



The Weekly Roundup

A 501 (c)(4) Organization

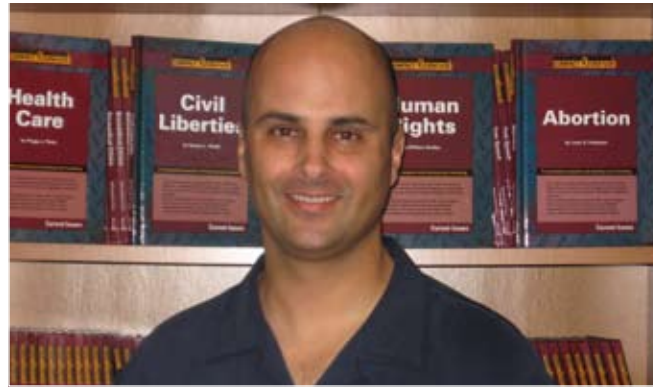
MAY 14, 2009

THE ROTARY CLUB OF RANCHO BERNARDO

ESTABLISHED 1964

The Publishing Industry

How to pick winning book titles, seduce authors to write them, and out-market the competition



A Ben Franklin Printing Press and publishing house CEO Dan Leone

Dan Leone is the CEO of ReferencePoint Press, Inc., a privately held academic publishing house in San Diego. He was formerly with the academic publishing house Greenhaven Press in Minneapolis and San Diego where he served first as Marketing Director later as CEO. He will speak on The Publishing Industry on Thursday.

Mr. Leone will give a brief overview of the history of publishing and discuss the challenges of the

publishing industry today, with emphasis on penetrating the library publishing market. He will conclude with look at the future of the industry before taking questions.

The first mass produced printed book was the Bible, a version based on the Latin edition from about 380 AD. The Bible was printed at Mainz, Germany by Johannes Gutenberg from 1452 -1455. Although German bibliographers claim that it was may also have been finished and perfected by Johann Fust, a wealthy

financier who gained Gutenberg's share of the business in a lawsuit; and Peter Schöffer, Gutenberg's assistant.

The first copy that attracted attention was discovered about 1760 among the books of the French statesman Cardinal Jules Mazarin.

The book is the first volume known to have been printed with movable metal type. At least one book of the Bible has been published in 1,808 languages since the Bible was first printed.

The RB Rotary Club meets Thursdays at 12:30 p.m. at Bernardo Heights Country Club at 16066 Bernardo Heights Parkway, San Diego 92128. Address correspondence to the club at Box 28005, San Diego, CA 92198. Telephone 858.485.5820.

MEETING HIGHLIGHTS

By John Goodrich, Scribe Extraordinaire

Shirley Kendall led us in the Pledge of Allegiance and Bob Ebert led us in some thoughts for the invocation.

We were entertained by **Jack Mitchell** leading us in **President Dan's** composition of *Rotary's Call*. This is President Dan's attempt to bring his Iris roots to the Club and by general consensus his work is well received, albeit there is more practice needed by the Club to make this song at all presentable, if it ever gets to the point.

President Dan announced the volunteers for today's meeting with **Past Present John Goodrich** coming to bat with two duties. He is such a giver.....John is running the raffle and he is the scribe for today's meeting. **Jim Edwards** owes **John Goodrich** big time for sitting in at the last minute. Paul Donick stood in as the greeter and he did an outstanding job ensuring nobody got in without a proper greeting. We had both **Paul Donick** and **Ken Larson** set the room up prior to the meeting and **Ken Larson** was working the hat collecting all the finds. And our "perky" **Gayla Williams** was acting as Treasurer allowing **Jim Reading** to work on his social skills by visiting with members.

Rotarian **Paul Donick** introduced the guest although we interrupted his eating to do it. He claims to be inspired by Larry Valente eating practices. We had a number of guest and visiting Rotarians, more than we can identify in this

publication, but for those wanting the details you can look on the log the next meeting.

Don Lisio announced the Sunshine report and it was sad to hear Linda O'Neal was injured while visiting in San Francisco. She is going to have



John Goodrich

surgery this afternoon. **Lou Anna Dickerson** is getting her shoulder evaluated after her fall last week. We all wish them the best and are

thinking of them.

President Dan announced the groundbreaking ceremony for the RB fire station will be tomorrow at 1 pm and encouraged all members to join in. The Rotary Club will be presenting a check to the fire station for their new communication equipment. Also **President Dan** announced the District Conference on Saturday and they changed the pricing allowing members to come just for the day for \$85 rather than paying for the entire weekend.

Bill Angus made the presentation for the wildfire relief project we participated. Recover San Diego and Fired Up Sisters addressed the Club acknowledging the work of the Club. They were presented a check

for \$22,000. Fired Up Sisters announced there were 1,100 houses destroyed and 60% are still awaiting building permits to rebuild. The donated money is going to go to counseling the families, books for the kids and transportation for the kids who had to move out of their school district.

Suzie Lisio presented check for \$1,000 for the micro credit project the Club has participated in for Ecuador. This \$1,000 will allow 10 grants of \$100 each for the poorest of the poor to start a small business. Further, the \$1,000 was able to be leveraged allowing an additional \$18,050 of district funds to be added to the micro credit project.

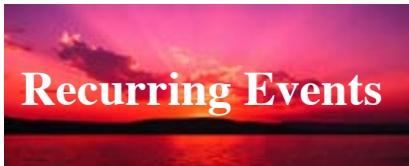
Benita Page presented the American Association of University Women with a check of \$750. The AAWU is attempting to encourage young women to pursue education subjects in math and science. They aim to make it "cool" for girls to study the sciences. This money

will go to a scholarship to send one young lady to camp.

The demotion party is fast approaching, scheduled for June 19 at the Bernardo Heights Country Club. **Jim Sommer** made the announcement encouraging everyone to mark their calendars. It will be sad to see the Irish Rotary year come to an end but no doubt President Dan is ready to become a regular member again. Official invitation will be handed out next meeting.

Jeanne Hawkins announced the next TGIX scheduled for June 5 at her and John's house. She also asked for show of hands of those members interested in a Sunday

Continued on Pg. 3



Rotary Club Meetings: Weekly on Thursdays from 12:30 to 1:30 p.m. Buffet opens at 11:30 a.m. for early

birds to socialize.

Rotary Golf: Meets 1st Wednesday of each month at the Oaks North Golf Course at 10 a.m. Reservations are a must! Call Dan Malloy for information.

Rotary Board: Meets the 3rd Wednesday of each month at the San Diego Na-

tional Bank in the upstairs conference room at 4 p.m.

Rotary Foundation Board: Meets the 4th Wednesday of every third month at 4 p.m. at Rancho Financial in the conference room.

Newsletter Deadline: Thursday 5 p.m. the week before the speaker speaks.

Highlights

Continued from Pg. 2

day at the Poway Park TGIX; looks like that is a go as well. She will get back to the Club with details.

Our Third Grade Dictionary coordinator and resident "Dizzy Blond" **Arilla St. Laurent** was taking the place of **John O'Neal** in the fining process. She received the standard Fine Master greeting filled with cat calls and some booing. Arilla was very kind to the members with only a few fines which included **Paul Donick** for showing off his eight grade photo and she even fined herself, more as Happy Bucks for getting back on her wobbly legs and soon to remove the Dizzy Blond image. Although everyone at our table feels the classification should stick even with strong legs. There were a few Happy Bucks given including **Jim Sommer** on behalf of **Mike Stelman** for the Camp Pendleton meeting, **President Elect Barbara Baldwin** for micro

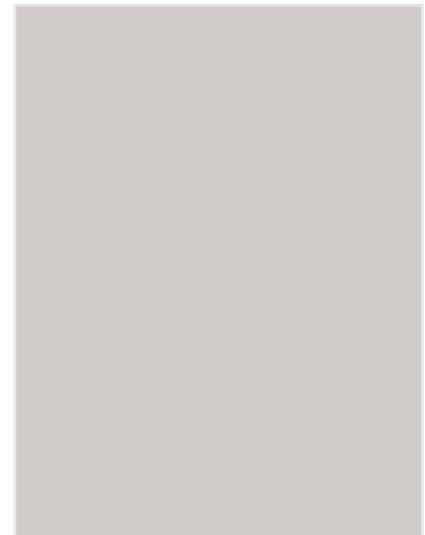
credit recognition, and **Larry Valente** for his confusion how to handle Mothers Day for his wife considering her birthday is one day after. There was a brief discussion should he get one gift to cover the both occasions or if he had to invest in two gifts. The women in the Club pretty much made their views heard clearly that even two gifts is probably not enough. Given she is living with Larry our table agreed he needs to be more generous than most.

Steve Riddle, whom we have not seen for awhile, introduced our Guest Speaker, who is Michael Rennie. Michael is the new Executive Director for the Poway Center for the Performing Arts. Michael made an outstanding presentation giving the Club some background information on the Center as well as describing in detail the performances scheduled for next season. He also was gracious to offer some discounts to the Rotarians. For the next performance "On the Divide" he is offering a 20% discount for any Rotarian who when making reservations makes reference to Rotary. Additionally he has agreed

to allow Rotarians the chance to pay membership prices for all of next year's performances even if we are not members.

John Goodrich brought up the raffle drawing and our guest speaker selected the lucky ticket. The winner was **Lynn Ross**, but her Ace only got her the \$10 booby prize leaving the real winner for another time.

With that **President Dan** officially closed the meeting.



VOLUNTEERS

Greeter 1 Greeter 2 Pledge Invocation Raffle Scribe

Use this link to obtain information from our website:
<http://www.rbrotary.org/Lists/Volunteers/CurrentList.aspx>