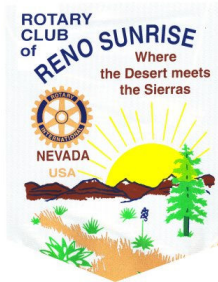
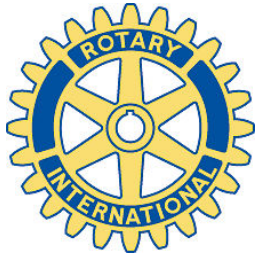


Mike's Memos



Rotary Club of Reno Sunrise • Chartered – April 13, 1989 • Club No. 26317

Mike's Message

THIRTY THREE WEEKS TO GO

GREETINGS RENO SUNRISE AND GUESTS,

TUESDAY is Veterans Day and today Reno Sunrise would like to remember all the Vets who have given time to protect our Liberty. All of us should be thankful for the sacrifices our veterans have made for our country. Today we would like to remember those few who have given so much for our country.

The **next event** for celebrating is November 18. You are all invited to come and fellowship over dinner as we celebrate the **Rotary Foundation**. Our Guest speaker will be **Robert L. Kings (Bob)** was born in Wales and graduated in Public Administration majoring in Economics and Public Finance. Bob, who has been a Rotarian for 19 years, served as Club President, twice as Club Secretary, and was Rotarian of the Year in 1991-92 and again in 1999-00. Bob served as Governor of District 5110 during which the District took 4 out of 5 first place awards for giving to The Rotary Foundation in Zone 23, achieved \$100 per capita giving for the first time, had the largest net increase in membership in District history, and raised over \$3.5 million in gifts to the Bequest Society.

Date: Wednesday, November 18th at the Siena Casino

Time: No Host Cocktails at 6 pm; Dinner at 6:30 pm with Paul Harris Foundation Program following

Menu: Boneless Stuffed Chicken Breast OR Grilled Salmon

Price: \$35.

We have worked hard to make this event fun and affordable. Let's all do our best to be apart of this event.

Best regards,

Mike

President Mike

This Week's Program

Alicia M. Adams, R.N., M.N., CEN
Veterans Medical Center



Alicia Adams is currently the OEF/OIF Program Manager for the VA Sierra Nevada Health Care System here in Reno. This new innovative program offers a continuum of care and clinical services to Reservists, National Guard and Active Duty personnel transitioning from the Department of Defense (DOD) to the Veterans Hospital Administration (VHA) system who have served in

either Operation Enduring Freedom (OEF) and/or Operation Iraqi Freedom (OIF).

Before Ms. Adams took this position in June 2007 she worked as a civilian nurse in Utah practicing both Emergency and Obstetrical Nursing. Ms. Adams holds a national certification in Emergency Nursing. She is also an active member of the United States Air Force Reserves and is currently attached to the 60th Medical Group at Travis Air Force Base in California. She has over 22 years of military service which includes 10 yrs on active duty with the Air Force and over 12 years in the Air Force Reserves. In the late spring of 2006 she was a short notice deployment to Balad Air Base in Iraq where they were in need of an Emergency nurse for the Emergency Room in the Balad Air Base Theater Hospital. On her return from Iraq the fall of 2006 she was promoted to the rank of LtCol on October 1, 2006. She holds several Air Force Specialty Codes which include Emergency, Obstetrical and Medical/Surgical nursing. She holds many certifications as well in Emergency and Trauma Nursing and Obstetrical Nursing. Her military honors include the Meritorious Service Medal, Air Force Commendation Medal, Air Force Achievement Medal, Iraq Campaign Medal, Global War on Terrorism Expeditionary Medal, National Defense Medal and numerous others.

She received her Bachelor's of Science in Nursing from Marymount University in Arlington, Virginia, May 1988 and her Master's of Nursing from the University of Phoenix-Salt Lake City Campus in January 1996.

Ms. Adams was born and raised in Northern Virginia and is married with nine children.



The Pot
\$145.00
Buy a Ticket
Take a Chance

WWW.RENOSUNRISE.ORG

November 13, 2009

Detective Sean Meeks, Sparks Police Dept
Regional Sex Offender Notification Unit

November 20, 2009

Bill Henderson
Executive Director, Sky Tavern Junior Ski Program

November 27, 2009

Dark – Day after Thanksgiving

December 4, 2009

Mindi Brenner, Mindi Brenner Consulting LLC
HR Dos and Don'ts

Mark your Calendar

November 13, 2009

Veteran's Guest House Celebrates 15 Years of Service with a USO Party

6PM – 9PM - National Automobile Museum

\$45 per person

www.veteransguesthouse.org

RSVP 324-6958

Contact Noreen Leary

November 18, 2009

Area 8 Foundation Dinner

6PM - Siena Ballroom – 2nd Floor

\$35 per person

Sign up at club meeting

April 9 – 10, 2009

District 5190 Assembly

Save the date

November Birthdays

November 10

Betty Buchler

November 11

Mark Anderson

November 28

Dan Waters

November 30

Ron Byrd

November Wedding Anniversaries

November 9

Ron Rehn

November 24

Jeff Kinder

November 26

Helen Graham

CLUBS FOR MAKE-UP

Monday

Reno – Harrah's - 12:00 PM
Incline Village – Parasol Foundation - 12:15 PM
Reno New Generations Club – 5:30 PM - Siena

Tuesday

Truckee Sunrise – Donner Lake Kitchen – 7:00 AM
Carson City – Golden Nugget – 12:00 PM
Reno Central – Peppermill – 12:00 PM
Minden – Carson Valley Inn – 12:00 PM
Fallon – Fallon Convention Center – 12:15 PM
Reno Centennial Sunset – Tamarak – 6:00 PM
Tahoe City – Sawtooth Restaurant – 6:00 PM

Wednesday

Sparks – John Ascuaga's Nugget – 12:10 PM
So. Lake Tahoe – Harrah's – 7:00 PM
Reno Rotoract – 7:30 PM every other week
Visit www.renorotoract.com for location

Thursday

Sparks Centennial Sunrise – Davids @ Red Hawk - 7AM
Tahoe Incline – Hyatt – 7:00 AM
Fernley – Frontier Fun Center – 11:30 AM
Reno South – Atlantis – 12:00 PM
Truckee – Hampton Inn – 12:00 PM
Carson City Sunset – Eagle Valley GC – 6:30 PM

Friday

Reno Sunrise – Siena Hotel Spa Casino – 7:00 AM
Tahoe Douglas – MontBleu Resort – 12:00 PM

Online

e-club one - www.rotaryclubone.org

Last Week's Meeting



Saralinda Kaiser providing the group with communication tips

Rotary History Library

Downtown Reno Rotary's Gang for Good

The summer of 1995 saw a tremendous increase in gang related violence in the Reno area which culminated in the killing of a twelve year old girl at Horseman's Park. She was an innocent victim of a gang member's stray bullet. Our Rotary Club saw this as a call to action.

The "Gang for Good" committee was formed to investigate and develop ways that Rotary, utilizing its unique talents, could join the already growing effort to curb gang violence. After spending almost a year researching and evaluating existing programs, it became apparent that a population of kids, ages 11-13 years of age, who were considered to be "at risk" of joining gangs was not being helped by other programs. The other thing existing programs lacked was the one on one attention that Rotarians felt was necessary with a child in order to make a real difference in their behavior.

The Gang for Good decided that they would create a new program that took full advantage of Rotary's core assets (diverse businesses, local networking, leadership, etc.) and apply it to an adapted mentoring model called "Career Coaching". Rotary specifically targeted the 11-13 year old because we learned they are less set in their decision making than older kids and anyone at this age who was considering gangs could still have their minds changed. Rotary's goal was to show kids relevant alternatives to gangs based on interests that they have shown in future careers.

Career Coaching is a very flexible program that exposes "at risk" kids to the interactive, one on one attention of a Rotarian. "Career Coach Days" are conducted at middle schools several times throughout the year in coordination with the school's counselors. Kid's who are "at risk" are recommended by the school, but are never forced to into participating. The Rotarian (the Career Coach) and the child (the Coachee) are matched with the help of the school's counselors. Prior to the Career Coaching Day, Rotarians are provided with a list of career choices that the child has indicated would be of interest to them.

On the scheduled Career Coach Day, the Rotarian is responsible for arranging a one day agenda of meetings and visits based on the child's career

selections. The child is exposed, through this one on one interaction, to careers they have indicated would be of interest to them. Students get to visit job sites and visit with people who are involved with their selected career fields. Career Coach Days include a visit to Rotary's lunch meetings where the Coaches introduce their student and explain what careers they are considering. At the end of the Career Coach Day the Rotarian can make themselves available for future questions.

Both Rotarian and student learn from each other during this single day of interaction. Admittedly, the first meeting is awkward, but all participants agree that this eventually gives way to meaningful discussion about future career plans. Because it is a single day event, most Rotarians can partake without a significant commitment of time. We are very excited about the potential of this concept and look forward to enrolling the efforts of other Rotary Clubs!

RECOMMENDATIONS FROM THE FINAL FOCUS GROUP FINDINGS 2008

By Martha Greene

Last week I reported on some of the findings from the focus groups RI commissioned in 2008. Here are some of the recommendations from the company which conducted the focus groups:

- Public Relations is essential. Clubs must make sure their community knows what it is doing
 - PR must emphasize activities, not fund raising
 - Advertising must target women and young professionals. The perception that women may not belong must be contradicted
 - Friendship and family must be emphasized as benefits to joining a Rotary club
 - Reach out to potential members with social media such as Facebook, LinkedIn, YouTube, etc.
 - RI messages must be concise, clear and specific as to Rotary's mission and accomplishments at the community level. Be sure RI messages are relevant and will be understood by non-Rotarians as well as Rotarians.
 - Provide realistic opportunities for membership for younger professionals
-

Rotary Career Coach Day

This past Monday Reno Sunrise was well represented at Rotary Career Coach day with the following coaches:

Jan Basl
Thom Collins
Charlie Fettig
Martha Greene
Virginia Haliwell
Noelle Hetz
Marsha Lindeken
Linda Tuxon

Coaches met at Vaughn Middle School and picked up their students, made two or three business visits and then had a great lunch at Reno Rotary. Visits included Judge Van Winkle's court, Sparks Fire Department, UNR ROTC, Apollo College nursing program, Jensen Precast, Elmcrest Elementary School, and Chanel 4 among others. The students asked a lot of questions and some even said that they changed their minds about future professions. Thank you coaches for stepping up and making a difference in the lives of these young students.

