



The social sciences try to assess the past to give insight to the future. For example, history often offers a glimpse into the future. With economics, we watch past and present numbers and behaviors looking closely at percentage changes and the delta or the change in change to forecast the future. In psychology and sociology our beliefs are said to be the least likely of our behavior inducers to change. Finally critical analysis often requires the question be asked, "So what?"

The history of Rotary Club of Placentia includes stories of success and service above self. Several stories were revealed once again in celebration of Ted Russell's 55 years of service and perfect attendance. Building upon his father's 41 years in Rotary service, Ted has been a charter member of new Rotary Clubs, supported years of annual community fish fry events literally serving the entire community, helped prevent bankruptcy of local well known growers during the 1930's depression and served at Pearl Harbor during WW II saving lives from malaria by killing mosquitoes. So what?

Well, when you combine this Club's history of retention, service and



## BULLETIN: Ted Russell Caught Exceeding 55!!!



**The club surprised Ted Russell by recognizing his 55 years of perfect attendance as a Rotarian! This turned out to be a real celebration of Rotary and an acknowledgement of Ted's outstanding service to the community. Ted started as a charter member of the La Habra Club in 1954 then moved into the Placentia club once he moved into the city.**



**District Governor Roger McGonegal was on hand to recognize Ted for his latest Rotary Service Milestone. He presented Ted with a District Certificate of Distinction!**

**Ted spoke to the club and provided a brief summary of his Rotary service and career as an entomologist. Ted said that he has been at it so long that the sons of some of the owners he serviced had become really "old" looking.**

### PROGRAM – Farland Chang “The Power of Video”

Farland is a former Rotary Ambassadorial Scholar, former CNN Foreign News Anchor, and current Media Entrepreneur. His message was clear, if a picture is worth 1000 words then a good story is worth a 1000 pictures. The art of storytelling has been used for centuries and is continuing to be a powerful communication tool as evidenced by the proliferation of videos across the Internet.



The key to a good video or a good story is human interest. This is what holds our attention. Farland then demonstrated how stories involving Rotarians can be compelling when put into video format. He showed a couple of videos that had Rotarians here in the United States making a difference in communities around the world. While the videos were only a couple of minutes long, the message was clear and stayed with you a long time. The link on the next page will direct you to the Rotary International web page where sample videos on Rotary can be found.

### PROGRAMS SCHEDULE [Check Website for Updates](#)

- 5/27 Alzheimer's Assoc.
- 6/03 Scholarship Winners
- 6/10 Homeland Security
- 6/17 C. Holmes Craft Talk
- 6/24 Environment Save Wood
- 7/1 TBD
- 7/8 Submarine Tour Preview

### Pres. Msg (con'd)

mentoring provided by our long time Rotarians with the rising trend of passion, spirit of eagerness of our existing and new members that you see the future of Rotary in Placentia. Today we are blessed with a 1) belief that we are having fun together doing great things, 2) a history to build upon and 3) an increase in passion, vision and technology that allow us to do more with less work, less expense and greater reach. It is an exciting time to have dreams and to make dreams real.

*Bruce Brown*

New *This is Rotary* DVD now available



*This Is Rotary*, a newly updated PR tool, tells the story of what Rotary is and does around the world through a compilation of short videos. This resource can be shown as an inspirational club program or shared as an introduction to the organization for prospective members. Rotarians are also encouraged to ask their local cable access station to air all or part of the DVD. *This Is Rotary* can be broadcast as one 27-minute program or as individual videos. Though it is now offered only in English, *This Is Rotary* will soon be available in other languages. If you would prefer a broadcast-quality tape, please contact [pr@rotary.org](mailto:pr@rotary.org). Watch the first video at [www.rotary.org](http://www.rotary.org) or on [YouTube](https://www.youtube.com).



## What Happened ???



Keith deBrucky reminds everyone to remember the men & women of the armed services for Memorial Day



Ted & Mary enjoy some Placentia Rotary fellowship before breakfast



James & others learn how the power of video can tell a good Rotary story



Hugh brings out the goodies for Ted's 55th! Too bad we didn't know Mary was allergic to chocolate!



## Announcements & Events



- **Volunteers are needed for VHS's 75<sup>th</sup> Anniversary on June 20<sup>th</sup>**
- **Demotion Night is July 10<sup>th</sup> at the Foxfire Restaurant**
- **Food Bank donations should be taken to the Placentia Police Department**
- **2 new members are needed before Bruce steps down as Pres. to meet our goal for 08-09**

### Meeting Guests

Mary Russell  
 DG Roger McGonegal  
 PDG John Brainerd  
 ADG Carol Bartholomew

### Finemaster Summary

- Bob Dickinson called Ted up to "fine" him but turned it into a celebration of Ted's Rotary career and life of community service

### Meeting Summary

Invocation – Hugh Wood  
 Pledge – Jeanette Contreras  
 Songmaster – Ron White  
 Finemaster – Bob Dickinson

### Coin Flip

Will Waite \$30 to Penny Pot



**Bye – Bye – Bruce!**  
**Demotion Night July 10<sup>th</sup>**  
**Foxfire Restaurant**