

Almaden Valley Rotary Club Report to Board of Directors

Seniors Christmas Luncheon

Southside Community Center ("SCC") – December 5, 2008

Almaden Community Center ("ACC") – December 12, 2008

1. The Christmas luncheons have become one of the most popular events at both community centers. The SCC luncheon sign-ups were "sold out" in only 1-1/2 days and the ACC sign-ups were "sold out" in several hours. The reservation procedure utilized was to sign up and pay a \$5.00 deposit prior to the event. On the day of the luncheon, seniors checked in, received a luncheon ticket and the \$5.00 deposit was refunded. This procedure minimized no-shows.
2. The filet mignon steaks were purchased through Almaden Golf & Country Club ("AGCC"). Head Chef, A.J. once again volunteered to cut, trim and prepare the steaks (5-1/2 – 6 oz. each) for barbecuing for both luncheons (420 steaks). A thank you gift from AVRC of two San Jose Sharks tickets and a parking pass was given to A.J. who is an avid Sharks fan. He was very pleased!
3. The Simonds School Children's Choir once again entertained the seniors from approximately 12:30 to 1:00 p.m. (55 4th and 5th graders). I was told that they have been practicing for many weeks for this event. The choir is led by Ms. Terry Bermudes and she expressed her appreciation and pleasure to be participating in this worthwhile Community Service event. A donation of \$250 was made to the Simonds Music and Technology Foundation at each of the luncheons. They indicated that they would be delighted to come back next year.
4. Raffle prizes donated by AVRC consisted of 10 – 6" poinsettias, 4 - \$25 Safeway gift cards and in addition, several more gift cards and goodies which were donated by local businesses were also raffled off at each luncheon. (A total of 8 - \$25 gift cards and 10 - 6" poinsettias were purchased by AVRC, plus 10 additional 6" poinsettias were donated by Tiedemann Nurseries of Soquel.)
5. In order to expedite the serving of entrees to the attendees, all servers were assigned a table row at SCC or table #'s at ACC as their responsibility for servicing the guests' needs. In spite of our best intentions, the servers expedience was again hampered at SCC by the physical limitations of the kitchen "staging area" to prepare the plates for distribution through the pass-through window. The "log jam" at these areas caused some frustrations with the servers and seniors as some delay was experienced. (Actual serve time for 180 seniors was 20 minutes, start to finish.) In addition, when the steaks were picked up for the ACC luncheon, one tray of 50 steaks was inadvertently left off the cart and the shortage was not discovered until serving commenced. As a result, several tables of seniors experienced delayed service of their meals. Again, I will review this years SCC and ACC luncheon procedures with their respective staff to minimize any inefficiencies to improve the overall quality of the events.

6. In order to further publicize the Almaden Valley Rotary Club and our community service and social activities, a power point audio visual presentation was presented at ACC prior to the formal start of the luncheon. In addition, the AVRC brochure covering "What Is Rotary?," club activities and member fellowship was placed at each place setting for perusal by each attendees at both luncheons. Local newspapers were contacted and lunch invitations were offered to staff writers and photographers of each of the following media: 1) Blossom Valley Times, 2) Almaden Times and 3) Almaden Resident. In spite of the initial invitations and follow-up calls, no media was represented at the SCC event. A photographer from the Almaden Resident was present at the ACC luncheon and while no representative from the Almaden Times arrived, later contact was made and information and photos were forwarded to their editor for publication. Samples of the newspaper articles covering the luncheons will be presented by Community Service Director, Joe Ferrito.
7. Attached you will find the financial summary of our estimated budgets vs. actual costs for your review. Should you have any questions, comments or suggestions, please feel free to contact me.

I would like to thank everyone who assisted during the luncheons and, in particular, John Baker who was the General Barbeque Chair, Jean Luc Renson, SCC Barbeque Chair, Paul Venezia, ACC Barbeque Chair and Rick Valdez for providing South Valley YMCA staff and board members to assist with the serving of lunches at both events.

The Christmas luncheons for seniors is another example of a worthwhile community service project benefiting area seniors in a social setting, which for many, fills a void in their lives at a time when social interactions (or the lack of) looms large during the Holidays. In addition, the events give a meaningful purpose for the Simonds School choir students to practice and hone their skills for the presentations as well as an opportunity for AVRC to financially assist the Simonds Music and Technology Foundation.....a win, win situation for everyone.

Juliet Wilson of SCC and Torie O'Reilly of ACC both expressed their thanks and appreciation for our efforts and contributions for the Christmas luncheons and, of course, would love to have AVRC return in 2009.

Respectfully submitted,



Paul Uenaka
Christmas Luncheon Chair

**Almaden Valley Rotary Club
Seniors Christmas Luncheon
2008 Cost Estimate/Actual**

Item	Southside 12/5/08		Almaden 12/12/08	
	Budget	Actual	Budget	Actual
5-1/2 - 6 oz. Filet Mignon steaks*	1,250.00	875.81	1,400.00	964.13
200 - Southside Community Center				
220 - Almaden Community Center				
Sausages - for barbequers (reimburse to Jean Luc Renson)	25.00	13.99	25.00	13.99
Reimbursement to City of San Jose (for rolls and dessert, per agreement)	100.00	35.12	100.00	57.60
10 - 6" Poinsettias (reimburse to Uenaka)**	34.00	31.50	34.00	31.50
8 - \$25 gift cards for door prizes (reimburse Uenaka)	100.00	100.00	100.00	100.00
Candy canes and candy mints for children and seniors (reimburse Uenaka for mints [candy canes donated by Lucky's])	20.00	20.00	22.00	22.00
Simonds Music & Technology Foundation (donation)	250.00	250.00	250.00	250.00
2 - SJ Sharks tickets and parking pass \$175 (reimburse Uenaka) (for Head Chef "AJ" at Almaden Country Club for his assistance in ordering, preparing [cutting, trimming] 420 filet steaks)	87.50	87.50	87.50	87.50
TOTAL COST	1,866.50	1,413.92	2,018.50	1,526.72

* Purchased for AVRC by Chef A.J. at Almaden Golf & Country Club - Special pricing due to reduced number of corporate and private holiday parties resulting in excess supply at wholesalers and Almaden Golf and Country Club (A.J.) was able to negotiate a lower cost.

** 10 additional Poinsettias donated by Tiedeman Nursery