



April 28, 2016 Issue #37 Editor: S. J. Harrison

THIS WEEK: MIKE BIRKHOLM



As the Chair for the District Attorney's Rotary Senior Scam Awareness Program, Mike is working to safeguard the future of Senior Citizens by increasing their awareness of financial fraud schemes and keeping them from falling into that abyss. This is an important topic in today's world as evidenced by the fact that one

in five seniors becomes victim to a financial crime in the County of Los Angeles. Sadly, this happens on almost a daily basis.

While Mike could travel door-to-door talking with seniors around the Southland, he understands the effectiveness of reaching out to Rotarians (whether or not they be senior citizens) and urging them to educate senior citizens in their own communities.

Another side of Mike's life involves being the President and Chief Executive Officer of Birkholm Direct. Having spent more than 40 years in Senior Direct Marketing Executive positions, Mike has assisted a variety of not-for-profit clients (such as the Salvation Army) in raising more than \$3 billion for their people-helping programs and services.

As a Rotarian, Mike Birkholm served as the 86th President of Rotary Club of Los Angeles. In 2008, he took on the role of Marketing & Hospitality Chair Host Organizing Committee for the Rotary International Convention. He is also a Past Chair of the International Fellowship of Scouting Rotarians Inter-American Region, as well as a Paul Harris Fellow and Foundation Fellow.

UPCOMING EVENTS AND A RELEVANT MESSAGE:

May 5 Barbara Daoust & Reasons We Procrastinate.

This is the first in a great line-up of speakers for May!

May 20-22 District Conference in San Diego

May 28 – June 1 Rotary Int'l Convention in Seoul, Korea



Dear Red Badgers,

Your red badges are truly magnificent but wouldn't you like to get a BLUE BADGE? You simply have to do a few key things that, unfortunately, don't usually occur at our Thursday meetings at South Hills Country Club:

1. *Attend a Covina Rotary Club Board Meeting.*
2. *Attend a Rotary District Conference, a Rotary District Assembly, or a RI Convention, like the one I'm going to in Korea this May.*
3. *Attend a History Dinner or Club History event.*

Yours truly,

President Elect Patricia Harvey

2015-2016 Membership Committee

CHUCK HENDERSON: ROTARIAN OF THE WEEK

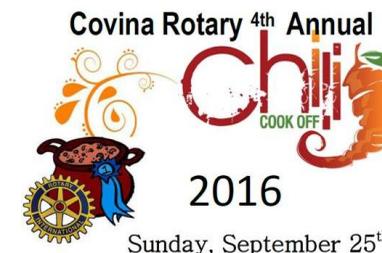
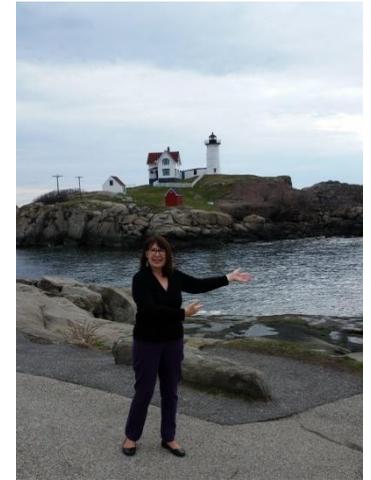


The Committee of RIOCR (Rotarians Inspired by Other Covina Rotarians) has chosen Chuck as Rotarian for the week. Thanks Chuck for always being there for us!

NEW WHEEL EDITORS FOR MAY & JUNE:

Your current Wheel Editor is turning over Wheel duty for May to Linda Logan. Dan Banh will be doing the Wheels in June. As for me...I will continue searching for quiet places to hide out and seek inspiration for Wheels to come.

Until then,
Shirley



Sunday, September 25th

*Save the date
& start inviting guests to make our fun fall fund raiser a great success!*