



Sunset Chronicles

THE WEEKLY NEWSLETTER OF
THE ROTARY CLUB OF RENO CENTENNIAL SUNSET

1. Is it the truth? 2. Is it fair to all concerned? 3. Will it build good will and better friendships? 4. Will it be beneficial to all concerned?

January 31, 2012

KNPB, Public Television

Upcoming Club Events

Thanks to Jeanie for planning these upcoming fellowship events!

Snow Day & BBQ in March

Virginia City Train Ride & lunch

Sat, May 12

When you think about Reno's Channel 5, KNPB Public Television, what comes to mind first? For me, it's the classic children's show, Sesame Street. For some of you, it was Nova, or the annual fundraising auction.

Murt Mische, president and CEO of KNPB, was our speaker on Tuesday evening. He shared stories and statistics and answered



questions.

"Many people think we receive federal funding, but we don't," Kurt told us. Seventy seven percent of the station's revenue is raised locally. (A membership for an individual is \$40 per year.) Tony Manfredi, head of KNPB's fundraising, was also at our meeting.

Right now, KNPB's budget is approximately \$3.5 million a year. Kurt and Tony's goal is to reach the point that 100% of their budget is raised locally.

A 501(c)(3) organization, KNPB excels at educational programming. Programs are available online at watch.knpb.org. The PBS Learning Media program puts smart boards into the hands of educators.



Mission Statement

The mission of the Rotary Club of Reno Centennial Sunset is changing lives through diversity, hard work, fellowship, and fun while impacting our community locally and internationally with service projects focused on youth, education and goodwill.

In Other News:

Light Up Reno to End Polio is gaining partners every week! Check out our club Facebook page for the latest news and partners.

The Rotary talent show in March will feature two acts from our club! A Dixieland band will feature Jim, Chris, Chip, Cindy's son and Kristin. A standup comedy duo of Dave and Paul is our second entry. Make plans to see them all at John Ascuaga's Nugget in Sparks on March 24!

The board voted to approve a donation to The Association of United Efforts Community Center in Uganda. The downtown club is working with a Ugandan club in this effort.

We will need volunteers for our annual Dr. Seuss reading project soon! Watch for signups!

Mariposa Academy, one of our community partners, is holding a fundraising poker game on February 24. \$120 buys you in, for a chance to win a \$1000.00 pot..

Our next board meeting will be at 5:00 on February 21, right before our meeting.

Our next day at the Food Bank is Saturday, March 10 from 9 to 11 a.m. We have room for only 25 people—club members, spouses and older kids.

Jeanie volunteered to be in charge of maintaining the club banners. Thanks, Jeanie!

Don't forget, District Conference is May 17-20. The Theme is "Back to the Future in Rotary."

See Rick if you want to participate in the Rotary Ski Race on March 9!



Chesa gave our Percational Talk last week. We learned that this practicing Buddhist and Computer Goddess is a member of Canada's Okanagan Tribe, that she has a degree in finance from ASU and how she can help your company with search engine optimization. Thanks, Chesa!

Where to do a Rotary Makeup in the Reno / Sparks / Carson area



Monday

Incline Village 12:10 PM
Parasol Foundation

Reno
Downtown 12:10 PM
Harrah's Casino

Tuesday

Carson City
6:30 Eagle Valley Golf
Course

Reno Central 12:10 PM
Peppermill Hotel

Wednesday

Sparks 12:10 PM
John Ascuaga's Nugget

Thursday

Tahoe Incline 7:00 AM
Hyatt Regency

Sparks Sunrise 7:00 AM
Resort at Red Hawk

Reno South Noon
Atlantis Hotel

Carson City Sunset
6:30 PM Silver Oak
Golf Course

Friday

Reno Sunrise 7:00 AM
Atlantis Hotel

Online

Rotary eClub
of the Southwest USA
www.recswusa.org

RCS Leadership 2010—2011

Officers:

President: Rick Lierman
President-Elect: Joe Musser
Vice President: Cindy Welch
Secretary: Carol Hannigan
Treasurer: Larie Trippet
Sergeant-at-Arms: Jeanie Taus
Past President: Dave Zybert

Directors:

Membership: Chesa Keane
Public Relations: Sharon Zenz
Club Service: Jeanie Taus
Vocational Service: Mark Schauss
Community Service: Lynn Johnson
International Service: Ken Petring & Joe Musser
Rotary Foundation: Chip Lindloff
New Generations: Paul McClintock
International Service: Joe Musser
Club Newsletter: Sharon Zenz
Speaker Coordinator: Jim Annis

Club Goals 2011—2012

Increase membership by a net of five new members by June 30, 2012

By November 1st improved use of Facebook, and our website by increasing member education and SEO.

Complete visioning and strategic planning process to provide future continuity for club leadership, funding and projects. This is being scheduled with District assistance.

Improve member understanding of Rotary International, the District and the club operation throughout the year

Improved fellowship through more varied activities with a minimum of three during the year

Successful TORT fund raiser with 100% club member participation, increased public attendance and a minimum of \$22,000 net.

We would like to win a minimum of six District Awards at next years conference.

Participate in a Rotary Group Study Exchange program

Continue working with our community partners and schools on projects such as Choices. Participation in the Rotary Youth Exchange Program