

**Almaden Valley Rotary Club
Report to Board of Directors
January 12, 2010**

**Seniors Christmas Luncheon
Southside Community Center ("SCC") – December 4, 2009
Almaden Community Center ("ACC") – December 11, 2009**

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. There were 40-50 people on waiting lists at both events. 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 especially pleased when he received tickets to the Boston Bruins game as he was originally from Boston.
3. The Simonds School Children's Choir once again entertained the seniors from approximately 12:30 to 1:00 p.m. (60 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 consisting of 10 – 6" poinsettias, 6 - \$25 Safeway gift cards were raffled off at each luncheon. (A total of 12 - \$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 server's 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. However, the effort on their part was not lacking as they did the best they could under the circumstances. At ACC, Rebekah Hill and her staff initiated a plan to serve the entrees from the kitchen pass through as well as through another hallway opening located near the rear of the dining room which

expedited the procedure tremendously. 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 service to the community, 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/writer from the Almaden Times was present at the ACC luncheon and a prominent front page article appeared in the December 18th edition. In addition, San Jose City Council persons Ash Kalra and Nancy Pyle were in attendance at the SCC and ACC luncheons respectively.
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, Jean Luc Renson, SCC Barbeque Chair, John Baker, 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.

Stacy Riox of SCC and Rebekah Hill of ACC were especially cooperative and made extraordinary effort to insure the success of the luncheons. 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 2010.

Respectfully submitted,

Paul Uenaka
Christmas Luncheon Chair

Almaden Valley Rotary Club

**Almaden Valley Community Center
Friday, December 11, 2009**

BUDGET/COST SUMMARY

	Budget	Actual
220 - 5-6 oz. Filet Mignon Steaks - Almaden Country Club	1,500.00	1,637.23
Sausages, Mustard, etc. - Baker	30.00	24.35
Dessert and Dinner Rolls - City of San Jose	125.00	95.47
Charcoal/Course Salt/Etc (for barbeque) - Lacina	20.00	58.92
10 each Poinsettias - Uenaka	65.00	31.50 (1)
Candy Canes - Uenaka	25.00	23.76
6 each Safeway Gift Cards @ \$25/each - Uenaka	150.00	150.00
Donation for Children's Choir (Simonds Music & Technology Foundation)	250.00	250.00
2 each Shark's Tickets + Parking Pass to Chef A.J. @ Almaden Country Club (50% each to ACC/SCC)	90.00	90.00 (2)
TOTAL COST	2,255.00	2,361.23
Less: AVRC Members in attendance charged for lunch (Endowment to be reimbursed by AVRC.)	26 @ \$17.50	(455.00)
FINAL NET COST	2,255.00	1,906.23

(1) 5 Poinsettias donated by Tiedemann Nursery

(2) A.J. - Chef at Almaden Country Club volunteered his services and trimmed/butchered 450 steaks for the two senior luncheons

Almaden Valley Rotary Club

**Seniors' Luncheon
Southside Community Center
Friday, December 4, 2009**

BUDGET/COST SUMMARY

	Budget	Actual
200 - 5-6 oz. Filet Mignon Steaks - Almaden Country Club	1,300.00	1,606.56
Sausages - Jean Luc Renson	30.00	12.00
Ice Cream and Dinner Rolls - City of San Jose	100.00	44.85 (1)
Charcoal/Course Salt/Etc (for barbeque) - Lacina	20.00	43.66
10 each Poinsettias - Uenaka	65.00	31.50 (2)
Candy Canes	25.00	0.00 (3)
6 each Safeway Gift Cards @ \$25/each - Uenaka	150.00	150.00
Donation for Children's Choir (Simonds Music & Technology Foundation)	250.00	250.00
2 each Shark's Tickets + Parking Pass to Chef A.J. @ Almaden Country Club (50% each to ACC/SCC)	90.00	90.00 (4)
TOTAL COST	2,030.00	2,228.57
Less: AVRC Members in attendance charged for lunch (Endowment to be reimbursed by AVRC)	22 @ \$17.50	(385.00)
FINAL NET COST	2,030.00	1,843.57

(1) Rolls were donated

(2) 5 Poinsettias donated by Tiedemann Nursery

(3) Candy Canes were donated

(4) A.J. - Chef at Almaden Country Club volunteered his services and trimmed/butchered 450 steaks for the two senior luncheons.