



the wheel

Covina Rotary Club - District 5300 - Chartered March 8, 1923

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This Week:

Program: Brand Development

Our speaker today is Ric Jara. Ric, Creative Director at Identity LA/Big City Print, has over 15 yrs of experience in brand development and management, design, social media and art direction. He has worked with some big brand companies such as Kenwood, Nissan, Time Warner, Verizon Wireless, LA Kings and Lakers. He leads the company in capturing the essence of each client's brand image by incorporating strategic creative placement which is unique yet communicates simply and effectively. Ric's strong belief is that brands not only influence our lives, they motivate, inspire and empower our daily decision making. It's all about the experience between the brand and the consumer which creates a trustworthy relationship. That's his job, to create a path to this lifelong relationship.

Next Week:

Instead of having lunch at the same old, boring country club, we'll get to have lunch out by our Field

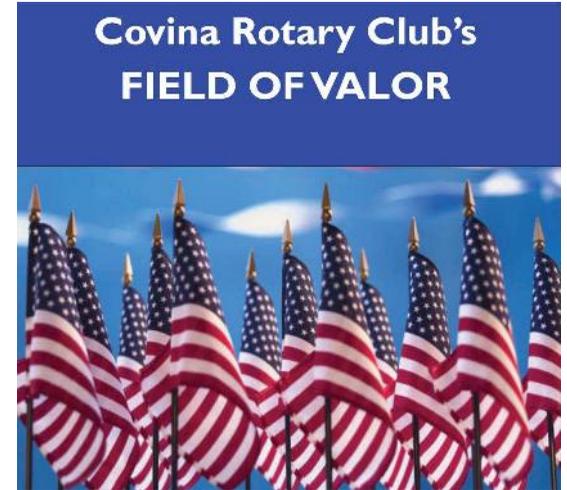
of Valor along with guests from all service clubs from surrounding cities. Our speaker is Mr. Jimmy Weldon. If you haven't gotten a chance to listen to Jimmy speak, you are really missing out. He is a true patriot and his passion for America is second to none. In-N-Out will be our caterer. If you're coming, you need to sign up your meal selection with Lina. Apparently, we need minimal of 250 orders and we are quite there yet. So bring potential members, staff or friends. It will be an unforgettable luncheon.

Last Week:



Connie Mustang, an award-winning Toastmaster, showed us the effective ways to communicate and get our points across. An effective speaker should know the materials well and should speak from the heart. That means be passionate about the subject. Don't stand in one place, move about and touch the

audience (not physically of course), make eye contact, use body language and humor (but not the beginning of your speech or presentation; that's so old school!). Remember, good leaders start with good communicating skills.



After months of preparation, our Field of Valor is finally here. The event starts this weekend and what an event it's going to be. We are making history and you all want to be part of it. It is a humongous project and the club still needs plenty of help, especially in the department of security. Please see Linda, Lina or Jim for more info.

"Courage is almost a contradiction in terms. It means a strong desire to live taking the form of readiness to die."

G. K. Chesterton

