



the wheel

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

October 13, 2016 Issue #15 Editor: Shirley

This week: Victor Carrillo

Modern Day Communication:

Social Media, PR, and Video Storytelling



With more than fifteen years of marketing and public relations experience, Victor Carrillo has worked with both Fortune 500 companies, as well as cutting-edge start-ups.

Victor co-founded the ID agency in 2004, with the goal to create a multi-dimensional agency that utilizes traditional marketing strategies, complemented with street-tested guerilla tactics to ensure global exposure and success for its clients. Current and past clients include leading brands AUDI, MTV, Red Bull, Ducati, FORD, Coca-Cola, Pirelli, Microsoft and Kawasaki, amongst others, as well as trendsetting fashion brands, such as PUMA, NIKE, Adidas, Undefeated and more.

A Los Angeles native, Victor's passions include everything to do with cars and motorcycles as well as fashion, food and art. Being at the helm of the ID agency has allowed him to be involved in all of these aspects of pop culture and pursue his dream of off-road racing.

Victor's public relations expertise in the automotive industry can be seen in print magazines, such as In Style, GQ, Los Angeles Magazine, DUB, COMPLEX, AutoWeek, Motor Trend and more. Victor's automotive trendsetting knowledge has been on camera for television and film; he has appeared as an automotive expert on The E! Network, Fox News, SPEED Channel, as well as feature films Gumball 3000 and Hip Hop Immortals.

Upcoming:

- 10/20** How to Hire a Caregiver -- presented by L. Lindsay Rehfeld, MA
- 10/17 & 27** Field of Valor (FOV) training 101
- 10/21-23** Covina Rotary reaches out to Tijuana



Today: (consider this non-negotiable)

Tony Nevarez and his team of angels need everyone's help today (i.e. October 13th) to gather at Target in the Eastland Shopping Center at 5 p.m. and finish shopping for the needy families we are going to help in Tijuana as part of our 2016 International Project. Bring your friends, children, parents, dates, zombies, or anyone you can cajole by any means! **The Tony** will love you for it.

Rotary History:

Covina Rotary was founded in 1923, the same year audiences applauded the now classic horror film:

