

Rotary Club of Benicia

Service Above Self

February 14, 2017

Terry Scott – Chief Strategist



Terry Scott is the chief Strategist for the Scott Consulting Group and FUTUREMATTERS, LLC in Benicia, CA. He is also a Chairperson of the Benicia Arts and Culture Commission, as well as a member of various other companies and boards. He previously worked for Hasbro, and was a consultant for M&M Mars, Nestle, Goodyear, Sears Automotive, Smuckers., Clairol, Sherwin-Williams, GE and AT&T. Over the years, Terry has received numerous national and international creative awards, too. A very talented man with a great vision for Benicia!

So what is Terry up to in Benicia? Terry's plan is to help expand, enhance and exploit Benicia's identity as a Public Art destination community for both visitors as well as artists. Those of us in Benicia know that we are an artistic community. But how many people outside of Benicia know about us, know about our city, or know about our art? Terry's task is to enhance the visual landscape and "made in Benicia" branding – to help put our town on the map, and help make it a city that people know and want to come and visit. Increased awareness results in more visitor interest. More visitors means more money for our city.

Part of this process will be to develop a branding tool – an identifying label that will give our town more recognition. "Made in Benicia: small town pride, national and international reach." It is all an excellent process to help put Benicia on the map!

Reminders, Notifications, Items of Interest.....

1. Susan Hurl has indicated that there will NOT be a marble draw next week (03/28/17) as she will be out of town and wants to be present since we are down to two marbles and the pot-o-money is now \$1298 as of today. (Last week, it was incorrectly reported that there were 4 marbles left.)
2. The Benicia Education Run is Sunday, April 23rd. If you are a runner, sign up. If you are not a runner, over 150 people are needed to help during the run. You can volunteer!
3. Our big golf tournament is scheduled for Friday, August 11th. We will need players, sponsors, volunteers, and prizes. So mark your calendars now, and start talking about the tournament to your friends and coworkers!
4. Our regular club meetings are now beginning at noon. Food is available at noon, and the bell to begin the meeting will ring at 12:15. This is an effort to get people in and out and back to work in a timely manner.
5. Since we had such a successful golf tournament last year, we are not planning to sponsor *Expanding Experiences* during September 2017.
6. We are looking for new members. They are out there. But you have to invite them! Think of someone you can bring to Rotary!
7. Several people asked for Craig Needham's contact information. He was the gentleman that spoke to us on 03/14/17 about his mom and how she contracted polio at such an early age. Here is his business card:

Craig Needham, Attorney
Needham Kepner & Fish LLP

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San Jose, CA 95126
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Look who was happy today!

- Tom Gavin – UCD won and got to go to March Madness, then immediately lost to Kansas; he gave money because of basketball.
- Bill Warren – is a new dad....to two Golden Retriever puppies! Look out – is your house puppy proof?
- Sue Fisher Jones– is recovering from a tailbone injury. (Bet that was pain in butt!)
- Jon Dwyer – Benicia has a new city manager. Hmmm? New Rotary member?
- Rebecca Sgambati – thought today's 7:15 AM board meeting was a hoot and she laughed for an hour.
- Ash and Faiz, guests of Bill Warren, donated money to our club to thank Bill for his help in banking.
- Tony Shanahan, the President-Elect for Vallejo Rotary, donated money because Steve McClure drove him to PETS recently.



This is the updated Rotary logo.

