March 18 **Ready to Start**
Larry Reider

April 1 **TBA**

Continued from page 1.

Jeff Johnson rose to announce the arrival of a granddaughter, just after his return from his Rotary NID trip to India.

“Dr. Bob” Sheldon stood to add his input to the Mercy Hospitals story recounted by **Russell Judd** as the program at the February 18 club meeting. Because of his long tenure in local medical practice, Bob was able to offer comments as an actual observer and participant in much of Mercy Hospitals’ history. Of particular interest were his anecdotes about the emergency conditions surrounding medical services after the 1952 earthquakes. He also reinforced Russell’s recounting of the importance of the Mercy/Memorial affiliation in the hospital recovery and development activities subsequent to the earthquakes. He concluded with an emphasis on the importance of the community’s outstanding support over the years, support that has resulted in today’s excellent medical facilities and programs.

Bruce Biggar noted that the meeting no longer lacked a “visiting Rotarian,” inasmuch as **Brent Dezember** had arrived a bit late. Bruce also reminded volunteers for the Business Leadership and Ethics Conference that it was scheduled for (next) Tuesday, March 2. Rotarians need to be in place by 8:00 a.m. to assure that the event can proceed in a timely manner.

Jon Van Boening inquired as to whether or not the \$600,000 advance had been repaid by Mercy to Memorial after the 1952 earthquake recovery affiliation (query probably humorous?).

Scott Johnson gave a “public service announcement” that his mother, **Evelyn**, had passed her driving exam and been foolishly authorized by DMV to drive on public thoroughfares for another five years. This jovial comment cost him \$50.

ANNOUNCEMENTS & CORRECTIONS...

President Duane announced that he wanted to highlight an important honor afforded one of the club members. One of the most significant awards offered by the California Women’s League is nomination for recognition as the Susan B. Anthony Woman of Distinction, and Bakersfield Rotary’s member **Susan Hersberger** has received that recognition for 2010.

The Prez noted, with apparent jealousy, that he had never made the front page of the Californian, but one of the club members had just done that. He asked **Shannon Grove** to stand and explain her situation. Shannon indicated that she had been expecting recognition for her impending status as a grandmother, but newspaper coverage of her decision to run for the 32nd District California Assembly seat had leaked out prior to her formal announcement. She advised the assemblage that she would be making that announcement at 2:00 p.m. at the Elections Office, and invited any interested Rotarians present to join her for the occasion. (At this point, it was noticed that Past-President Daphne was not wearing her Rotary pin, an oversight that cost her \$10.)

Following up on his promise at the previous club meeting to provide additional information about the First Annual Kern County 12-Club Rotary Dinner scheduled for March 19 at the Doubletree Hotel, President Duane called attention to the flyers for that event residing on the luncheon tables. The guest speaker will be **John Blount**, member of the Rotary Club of Sebastopol and Rotary International Director. His topic will be “What’s In It for Me?” Bakersfield Rotary members are encouraged to sign up, and the dinner is still good for make-up credit.

The Prez asked **David Dobbs** to remind the members present once again about the outstanding club social event calendared that very evening at David’s Imbibe Wine & Spirits (4140 Truxtun Ave.). David noted that the

Continued on page 3.

AREA MEETINGS

MONDAY

Bakersfield South - Noon
Petroleum Club

Wasco - Noon
Veterans Hall on Poplar Ave.

TUESDAY

Bakersfield North - Noon
Petroleum Club

Inyokern - 6:00 p.m.
Bernardino’s

WEDNESDAY

Bakersfield West - Noon
Stockdale Country Club

China Lake - Noon
Heritage Inn

Shafter - 6:30 a.m.
Shafter Vet’s Hall

Bakersfield Breakfast - 6:45 a.m.
Petroleum Club

Taft - Noon
Jo’s Restaurant

Bakersfield Twilight - 6:00 p.m.
T.J. Maxwell’s

Interact - 2:40 p.m. BHS
Auditorium #301

THURSDAY

Frazier Park Rotary - 5:30 p.m.
Los Pinos Restaurant

Bakersfield Downtown - Noon
Bakersfield Art Museum

Tehachapi - Noon
Kelcy’s Restaurant

Delano - Noon
Kong’s Dynasty

Kern River Valley - 6:00 p.m.
Ewings

FRIDAY

Bakersfield East - Noon
Veteran’s Hall

ROTARY OFFICE

Phone: (661) 325-0696



Continued from page 2.

social, featuring wine and hors d'oeuvres, was scheduled from 4 to 7 p.m., and although space was limited to 75 persons, some room was still available. He added a plug for a Bakersfield West Rotary fundraiser planned next Saturday at Valentien Restaurant (3310 Truxtun Ave.). It may be a bit pricey at \$1,000 per couple, but a case of wine valued at \$800 is included with the outstanding meal. Interested club members should contact **Greg Bynum** of the West club.

President Duane commented that Rotary had passed its 105th anniversary the previous day. He noted that this was an event of significant interest to all Rotarians, but added that, in researching with Evelyn the background on Rotary's birthday, he had discovered another birthday having more personal impact on club members: Evelyn herself was having an anniversary! With **Bob Kapler's** musical assistance, Duane showed slides memorializing her life, the assembly sang "Happy Birthday," and a large bouquet of flowers was presented to her.

PROGRAM...

All other club business being concluded, President Duane asked **Ben Hanson** to introduce the day's program. Ben indicated that he and his guest of the day, **Mike Congdon**, were recently comparing notes at the office about their offspring, and Mike had described his daughter's involvement in the Virtual Business program at Centennial High School. As they talked, it became obvious to both Mike and Ben that an appearance at Bakersfield Rotary could be very helpful to the Centennial student team as they prepared for upcoming national competition in New York – and so the day's program evolved. Ben continued by turning to **Assistant Principal Sardo**, a founding member of the Centennial staff, to provide background for the students' presentation.

Mr. Sardo took a moment to thank the club for its partnership with the Kern High School District in presenting the Business Leadership and Ethics Conference, an activity of significant value to KHSD participants. He then traced the origins of the Virtual Business concept from its initiation in Europe (Austria), its spread across the ocean to New York, and its eventual entry into California. Currently there are some 162 teams in our state's schools. The Virtual Business educational model is based on the idea that students will learn better in a hands-on, "realistic" environment. The Virtual Business classroom at Centennial is set up as an office space (cubicles, etc.), in which students work at learning business skills. No real product is manipulated, nor is real money exchanged; but the skills and practices related to product and financial management are simulated in the classroom. Many of the simulated transactions involve use of the Internet or attendance at trade fairs; these experiences provide interaction with other Virtual Business students around the globe. Over the years, CHS classes have also had the opportunity to participate in teleconferences linking multiple cities and countries. The Virtual Business approach thus includes a valuable introduction to the use of business technologies.

Mr. Sardo continued by noting that the current Centennial Business Plan team had placed second in competition within California and would now be going to New York for the national competition. In New York, the team will have twelve minutes for their presentation, followed by a question-and-answer session lasting nine minutes. Judging is solely based on a team's business plan presentation; and so the Centennial team's presentation at Bakersfield Rotary represents an opportunity for both practice and constructive critique. He noted that Rotarian observers might see some differences

Continued on page 4.

OFFICERS

OFFICERS

Duane Keathley*President*
Paul Sheldon, Jr.*Secretary*
Shawn Kelly*Treasurer*
Steve Illingworth*Sgt.-at-Arms*

BOARD OF DIRECTORS

1 yearEric Matlock
.....Colleen McGauley
.....Carla Musser
.....Ben Taft
2 yearsCathy Abernathy
.....Richard Mallard
.....Dave Plivelich
.....David Turner

Past President

.....Harvey McCown

President Elect 2010-2011

.....Harry Starkey

R.I. PRESIDENT

John Kenny
Grangemouth, Scotland

DISTRICT 5240 GOVERNOR

Luz Maria Ortiz-Smith
Santa Barbara Sunrise

ASSISTANT GOVERNOR

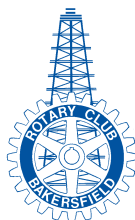
Susie Geiger
Taft

GROUP REPRESENTATIVE

Harley Pinson
Bakersfield West

ROTARY OFFICE

P.O. Box 1628, 93302
Phone: (661) 325-0696
FAX: (661) 322-2311
staff@bakersfield-rotary.com
www.bakersfield-rotary.com



Continued from page 3.

between their real-world business experiences and the simulated economy of Virtual Business. Mr. Sardo added that it would be very helpful to the students if some of the Rotarians present would be willing to remain after the meeting to engage in in-depth interaction. He then asked the 2010 Centennial Virtual Business Plan team to begin their presentation, indicating that copies of their PowerPoint slides and the Business Plan itself had been placed on the luncheon tables.

The students comprising the CHS team are: **Mitchell Cesare, Lacey Congdon, Kristin Ewert, Christopher Picato, and Annie Soo.** Their simulated business is Picture This, a retail store selling digital cameras, video cameras, materials and software for finishing pictures, and various training and support services associated with photography. Lacey is the CEO of the simulated business, Christopher is the CFO, and Mitchell serves as its Director of Sales and Marketing.

The five students took turns in presenting their twelve-minute business plan slide show. It included statements of company mission and purpose, a description of the planned Picture This store and its products and services, information on the company's leadership and organizational structure, industry analyses of its product line, marketing plans for the elements of the overall store package and its target clientele, economic and risk assessments, and a financial plan. An amazing amount of information was presented quite effectively in the available time. It should be mentioned that the MS Office software suite in President Duane's laptop computer was out of date, and so the students had to overcome considerable technical difficulties in making their presentation.

At the conclusion of their formal presentation, the students moved immediately into question-and-answer mode. Wide-ranging questions were fired at them from various club members, including **Lorna Brumfield, Jon Van Boening, Greg Gallion, Barry Zoeller, Bruce Freeman and Mike Braun.** In general, the students responded nimbly, although one or two queries seemed to take them by surprise. However, even if apparently a bit short on planning in one or two exotic areas of management, the team was impressive in managing to come up with some sort of answer.

When the questioning was over, President Duane regained the podium and called on the CHS team's faculty coach, **Tammy Combs,** for a few comments. She indicated that the two-day New York competition was being sponsored by Microsoft. Tammy continued by noting that the tough Rotarian questions just asked would be most helpful in further seasoning the team for that competition. In response to a question from the audience regarding the source of funding for the trip, she replied that the \$2,000 cost per student would be covered by private fundraising – but that such efforts were still about \$4,000 short of that goal. At this point, the Prez presented Tammy with a (perhaps somewhat modest) club check to help with the trip. This was quickly followed by a \$100 personal contribution from Daphne Harley, immediately augmented by a flood of additional offers from other club members. A gratified President Duane stated that the contributions would be pooled, and another check for the total given to the CHS team.

There being no further business, the Prez adjourned the meeting at 1:12 p.m.

AREA MEETINGS

MONDAY

Bakersfield South - Noon
Petroleum Club

Wasco - Noon
Veterans Hall on Poplar Ave.

TUESDAY

Bakersfield North - Noon
Petroleum Club

Inyokern - 6:00 p.m.
Bernardino's

WEDNESDAY

Bakersfield West - Noon
Stockdale Country Club

China Lake - Noon
Heritage Inn

Shafter - 6:30 a.m.
Shafter Vet's Hall

Bakersfield Breakfast - 6:45 a.m.
Petroleum Club

Taft - Noon
Jo's Restaurant

Bakersfield Twilight - 6:00 p.m.
T.J. Maxwell's

Interact - 2:40 p.m. BHS
Auditorium #301

THURSDAY

Frazier Park Rotary - 5:30 p.m.
Los Pinos Restaurant

Bakersfield Downtown - Noon
Bakersfield Art Museum

Tehachapi - Noon
Kelcy's Restaurant

Delano - Noon
Kong's Dynasty

Kern River Valley - 6:00 p.m.
Ewings

FRIDAY

Bakersfield East - Noon
Veteran's Hall

