

## **Gilda Moshir – 2016-2017 Rotary President Year End Report**

I am thankful for the leadership for nominating me and giving me the privilege to serve such a great organization and a great group of volunteers. I was “pegged” when I joined in 2012, by Lucille Norberg, my Rotary mentor that I would someday become President. I am grateful for her mentorship and wisdom. My year was made easy by the efforts of many who take Rotary very seriously and I applaud each of you for the work and contributions you made to garner us the Governor’s Bell Award for the year. I was asked to serve by Russ Osmonson who also won the Governor’s Bell during his year. No coincidence that the educators garner the award.

My year started early, as I was sent to Sao Paolo, Brazil a year prior to my Presidency when Mike Driebe could not go. My husband and I thoroughly enjoyed getting to know the Sao Paolo area and learning more about Rotary as a whole. My biggest take away was the passion with which Rotarians serve and that Rotary is not just for retirees. Many youth were present and people from all over the world had dedicated a week to furthering their leadership capacity. The striving for a higher cause bigger than our communities and understanding our 5 areas of service make me a better promoter of Rotary ideals: Maternal and child Health, Peace and Conflict Resolution, Water and Sanitation, Basic Education and Literacy, Economic and Community Development, Disease Prevention and Treatment.

I came back with a great zeal to lead our club and to bring passion into each week’s meeting. I did so by asking Rotarians to share their “Rotary Moment”, giving younger and newer members insight into what our seasoned Rotarians experience has been and giving every Rotarian a voice. I brought attention to our members by recognizing them for their behind-the-scenes efforts as well as their efforts up front. I wanted to connect the past with the present recognizing every Rotarians profession before they came on stage. Paul Harris founded the first club in Chicago with the idea to promote and network local business people. As Rotary clubs have become more popular with retirees, this early vision of the organization has gotten lost. We cannot deny that members join for many reasons: fellowship, networking, business growth, leadership and development and that we should be cognizant of that and promote all areas for the attraction and retention of members.

Prior to my presidency, I met with as many committee heads and past Presidents as I could, and one person, Denise Wadsworth asked me what my 5 year plan was going to be. So, I asked the District to help us with setting our 5 year plan, we conducted a survey and got response from 55% of the membership as to the direction of our club for the next 5 years. The areas we all deemed important were: 1) Membership increase to 119 by 2019, 2) Fundraising – developing another fundraiser in addition to the Motor Classic, 3) Serving the homeless community, 4) More community outreach and coordination and 5) Public Relations for the 21<sup>st</sup> century garnering a younger membership.

During my year, we tackled membership and public relations. We were able to induct 10 new members helping us get closer to our goal of 119. We passed a membership initiative: 1) Attract under 40 year old members to pay ½ of regular charge for dues and meals, 2) Waive the

new member sticker shock by waiving dues and meals when member comes in during a quarter and 3) Give a waiver of dues/meals (\$240) to members who sponsor a new member. During my year, we inducted 16 new members, a record high and lost 9 members. One member Jim Thompson passed away after parting from our club. 4 members retired and moved away from the area, 3 members departed due to personal reasons. We also created Rotary business cards that members could take to invite potential members to lunch. We approved first visits are free to the potential member.

Russ Osmonson was asked to lead a social gathering 4 times per year in an effort to draw potential members who cannot normally meet at lunch time. We coordinated 2 out of the 34 events, while they were fun, they did not meet the objectives. This is an area more time and effort and deliberation needs to be spent on connecting potential new members.

In the public relations arena, we spent money on upgrading our website so that it is mobile friendly and easier to navigate. We got the support of the local papers (Outlook and San Marino Tribune) to give us center stage in their weekly papers all year long. We also formed a Public Relations committee to tackle our social media presence, weekly photography that gets posted as well as our internal and external publicity. We are still in need of a brochure that should get done in Denise's year.

I knew I wanted to have more hands-on projects during my year so that our newer members do not think that we are just a "check writing club". I wanted more Rotary Moments to be born – and what best way to give birth to those Rotary Moments by doing hands-on projects. Assistant Governor, Isaac Hung gathered 5 local clubs quarterly and through these meetings, I decided to collaborate with other clubs to make us stronger. During my year, was the first time we collaborated with the Pasadena Rotary Club for a hands on project to work on their Bike Project – giving 300 tricycles to children of low income families in the Pasadena area – a project collaboration between the Salvation Army, Pasadena, Altadena and San Marino Rotary club and the Pasadena police who registered all the bikes.

This was also the first year, we collaborated with the South Pasadena Rotary Club to build a home in Tecate, Mexico in their Super Build project – another hands on project. We have over 50 volunteers from both clubs attend and enjoy a weekend together bringing joy and the keys of a new home to a family in the Corazon co-op in Tijuana.

This was the first year we applied for the Lefler award. Although we weren't awarded, we did raise money and participated in the Raise Against Hunger initiative due to Denise's passion for doing so, we packed 10,000 meals with the help of students from both Interact clubs to be sent internationally to countries such as Syria, Afghanistan, India.

After much controversy of whether we should be dark or meet, Bill Payne coordinated an amazing homecoming program for Sgt Oliver "Ollie" Campbell on December 29 where we honored this 2011 San Marino High grad who had enlisted in the 75<sup>th</sup> Ranger Regiment. He had been shot 5 times in the chest in 2015 and when news broke out about his injury, everyone was

keeping him in their prayers so he can survive. Survive he did and was asked to ride the Wells Fargo Coach at the 129th annual Rose Parade on January 2<sup>nd</sup>, 2017. Bill Payne had masterfully coordinated the speakers who came and spoke about the young Ollie from his peers, counselors and City Officials who honored him and gave him certificate after certificate and recognizing his humble and heroic efforts to fight for our freedom. The program made father Jim Thompson and mother Carol Campbell who flew in for the program proud. Later in the year, we lost Jim Thompson, it was great to see our small community honor such a fine young man and be able to share with Jim and Carol a hero among us.

I too had the chance to walk alongside the Rotary float during my year as President. District Governor Lu Da Sylva invited me to be a “walker” – the theme was “Rotary Around the World” and I proudly represented Iran, my country of Origin in traditional costume. Our float won the Princess Trophy award in 2017.

At PETS, one of the speakers was a Polio survivor and during my year, I wanted to highlight the importance of fighting this disease and help people recognize how people are impacted, I invited resident Ed Tom to come out and speak to our group and share the challenges he faced as a survivor of Polio. This program drew a larger crowd than usual and as a result our younger folks could understand this disease better, the meeting was attended by members of the Interact club.

During my year, I revived the San Marino High School Interact Club that had been founded in the 50’s, with Fred Sohl and Steve Talt as members back then. Over the years, the club had trouble attracting a teacher who understood Rotary ideals and could herald it as the liaison to our club. Courtney Rushing, Business Plan teacher who had already collaborated with our club on business plan competition accepted to be the teacher liaison with Scott Kwong as our club chair. Together they managed to start a 25 member club and ran the club with the 8 member cabinet.

Foundation Members of the Year were Bill Payne for his masterful work with the global scholars program sponsoring 2 students, Jennifer Binley in Capetown and Gaelen Stanford-Moore in Cambridge. Shody Chow and Aaron Gil for their work on garnering district matching grants and completing these projects: 1) The Tijuana Kindergarten Water Tank project, 2) The Cervical Cancer Detection Unit project with Tijuana, 4) Superbuild with the South Pasadena Rotary Club. 5) Bike Project collaboration with the Pasadena Rotary club and a 6) Soccer field project in Tijuana.

Dick Durant was our Paul Harris Fellow Awardee for 2017 with his extensive support of local organizations and volunteering efforts. Peter Corzo headed up a committee to determine the criteria and qualifications for the Bill Steele Award. In 2016-2017 the Bill Steele award went to John Harris for his exemplary work with the Foundation fundraising and support.

I had 2 programs dedicated to helping us become more aware of mental illness and we had a program/debate on marijuana prior to it becoming legal in CA. I invited a Dr. from the Breast

Cancer Research Center at USC to speak to our club about innovations in treatment and later coordinated an internship with her lab and 10 students from our own San Marino High School.

During my year, I made every effort to collect committee job descriptions from committee heads, in an effort to streamline and be more efficient and help members rotate through positions. I was able to collect 10 descriptions, I plan to continue this endeavor in Fang Fang Ho's year to help with the policies and procedures she plans to implement.

Besides the Governor's Bell Award, our club got recognized for excellence in Membership, Youth, Vocational,

At my demotion/roast, I did not give awards away, I had given awards throughout the year and recognized members throughout. The 2 people I with an plaque were Molly Woodford who had done a fabulous job in taking us from 100 members to 116 and for Chris Datwyler for his immediate response to me as I needed anything related to website, communication with the club and getting documents uploaded and available to the club. Annual fund contributions during my year our goal was \$34,187, we achieved \$31,979. For the PolioPlus Contributions our goal was \$12,307 and we reached \$4,276.

I also asked for club feedback and purchased a suggestion box to receive anonymous feedback on the health of our club.

People I want to thank who helped me tremendously during my year as President. I thank Isaac Hung who was my sounding board all year long and for guiding me when "things got tough". Thank you to Lucille Norberg who "kept me on my toes". Thank you to Molly Woodford who managed the membership desk and was my right arm. Thank you to Russ Osmonson who helped me process personality differences and Mike Driebe who helped me navigate board meetings. Thank you to Andy Salter and Mitch Lehman who gave us so much publicity all year long. Thank you to Courtney Rushing who stepped into the role of Interact Liaison at the High School and who took ownership of it so passionately. Thank you to the International team who made our hands-on projects so easy to partake in and for garnering so much support in their team. I want to thank Bill Payne, our programs co-chair with Steve Garrett, who put a lot of thought into the speakers and the quality of programs we offer. It was Bill Payne who single-handedly coordinated the meeting on December 29 where Oliver Campbell, veteran and Purple Heart medal winner to come and speak. Thanks to Georg Eittinger who made a video of our past year to memorialize and put in history the efforts we did as Rotarians.