

# The Rotarygram



## Rotary Club of Van Nuys

Volume 4, Issue 12

Club 1470 — District 5260

September 22, 2004

### Meeting Highlights

Program-of-the-day chair, Archie Kidwell introduced our old friend and former member, Gordon Mace. Gordon gave us an update on current trends in the real estate market — especially industrial properties.

With low interest rates and a severe shortage of available properties, the prices have spiraled into the stratosphere. Gordon suggested that interest rates are likely to remain relatively low, resulting in prices that are unlikely to retreat any time soon.

New construction is faced with shortages — such as steel now coming largely from China. International competition, with some cutthroat bidding, can actually divert shipments already at sea, sending them to a new destination.

A lively question-and-answer period at the end of Gordon's talk was ample evidence of the interest and attention given to his timely topic.



From left, Archie Kidwell, our speaker Gordon Mace, Cherie Spamer and President Carlos Rivera. At the end of his presentation Gordon was greeted by a display of rating numbers...not all agreed.



President Carlos, center, exchanges banners with our visiting Rotarians from Avalon. See Announcements.

### Visitors

**Visiting Rotarians:** Ken Benson introduced Captain Hugh Smith and Doug Bombard from the Avalon Club on Catalina Island.

**Guests:** Margie Hawkins was introduced by Cherie Spamer. Flip Smith introduced Sean Sawyer, guest of the club. Don Reinken introduced Charles Bloomquist, manager of Sam's Café at New Horizons, guest of the club.

**Entertainment Books—2005...see Paul Davis or Ken Worthen!**

## Student Recognition



**Honorees today are from Tierra del Sol. Pictured from left: Youth Service Director Joe Chu; Mirella, instructor; honoree Robert Savoie, Jr.; President Carlos Rivera; honoree Robert Thomas; Courtney Upchurch, Area Director, TDS; and Rebecca Morrill, Director, Community Integrated Services for TDS. Honorees are chosen for personal development and community service. Each one receives a certificate of commendation and a \$50 U.S. Savings Bond.**

## Announcements

- See HOT DATES on page 4 for upcoming club and community events.
- Catalina Rotarians invited our participation in their fund-raising project for the Medical Clinic on Catalina Island. An exciting day, Sunday, October 10...flying in a DC3 from Van Nuys to Catalina for the day! Get in touch with Ken Benson for details.
- Joe DiFatta filled us in on more details about our project to assemble and ship 'care packages' to our servicemen and women in Iraq — 150 packages...probably \$1,500 to \$2,000 costs.
- Mike Quiroga circulated the signup sheet for the international project to put a new roof on the Red Cross building down in Rosarito Beach, Mexico. Plan on being there...October 8, 9 and 10th. See Mike.

## The Spotlight's On...

### ED ANDERSON



Ed Anderson considers himself fortunate because he gets to do what he likes most in life – put people and projects together to accomplish a goal.

As an AmeriPlan USA broker and CEO of Maven Connector, Inc., Ed provides access to health benefit services for small companies and individuals. AmeriPlan is not an insurance company, he explains, but a provider association. “70% of people across the United States don’t have adequate health care,” he says. “Our alternative is consumer-driven health care.” AmeriPlan contracts with dentists, for example, to charge discounted fees for services to provide AmeriPlan members more affordable fees.

A book by Malcolm Gladwell – “The Tipping Point” – led Ed to the Maven Connector, Inc. name for his independent business. Gladwell’s book about mavens, connectors and salesmen being the three forces that contribute to major shifts in society described for him what he had been doing for years. “Maven is Yiddish for someone who gathers and disseminates information,” Ed says, “and my definition of a connector is someone who puts people and projects together.”

Helping people and organizations achieve goals was something he learned to do during his 24 years in the Air Force, Ed believes. He recalls two major missions during his active duty years – missions that helped him earn four distinguished

flying crosses by the end of his active service. He tracked hurricanes as part of the 53<sup>rd</sup> Weather Reconnaissance Squadron in Puerto Rico, then was transferred to Uban, Thailand. There, he served as a navigation and systems operator on AC130 gun ships.

It was as an officer in the Air Force Reserves, though, when he really began to use his abilities to put people and projects together. “We could get more things or supplies in the Air Force Reserves than the regular Air Force could,” he says. “I became the modern day Radar (from the television series M.A.S.H.) for the NCO club,” he remembers, “because I helped them get things done.”

A Rotarian since 1982, Ed is a past president of the Granada Hills Club – a club he attended regularly until requested by the Rotary District Governor to be an assistant governor serving four other clubs. Two of the clubs met on the same day set aside for the Granada Hills Club meeting, and he was missing his own club meetings, he recalls. Since he knew and liked several of the Van Nuys

Club Rotarians, he decided to switch his membership to the club to attend meetings on Wednesdays.

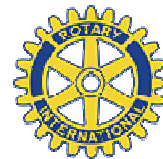
Ed’s in Rotary, he says, because the organization allows him – and others – to make a connection to accomplish something that an individual might not be able to do otherwise. “Rotary brings people together to help them do what they want to do,” he adds – which aligns perfectly with what Ed Anderson likes to do.

*Contributed by Andrea Reinken*

**“Rotary brings people together to help them do what they want to do.”**

**“There's no trick to being a humorist when you have the whole government working for you.”**

**- Will Rogers**



# "Service Above Self"

## Rotary Club of Van Nuys

### Upcoming Programs

- Sept. 29 Conejo Valley Little League Champs — Vince Bonsignore, sports writer for the Daily News, has reported on this team and will tell all about the competition and more. Bring a youngster...you'll be glad you did! Program chair — Joe DiFatta.
- October 6 Financial Crimes — LAPD Detective II Debra Kane will be exposing the "Do's and Don'ts" in handling your personal affairs...a most timely topic. Maybe we'll learn how not to get caught by Identity Theft! Who do you know that might enjoy this program?

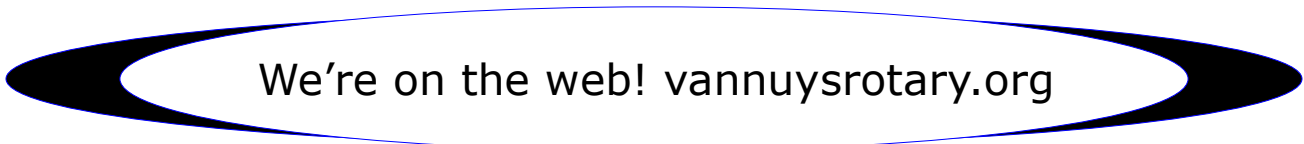
#### BIRTHDAYS

- Sept. 24 Archie Kidwell
- Sept. 25 Jim Tenner
- October 5 Mary Mangia
- October 21 Cheryl Stout
- October 28 Larry Feige
- October 30 George Beauchamp

#### HOT DATES

- Sept. 24-26 Sierra (Bishop) Safari. Reserve NOW.
- October 7 Mid-Valley Comm. Police Council — Annual Citizen's Recognition Luncheon 11:45 a.m. — Airtel Plaza.
- October 22 Dinner/Theater: "Late Night Catechism II — The Sequel" El Portal Theater, North Hollywood.
- October 26 Ross' Wedding Anniversary

**Rotary International Annual Convention  
June 18-22, 2005 Chicago, Illinois — 100th year !**



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