

## The Rotary Club of San Marino “Rotary International Centennial Project”

The genesis for the clock began shortly after Len’s nomination as President Elect in December 2003. One of the issues before the Club was how to honor Rotary International’s 100<sup>th</sup> Year Anniversary in February of 2005. Each Club was encouraged by RI to begin a process of adopting a specific ‘hands-on’ project dedicated to the 100<sup>th</sup> Year Anniversary.

Len read the RI monthly magazine in early January 2004 and saw an ad by the Electric Time Co. with a picture of an old fashioned clock -- see the website [Electric Time® | Manufacturer of quality custom made clocks](#). The ad caught his attention and believed that this might be the idea for our Centennial Project. But where would we locate it? Len came up with the idea of a location in the middle of San Marino a small plot of land east of the intersection of Huntington Drive and San Marino Avenue that was City property and landscaped with roses and a couple of sad looking coastal pine trees. It was located directly across from City Hall. *(Click on this link to a photo of the site)*

In February 2004, Len called the clock company and put together a quick proposal for a project (perhaps \$15,000) and took it to Jack Hamilton, President Elect since RI wanted the project complete in 2004-05 to coincide with the 100<sup>th</sup> Anniversary. *(Click on this link to view Preliminary Cost Estimate for Centennial Clock Project report)* Len and Jack discussed the idea after a club meeting looking at the clock ad and sketching out the location on napkin. The sketch of the location described how the a four sided clock would match our four-way Rotary Test theme and how the round face would represent the Rotary wheel.

Jack quickly took to the idea. And not just because his dental office was across the street! Jack is a visual/creative fellow and he immediately saw the potential of our club having a great impact on the community by providing the city with a landmark as well as a public art.

Jack and Len knew that we couldn’t wait five months until Jack’s term began to launch the project due to the fundraising effort needed. They agreed to market a joint effort with all three Presidents (Greg, Jack, and Len) since the project would span the terms of all three Presidents and the Clock wouldn’t be dedicated until July 4, 2005. When presented with the concept, Greg immediately endorsed it. He asked that a position paper be written for presentation to the Club’s Board of Directors for review and approval. *(Click on this link to view San Marino Rotary Centennial Project March 2004 Expanded report).*

Since the project involved the placement of the Clock on city-owned land, it was decided to approach and secure acceptance of the project from the City Council and City Manager we took the proposal to the Club Board. Meetings were arranged with each of the Council members and City Manager individually at the proposed site, explained the project and showed a site plan and photo mock-ups of the clock. *(Click on this link to view Clock Site Concept.)* It

was explained that this would be a gift to the City, Rotary would maintain the clock, and the City would have final approval over the final design. The City Council gave the Club unanimous and enthusiastic support for the project. The City would maintain the site once the project was completed and the Club would be responsible for maintaining the Clock.

The Board of Directors approved the Clock project in March 2004 and delegated oversight to the Executive Committee which started with just the three Presidents. The first step was to plan the project. We decided to form two committees, Fundraising and Construction. We selected Steven Schultz, a tree and landscaping contractor in our Club to head the Construction Committee. And we selected Gene Orłowski and Dennis Kneier to head the Fundraising Committee.

Steven decided early on that he would work better alone on the construction effort and would not need a separate committee to assist him.

Gene and Dennis were former Club Presidents (Dennis from LA 5). Dennis had recently retired as a CPA and had just transferred to our Club having lived in San Marino for 25 years. We thought these two members would have the experience to lead a successful fundraising campaign and we were right!

We had a bit of a chicken and egg dilemma facing us. Do we take the time to raise all the money and then order the clock (and miss our July 4, 2005 self-imposed deadline) or do we raise part of the money, order the clock, and then raise the rest of what we need? Not knowing how much money we would need for the project we doubled the first budget and set the target fundraising for \$50,000.

Dennis and Gene picked a fundraising committee from Club members with two respected members, Bill Steele and Emile Bayle, as Honorary Co-Chairs. At the first meeting, the \$50,000 goal was discussed and the need to raise the money in the next six months. The Committee members were a bit surprised at the challenge! Unlike other Clubs in the area, we had no experience with large fundraising projects except for our annual RI Foundation effort which raised about \$30,000.

The Executive Committee knew this fundraising challenge would be difficult and proposed that the Club raise half the money and the other half be raised by an appeal to the community. At the Fundraising Committee meeting, after hearing this idea, Bill Steele spoke up and said that this was a Rotary project for the 100<sup>th</sup> Anniversary of Rotary and we, as Rotarians, should raise the money by ourselves within our Club. The Fundraising Committee endorsed Bill's idea immediately.

Gene and Dennis created a pyramid fundraising plan like the one being used by the Public Library. Dennis created the fundraising ladders and titles and we suddenly had a fundraising plan. (*Click on this link to view the Campaign Matrix*) The Executive Committee members made the first pledges and announced the project to the Club in May, 2004. Doug Larner made the first Club members' pledge with a \$100 donation.

It is important to note at this time that selection of the Clock as our Centennial Project was questioned by some members. Most members had no opinion one way or the other but some members were openly opposed. First, some members thought we should have had an international project rather than a local project. Second, some members of the Foundation Committee, who are annually tasked with meeting our Club's Foundation contribution goal, were opposed that because the clock project might drain contributions away from their efforts.

Over the course of the project, especially when we started to display the bronze dedication plaque mock-up designed by Dennis, club members who were resistant to the idea of the clock started to gradually come around and support the project.

The Clock Project had its fundraising moments of doubt. We quickly raised \$30,000 by the end of 2004 and needed to order the clock by January 2005 since it would take almost six months to fabricate and ship to us. The Executive Committee decided to order the Clock even though the fundraising was not complete.

Fundraising continued to ebb and flow for the next several months. Momentum built as we decided to end the campaign by March 1<sup>st</sup> (and to give the Foundation Committee the month of March 2005 to complete its annual fundraising). Setting a cut off date made all the difference since members who had been on the sidelines came forth to make significant contributions.

A timeline of events for the Clock project was started in December 2004 and Dennis picked up the timeline and expanded it as the Executive Committee began to meet every few weeks in the early spring of 2005. (*Click on this link to view Rotary Centennial Clock Project Work Chart*) Dennis also reorganized the early budget and helped the Executive Committee focus on the key milestones for the project.

A significant step in the fundraising effort was our decision to involve the three leading community organizations (besides our Club) in the City: Chamber of Commerce, Chinese Club, and City Club. We thought their participation in our project might lead to future joint efforts and since this project would benefit the entire community we wanted their support. We were quite pleased that all three immediately came on board with support at the Platinum level!

As we continued to raise funds, non-Rotarians came forward with unsolicited donations! At first we were sure what to do but in the end we accepted their contributions but did not make it

a point to publicly solicit funds. We received funds from all the City Council members, Cal Am Water Company, the Police and Fire Employee associations and the local Masonic Lodge.

Our budget for the project was expanding from beginnings at \$25,000. We fixed the cost early for the Clock (\$36,000) after we reached \$30,000 level in raised funds and turned our attention to the landscaping and hardscape details. Steven came up with a design for the site that met the City's interest in having no seating around the Clock and plenty of landscaping. Dennis was instrumental in securing City contributions for the landscaping and irrigation system. (*Click on this link to view Rotary Club Centennial Clock Budget*)

One major unknown was the cost of providing electrical power to the site as well as the final electrical installation for the clock. Cal Am Water Company volunteered to cover the cost of this part of the project and in the end also made a monetary donation to the project at the Platinum level.

In the end, we raised \$74,309 for the project. After all construction and other costs, we had \$5,719 left for a maintenance fund, now held by Rotary Charities. The Rotary Club annually adds \$500 to the fund. As of 2008, we have approximately \$7,200 in the fund, to be used as needed in the future for repairs or refurbishments. The Club will annually make further additions to the fund, assuring adequate resources to maintain the clock in pristine condition.

We also added the Time Capsule idea to the project in April with the idea of unsealing it in just 39 years when our Club celebrates its 100<sup>th</sup> Anniversary! Dennis took up this effort to find a time capsule and later on Wayne Carter (President Elect 2006-07) joined the Executive Committee to head up the Time Capsule effort.

The Executive Committee debated the size of the clock in relation to the site as well as the pedestal height. Finally, at the Executive Committee's last meeting in April before releasing the plans to the contractor we lowered the pedestal 24 inches. Later, we would find that this was the most important decision we made in designing the clock project because this decision gave us the right scale for the project.

As Rotary International had envisioned, our project included 'work parties' by members at the site to install landscaping. We held a total of five weekend work parties with usually 15 to 20 members for 2 to 3 hours. We actually got our hands dirty! A first for some members of our club!

Work on the clock site began in earnest in late May by the contractor. The site was ready for the clock's arrival on Friday afternoon, June 24<sup>th</sup>. Steven had several of his employees there to install the clock along with a crane operator. After several hours of effort, the clock was in place and standing tall! People driving by stopped to take photos, honked horns, and waved!

The Executive Committee appreciated the work Dennis Kneier and Gene Orlofsky in hosting a Donor Party at Dennis's home on June 26<sup>th</sup> to thank all the donors for their contributions and to unveil the bronze donor plaque.

The next week saw more activity. Landscaping, final electrical connections, setting the dedication plaques and final clean up.

July 4<sup>th</sup>, 2005. The day dawned bright and hot like most July 4ths. The Executive Committee arrived early to set-up balloons and banners for the dedication ceremony. A large crowd gathered for the 10 am dedication ceremony presenting our Club's gift to the City of San Marino in celebration of Rotary International's 100<sup>th</sup> Anniversary!

#### Executive Committee

Len Therrien (tear - re - an)

Jack Hamilton

Greg Thompson

Wayne Carter

Dennis Kneier (near)

Gene Orlofsky (or - lowe - ski)

Steven Schultz

Club President 2005-06, Committee Chair

Club President 2004-05, Photos & Movies

Club President 2003-04, Clock Liaison

Club President 2006-07, Time Capsule

Member - Fundraising

Past Club President & Member - Fundraising

Member - Construction Management