

ROTARY CLUB OF SANTA MONICA
Club Service - Member Services
Avo Guerboian, Director



Avo Guerboian

Club Service-Member Services committees of the Rotary Club of Santa Monica focus on engaging members by providing enjoyable mechanisms to develop closer ties amongst Rotarians and their families.

In addition to increasing social activities beyond regularly scheduled Club Meetings, we intend to continue improving communications not only with Rotarians, but also with the community at-large to increase awareness of Rotary and our Club Members' involvement in local and international community service projects and fundraising events as well as scholarship and community grant opportunities. We will make every effort to meet or exceed the following objectives.

COMMUNICATIONS

We are committed to improving communications to ensure that our Club's members have accurate and timely access to announcements, helpful information, and opportunities to participate in events and projects. Most Club members are regular email users and many are Internet savvy. As more and more Club members and prospective Rotarians use social networking tools and expect attractive and easily navigable websites, we understand the importance to meet these user demands. Similarly, we must also continue to meet the demands of a small number of members who prefer fax or mail delivery as they do not use computers.

We are also committed to raising visibility of the Rotary Club of Santa Monica in the local community and intend to do so by preparing and distributing press releases regarding Club projects and activities as well as posting articles and other information on the Club website and social networking sites.

We created an umbrella Communications super committee comprised of chairs of the four (4) predominant communications-related committees -- Rota-Monica, Website/Internet, Photographer, Publicity – to ensure consistent messaging and develop a systematic press relations approach to publicize Club and Rotary activities and programs within the community. The super committee will not supplant the work of the nested committees, but rather will provide support, encouragement, facilitation, and coordination among them.

To share and renew memories and increase fellowship amongst Rotarians members, we will continue to exhibit photos showcasing recent activities during pre-meeting slide shows, in Rota-Monica and on the Club website as well as maintain searchable archive of photos on website to generate enthusiasm and interest in upcoming events and upcoming opportunities to volunteer for Club events, Rotary International programs or Community Service activities. This also facilitates recognition of fellow Rotarians, helping members put names to faces.



Suzan Allbritton

A. *ROTA-MONICA* – Suzan Allbritton & Bill Buxton

Objectives

- 1 Publish *Rota-Monica* newsletter and distribute to Rotary Club of Santa Monica membership to communicate achievements, announce events and foster fellowship within our community.
- 2 Enhance entertainment value by engaging variety of committee members and volunteer writers to provide articles and information.
- 3 Highlight Club, District and International news, events and projects.
- 4 Include Rotary Month topic feature stories and Rotary Foundation news.
- 5 Motivate members to attend weekly meetings and other events and list adjacent club make-up locations.
- 6 Convey the Rotary spirit with taste and humor, and attempt to mention as many members as possible in print. New member's biographies highlighted.
- 7 Embed Facebook and Twitter logos with hyperlinks to club addresses in online version.
- 8 Include Embed Facebook and Twitter logos and associated Club addresses in print version.



Bill Buxton

Projects

- 1 Publish *Rota-Monica* each week meetings held. Post to website, send email announcement with link to publication to membership and mail hard-copy to members without email.
- 2 Increase writing staff.
- 3 Coordinate distribution via email and through the Club's website.

B. ROSTER - Steve Litvack

Objectives

- 1 To maintain and publish roster information and membership list in a cost-effective format that can easily be kept current.

Projects

- 1 To have new members' information pages printed four times per year in the most economical manner. Also, to update and print the membership list at least semiannually.
- 2 Coordinate with other committees to ensure that member information is available via email.



Steve Litvack



Jim Dyer

C. INTERNET COMMITTEE – Jim Dyer

Objectives

- 1 Complete redesigning and remerchandising Club website
- 2 Provide accurate and timely information about Club activities, meeting location and all members to help make new members and visiting Rotarians feel welcome and learn about the club and its activities quickly
- 3 Obtain information and photos from Committee Chairs, Board and Members.

Projects

- 1 Maintain Club's website so that current, relevant information posted.
- 2 Improve systematic updating and distribution of club news, events and activities' announcements.
- 3 Promote community involvement, events and charitable donations via Club website and social media.
- 4 Plan and implement migration to Club Runner 1st half 2011. Ensure data integrity and membership privacy controls are activated upon implementation.
- 5 Embed Facebook and Twitter logos with hyperlinks to club addresses on each webpage.
- 6 Embed Facebook and Twitter logos with hyperlinks to club addresses on email signature or email template.
- 7 Embed video player on website.
- 8 Record videos of our meetings. Edit and upload clips to Club website and Facebook/YouTube/Vimeo.

D. Public Relations/Advertising – Roxana Janka

Objectives

- 1 Raise the profile of the Santa Monica Rotary Club among the local and regional community to attract prospective members and new funding for the Foundation.
- 2 Generate awareness of the Club and its philanthropic efforts that benefit local community and educational organizations.

Projects

- 1 Execute targeted media outreach around strategic club announcements and events to garner media mentions and calendar listings.
- 2 Develop feature story ideas that illustrate the connection between the Club's efforts and the general public and local community.
- 3 Carry out planned advertising buys leveraging relationships with local media to maximize existing budget.



Roxana Janka



Iao Katagiri



Jim Dyer

E. PHOTOGRAPHER – Iao Katagiri & Jim Dyer

Objectives

- 1 Capture and retain a pictorial record of weekly meetings and special events.
- 2 Photograph weekly speakers with the Club President and/or Club member who introduces our speaker.
- 3 Provide digital pictures to the webmaster for display on website.
- 4 Provide digital photos to run as pre-meeting slide shows.

Projects

- 1 Produce automated slide show to run during the luncheon (i.e., prior to the start of the program) comprised of candid photographs of Rotarians at recent meetings, at events, at committee meetings, and so forth. We believe that this

FELLOWSHIP/FAMILY OF ROTARY

In the spirit of Rotary International's emphasis on the Family of Rotary, we have clustered the following committees together under this umbrella designation: Socials and Entertainment, Support Visitations/Cards/Condolences/Family Invitations, Rotary Around LA, and Host/Hostess Dinners. In each of these committees, participants will be reminded of the importance of making family members of Rotarians, living and deceased, feel welcome to participate in club activities.



John Dravillas

F. FIRST TUESDAY - John Dravillas & Rosemary Regalbuto

Objectives

- 1 Provide members forum for developing fellowship and recruit new members.
- 2 Promote camaraderie and good spirit among the members.
- 3 Ensure all events are self-supporting.

Projects

- 1 Plan and promote monthly 1st Tuesday Happy Hour gathering at new local venue each month.
- 2 Extend invitation to all Rotarians at nearby Rotary Clubs via email to those Clubs' Presidents.



Rosemary Regalbuto

G. Third Thursday – Daniel Bennett & Karim Jaude

Objectives

- 1 Provide forum for developing fellowship amongst members and recruiting new members.
- 2 Promote camaraderie and good spirit among the members.



Daniel Bennett

Projects

- 1 Meet informally over breakfast at set location 3rd Thursday of each month.



Karim Jaude



Klaus Mennekes

H. ENTERTAINMENT (Other) – Klaus Mennekes

Objectives

- 1 Provide members a choice of events for getting to know fellow members and their families and having fun.
- 2 Plan activities that can appeal to smaller groups rather than the membership as a whole.
- 3 Create opportunities for members to get to know other members by having members sit at different table locations.
- 4 Promote camaraderie and good spirit among the members.
- 5 Create an atmosphere of fun at the meetings and the special events.
- 6 Ensure all events are self-supporting.

Projects

- 1 Beach BBQ at the Lower Bel Air Bay Club (October)
- 2 Getty or other museum visit (November)
- 3 Holiday Party (December)
- 4 Other social events (TBD)

I. SUPPORT VISITATIONS/FAMILY INVITATIONS - Jim Reidy

Objectives

- 1 Ascertain information concerning Rotary members who are hospitalized or sick at home. In addition, flowers will be sent to the hospital or home and personal visits be made to those who are ill, to express our concern.

Projects

- 1 Arrange to obtain Club Members signatures on get well cards during Club meetings, then send to sick Rotarians.
- 2 Express well wishes via personal visits and sending flowers to ailing Rotarians in hospital or at home.
- 3 Work with Club's website coordinator to develop a link on our website for Rotarians to send flowers to anyone sick or may otherwise need encouragement.



Jim Reidy

K. HOST/HOSTESS DINNER – Monika White

Objectives

- 1 Help new and older members become better acquainted with each other.
- 2 Promote friendship, fellowship, and an opportunity for spousal involvement with Rotarians.
- 3 Proceeds from this program assist in funding our high school and college scholarship programs.

Project

- 1 Each participant will host one dinner and attend three other dinners; each attending four dinners.



Monika White

**L. ATHLETICS – Golf: Eric Jorgensborg
Tennis: Karim Jaude**



Eric Jorgensborg

Objectives

- 1 To arrange sporting events that will interest members to get involved in the Rotary Club of Santa Monica for the purpose of fellowship and camaraderie among our members and will promote a competitive spirit with other community service clubs. The committee will strive to have individual members of the Athletics committee assume responsibility for planning and coordinating one or more events or outings.

Projects

- 1 Organize at least one golfing outing
- 2 Arrange and host tennis matches 1st Friday of each month at Riviera Country Club.



Karim Jaude

M. CLUB HISTORIAN – John McIntire

Objectives

- 1 The Historian retains all archival material in an appropriate storage facility notifies the board of any change in location of such material. The historian regularly updates a brief description of the club's history for the club roster and for presentation to new members.



John McIntire

Projects

- 1 Update and retain club history materials.