



ROTARY CLUB OF BENICIA

Club founded in 1967

Bill Warren Assumes Office....Temporarily



Today, our fearless leader, Jim Lessenger, was away from his presidential post. Bill Warren stepped up to perform all of Jim's duties as president and did an excellent job. Yeah Bill!

A Birthday Today

Mario and his twin sister, Melissa are celebrating their 41st birthday today. Several Rotarians indicated that they had never seen Melissa, so here is a picture of them when they were very young. Mario is on the left.



Your Message Matters! — Jill Lublin



Our speaker today was Jill Lublin, an international speaker

on the topics of Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of 4 bestselling books including Get Noticed...Get Referrals (McGraw Hill) and co-author of Guerrilla Publicity and Networking Magic. Her latest book, Profit of Kindness went #1 in four categories.

Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 20 years' experience working with over 100,000 people plus national and international media. Jill teaches Publicity Crash Courses as both live events and live webinars and consults and speaks all over the world.

Jill helps others get their message out! It is all about your message — the right message will ignite and stimulate others to respond. A great message equals real solutions in any marketplace.

Jill queried our club members about what causes lack of service and failure to contribute. Some members' answers were: time, too busy, lack of energy, fear of the unknown, and feeling

Happy Dollars

- Jon Dwyer** was \$300 happy. As DG, he has visited 65 clubs and has only 7 left, one of which is ours. He spoke about the Paradise Fires and how wonderful Rotarians have been in assisting the people of Paradise. His old clunker car died in Colusa with over 195,000 miles, and after donating it, the club earns a value of \$40. He also had recently visited Maui for 11 day.
- Jim Trimble** was \$20 happy + \$5 for slighting our incoming president, Martha. He was happy that Bill Warren was acting president, and that Jon Dwyer was here today.
- Charles Young** was \$20 happy because our club always seems so happy, and he appreciates our work with Liberty HS!
- Susan Hurl** went to the DR for her annual check up. The DR said she is fatter, shorter, her arthritis is worse, her feet are bigger, but her blood pressure was only **110/71!** She was happy about that and donated money!
- Bill Warren** and his wife, Wanda, were driving their Ford Freestyle, but another car failed to stop and the car was severely damaged. Everyone was OK! Bill and Wanda purchased a new Chevy Traverse! He was \$20 happy!



overwhelmed. Jill talked about giving people real things that they can do, or they can contribute.

Jill feels the it is critical to create a message the people can grasp — with an appeal to people to make a difference. People want to feel useful. She also talked about perception issues about Rotary — things such as an attendance requirements, membership, elitism, and time commitment. How does our club get the message out to others that these perceptions are untrue??? Perhaps time is the biggest commodity, so we need to give out bite-sized portions, invite all ages of people and make it comfortable for everyone.

Bottom line, your message to others matters. Continue to spread your message!

Important Dates

January 29 - Benicia Rotary Club Assembly (no guests, please)

February 5 - Visit by District Governor, Jon Dwyer

February 12 - Rotary Board Meeting

February 12 - Liberty Oversight Committee Meeting

February 12 - Our club will meet at the Benicia Museum (lunch by Elviarita's)

March 1 - Tahoe City Rotary Ski Challenge

May 5 - Benicia Run for Education



