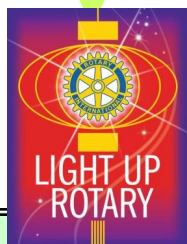


WEST SIDE STORY

AUGUST 7, 2014

**P.O. Box 35010 Phoenix, AZ 85069
www.phoenixwestrotary.org**



**Attendance: 7/31/14
13 members
3 guests**

**How do YOU plan to
Light Up Rotary this
year?**

The Four Way Test of the Things We Think, Say or Do.

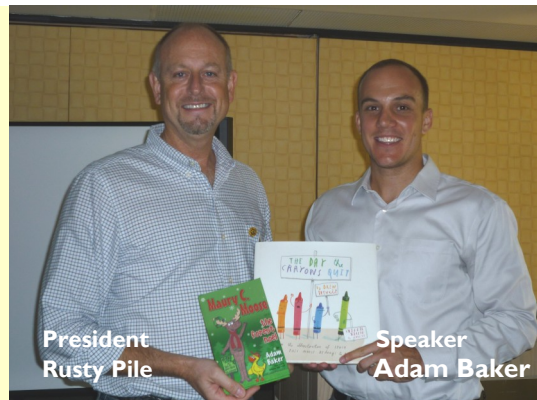
- Is it the TRUTH?
- Is it FAIR to ALL CONCERNED?
- Will it build GOODWILL & BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to ALL CONCERNED?

Rotarian Code of Conduct

1. Act with integrity & high ethical standards in my personal and professional life.
2. Deal fairly with others and treat them and their occupations with respect.
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world.
4. Avoid behavior that reflects adversely on Rotary or other Rotarians.
5. Not seek special business or professional advantages from other Rotarians.

Adam Baker on CROWDFUNDING

Prez Rusty called the meeting to order; Bob shared a prayer, Mel led the pledge and Wade the Four-Way Test. Ron introduced Norma's daughter Debbie, in town for Norma's "80+1" birthday celebration—Norma missed her 80th because she was in the hospital. Mike introduced wife Lisa and daughter Beth. Rusty recapped highlights of the trip to the Phoenix Rescue Mission and acknowledged Staci's ability to select great Done in a Day projects. He acknowledged birthdays and anniversaries listed on page 4.



President
Rusty Pile

Speaker
Adam Baker

Sandy stepped in as Sgt at Arms and did a yeoman's job of gathering happy bucks, late fees and fines for numerous mentions of *Tucker Tire at 1101 E. Camelback*. Fortunately Charlie had a few dollars left from his "4 days in Paris-10 day European river cruises -4 days in Prague" trip. He happily chipped in for the free advertisement. David Caplan was happy his daughter turns 21 tomorrow!

Mike Tanner introduced our speaker Adam Baker as one of the "younger generation" who is surpassing we "olders" in the use of technology that helped him pursue his dream of writing a book and getting "someone else to pay for it."

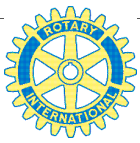
Adam grew up with a love of reading as a result of watching *Reading Rainbow* on television. The program aired from 1983 to 2006. He indicated that the host of the series LaVar Burton wanted children to continue to experience the program "free", through the use of new technology: iPads or smart phone. He needed \$1 million to make this happen. Bottom line, he used crowd-funding and a program called Kickstarter and reached his \$1 million-30 day goal in only 12 hours. In 30 days he had raised over \$6 million dollars. Adam also had a dream. Because research says that only 1 in 3 parents read to their kids at night and 50% of parents indicate that their children spend more time with video games, he wanted to write a book for the whole family including both adult humor and childhood whimsy. (Continued Page 3.)

crowdfunding:

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet

PHOENIX WEST ROTARY OFFICERS/DIRECTORS 2014-15

President	Rusty Pile	Foundation	Ron Roderique	<u>DISTRICT-INTERNATIONAL</u>	
Past Pres	Christian Lehr	FundRaiser	David Caplan & Mike Tanner	RI President	Gary C.K. Huang
Pres Elect	David Caplan	Programs	John McBride & John Angelo	DG5490	Chuck Fitzgerald
Secretary	Peter Mahigian	ClubAdm.	Christian Lehr & John Angelo	AG5490	Jon Bauman
Treasurer	Gunther Bauer	Student/Month	Gary Drummond	<u>RI INTERNATIONAL THEME</u>	
Delegate @ Large	Sandy Petersen	Bulletin	Wilma Basnett-Emerson	<i>Light Up Rotary</i>	
Delegate @ Large	Charlie Stevenson	Invocation	Bob Dawson		
Sgt/Arms	Dominic Rae	Done in a Day	Staci Glass		



MEMBERS & CLASSIFICATIONS WHO'S WHO IN PHOENIX WEST

John Angelo	Residential Real Estate
Wilma Basnett Emerson	Elementary Ed/Supt.
Gunther Bauer	Office Equipment
John Bauermeister	Third Party Logistics
Richard Bookspan	Law/Estate Planning
David Caplan	Attorney
Bob Dawson	Senior Active
Gary Drummond	Attorney-Real Estate
Foster, Wade	Healthcare
Glass Staci	Director of Development
Trish Hosking	Telephone Hardware Sales
Christian Lehr	Collections
Peter Mahigian	Music Educator
John McBride	Investment Advisor
Erich Moreno	Investments

John Norris	Health Care Adm.
Sandy Petersen	Marketing
Rusty Pile	Advertising, Graphic Design
Zahra Plagens	Residential Behavioral Health
Dominic Rae	General Contracting/Roofing
Marge Raskin	Jewelry/Specialty Sales
Ron Roderique	Bank Marketing
David Scheur	Investment Advisor
Charlie Stevenson	Retail Tires & Auto
Mike Tanner	Auto Body Repair

Honorary Members

Glen Bowlus	Don Catt	Mel Haugen	Mary Moreno
Bill Campbell	Rita Hadley	Ralph Huston	
Dean Neal	Dave Hadley	Gene Mills	

THE ABCs OF ROTARY

Membership and Extension Month

The Rotary calendar designates several months and weeks as times to emphasize major programs and activities of Rotary International.

August is Membership and Extension Month, a time to focus on Rotary's continuing need for growth by seeking new members, working to keep current members active and interested, and forming new clubs.

Check out this month's issue of *The Rotarian*. RI President Gary C.K. Huang indicates, "There is a good reason why we remind ourselves of the importance of membership early in every Rotary year: because the job of growing our membership is one that we can never begin too soon. It is also a job that we can never stop working on. In order to keep serving, Rotary always needs to be growing!"

He suggests that spouses be invited to join Rotary not just to get numbers up but because "it addresses the reality that Rotary still has far more men as members than it does women...when we bring more women into Rotary, our clubs become more appealing to prospective female members—and become more productive as well."

He shared details of a **membership support team pin**. If you invite a new member into Rotary, you get a special pin to wear with your regular Rotary pin. He reminds us that the job of growing membership does not end when a new member joins. It ends only when the new member enjoys being a Rotarian and never wants to leave. Making sure that our clubs are enjoyable places is a key part of growing membership by both attracting

new members AND retaining current members. So let's have fun together Phoenix West Rotarians, "Lighting up Rotary" together!

Phoenix West Membership as of August 2014

Current Active Members	25
Current Honorary Members	10
Average Attendance for month of July	13

(As of April 1 there are 1,220,115 Rotarians in 34,558 clubs worldwide.)



'Party in the Pines'

Saturday, August 23 • 4 p.m. on
at **Sandy Petersen's House**
1240 N. Edgewood, Flagstaff

Spousal units, guests & kids welcome
Come by for awhile or the entire evening

RSVP to Sandy by August 18th
swp@pet-com.net
or 602.287.9500

Less than 2 hours away, and at least 25 degrees cooler!
I-17 to I-40 East. 2.5 miles to Butler exit. South on Butler 2.5 miles to Skyview (just past small lake on right). Left on Skyview down hill to Edgewood. Left on Edgewood to 1240.



When you Miss Rotary, You Miss Out. Make Up At These Local D-5490 Rotary Clubs

e-Club of AZ arizonaclub.org

TUE:	Estrella (Goodyear)	Estrella Community College, 12:00PM
	Glendale Kachina	Arrowhead Country Club, Glendale, 12:10PM
	North Phoenix,	Hilton Garden Inn, Central & Clarendon, 12:10PM
	Sun City	Grand Canyon Univi-Banner Boswell Campus, 12:00PM
WED:	Glendale West,	McFadden's Restaurant, Westgate, 6:00PM
	Peoria North	Arizona Broadway Theater, Peoria 6:00PM
THUR:	Buckeye	Millslone 1st, 4th/5th Thursdays; La Placita 2nd/3rd Thursday, 12:00
	Goodyear White Tanks	Hampton Inn & Suites 7:00AM
	Sun City Del Sol	Menke's Sun City Room, 7AM
	Surprise	Links Neighborhood Grill at Sun Village, First Thurs of Mnth., 6:00PM
FRI:	Anthem	Ironwood Country Club, 41551 N. Anthem Hills Dr. 7:15 AM
	Litchfield Park	Red's Grill at the Wigwam. 7:00AM
	Peoria	Peoria Center for the Performing Arts, 9355 W. Peoria, 7:00AM
	Phoenix Rotary 100	Phoenix Country Club, 7th St & Thomas, 12:10PM
	Sun City West	SCW Foundation, Bldg., Del Webb Room 11:30 AM

ATTENDANCE TIPS

- **Put Rotary on your calendar!**
Thursdays 12:10
- Attend at least 50% of our club meetings
- Make up when you miss a meeting. You have two weeks before and two weeks after a missed meeting to make up.
- Make up at a local club OR check out an e-club.

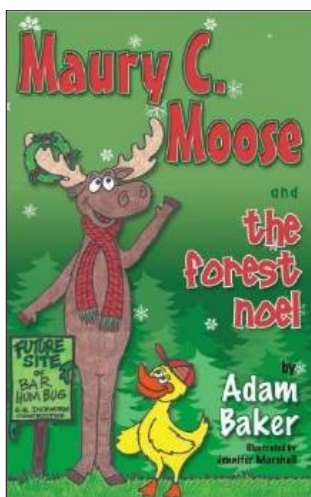
arizonaclub.org

Missing a fellow Rotarian?

Call 'em!
Pick 'em up!
Bring 'em to Rotary!

CROWDFUNDING— (Continued from Page 1)

He had no funds to make his dream a reality, so he followed in LaVar Burton's footsteps using crowdfunding through Kickstarter to reach his goal of \$5,000—89 people helped him raise \$5,725 so he published his book, *Maury C. Moose and The Forest Noel*.



The gist of crowdfunding is that you set a fundraising financial and time frame goal and select a program such as Kickstarter to help sell it to would be contributors—if you reach your monetary goal Kickstarter takes 4-5%, Amazon another 4-5% and you get the rest. You need no upfront funds. If you don't reach your goal, you pay nothing. In answer to the question—the funds you receive are not taxable income. Part of the funds go to “incentive rewards” to donors, in this case, copies of *Maury C. Moose*. Indie-

gogo is another platform Adam considered using; there are multiple platforms available.

Adam donated a copy of *Maury C. Moose and The Forest Noel* to one of Osborn's school libraries. Rotary in turn donated *The Day the Crayons Quit* in his name.



RUSTY RULES THE ROOST

The June 17, 2010 issue of *The West Side Story* featured the following article:

Rusty Pile became our newest member. A U of A Wildcat, Rusty is owner and president of an advertising agency **Avenue 25** located at appropriately 25th Avenue and Dunlap. He worked for best Western Hotels for about four years before starting his own agency in 1992. He has two children, a 15-year-old daughter and a 10-year-old son. An outdoorsman, he likes to hunt and fish and coach his son in sports. PDG Ron did the official installation and Prez Elect Staci did the honors of presenting Rusty with his Rotary pin. Rusty indicated that he is "thrilled" to be a Rotarian. His father and grandfather had been Rotarians so it is an honor and privilege to follow them in membership. Welcome to the club Rusty.



FAST FORWARD July 31, 2014: Rusty quickly distinguished himself as a leader. He is now our Club President and we learned today that his daughter just returned safely from a two-week youth trip to Israel and that he had survived a five day trip with his 14-year-old son and 86-87 year-old parents from Denver to the Black Hills, Mount Rushmore, Yellowstone, Jackson Hole and back to Denver—amazingly all in one piece and still speaking! Rusty also serves as District 5490 Webmaster and Public Image Chair.

HAPPY BIRTHDAY!



8/3 David Scheur
8/15 Peter Mahigian

WEDDING ANNIVERSARY

8/20 Richard & Susan Bookspan

CLUB ANNIVERSARY

8/20 Christian Lehr 4 years
8/26 Mike Tanner 10 years

Thought for the Day

A smile is the light in your window that tells others that there is a sharing, caring person inside.

- Denis Waitley

MARK YOUR CALENDAR

Upcoming Meetings

- August 7** Kyrsten Sinema—Congresswoman
August 14 District Governor Chuck Fitzgerald
August 21 Done in a Day
August 23 Party in the Pines—Flagstaff 4PM

UPCOMING DISTRICT & CLUB EVENTS

- Aug 9 AZ Membership Seminar, Marana
Aug 13 Membership Webinar 8-9AM
Sept 27 Ethics Seminar, Tempe
Oct 4 Grants Management Seminar, Sedona
Oct 25 Grants Management Seminar, Peoria 9-12
Membership Seminar, Peoria 1-3PM
Oct 30-Nov 2 USA/Mexico Friendship & Grants Seminar, Cuernavaca, MX
Nov. 8 AZ Rotary Foundation Day, Tempe
Jan 16-19 RYLA (Rotary Youth Leadership Awards) Camp Pinerock, Prescott
March 5-7 AZ Tri District PETS



GRINS, GIGGLES & GUFFAWS

"A day without laughter is a day wasted."` Charlie Chaplin

A man walks into a restaurant with a full-grown ostrich behind him. The waitress asks them for their orders. The man says, "A hamburger, fries and a coke," and turns to the ostrich, "What's yours?" "I'll have the same," says the ostrich.

A short time later the waitress returns with the order. "That will be \$9.40 please" The man reaches into his pocket and pulls out the exact change for payment.

The next day, the man and the ostrich come again and the man says, "A hamburger, fries and a coke."
The ostrich says, "I'll have the same."
Again the man reaches into his pocket and pays with exact change.

This becomes routine until the two enter again.
"The usual?" Asks the waitress. "No, this is Friday night, so I will have a steak, baked potato and a salad," says the man. "Same," says the ostrich.

Shortly the waitress brings the order and says, "That will be \$32.62." Once again the man pulls the exact change out of his pocket and places it on the table.

The waitress cannot hold back her curiosity any longer. "Excuse me, sir. How do you manage to always come up with the exact change in your pocket every time?"

"Well," says the man, "several years ago I was cleaning the attic and found an old lamp. When I rubbed it, a Genie appeared and offered me two wishes. My first wish was that if I ever had to pay for anything, I would just put my hand in my pocket and the right amount of money would always be there."

"That's brilliant!" says the waitress. "Most people would ask for a Million Dollars or something, but you'll always be as rich as you want for as long as you live!"

"That's right..Whether it's a gallon of milk or a Rolls Royce, the exact money is always there," says the man.

The waitress asks, "What's with the ostrich?"

The man sighs, pauses and answers, "My second wish was for a tall chick with a big a— and long legs who agrees with everything I say."The motto of the story.: be careful what you wish for...you may get it!

