



The Rotations

July 31, 2013

SANTA ANA NORTH ROTARY 1959

WWW.SANTAANANORTHROTARY.ORG

OC Register: Spreading the Word

PRESIDENT'S REMARKS.

We welcomed Michelle Nicholosi and Theresa Cisneros from OC Register. We learned how to submit news and events and areas they want to focus on. Pictures are important to them.

GUESTS

Azucena Maldonado, Founder/President of Latina Golfers Association. Guest of Lisa Morrow.



RECOGNITION / HAPPY BUCKS

Bruce – Travels – Check out 3mules.com
Jim – Travels

BOARD REMARKS

Fundraiser (Lisa)

2 Corporate Sponsors
8 Vendors confirmed/20 pending
1 Chef Demo
Silent Auction – send to Rita
Other Not for profits pending
Signature rental deposit done
Special guest – pending (Phil)
Performance – pending
Online ticket live
Paper tickets distributed Aug 8
Promotional Materials – ready
Chamber of Commerce – blasted email
Think Together – blasted email

Membership (Ali)

Lisa Morrow delivered brochures.

Community Service (Denise)

Uniform distribution August 17, 10am – 1pm. Place TBD. Volunteers wanted.

Club Service (Penny)

End Polio Now Rotary tickets are on sales. Email Penny.



Wednesdays 12:15 PM
Antonello Ristorante
3800 S Plaza Drive, Santa Ana, CA

UPCOMING SPEAKERS

August 8 – Steve Carroll, Anaheim Ducks Radio Announcer

August 14, Pat Buttress, So Cal Edison PR

August 21, Chanda Parrett, St Joseph's Hospital Foundation

UPCOMING EVENTS

Sep 7 - .Angels Game – End Polio Now

Sep 14 – 5th Annual Discover the Taste, Heritage Museum of Orange County, 5-8pm.

Program: OC Register: Spreading the Word

With new ownership of OC Register we are seeing changes – good changes. There’s a commitment and spotlight on local community and doing good.

The Santa Ana Register is included in all OC Register subscriptions and delivered on Thursday. There are also 53 free racks. All content is streamed online as well and is free.

Santa Ana North Rotary has an opportunity to submit contact to receive advance coverage (Taste) or a post event write up (Uniform Distribution) to be featured in the OC Register/Santa Ana Register. They advised that readers love photos and that pictures tell a story. They shared some recent copies of the weekly newspaper. Also, 3 weeks advance noticed for promotion required due to volume of requests.

There’s also opportunity to get regional coverage and be featured on “Plan your Weekend” and OC Register itself. Ron Gonzalez handles this.

Lisa Morrow will work to submit content to OC Register, but Lisa S will assist. All Club Chairs are responsible to submit stories in advance (Denise – Community Service, etc.).

How to Share Your Story with the Register included as separate attachment.

Website: santaana.ocregister.com/

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