



# FULLERTON Sunrise ROTARY

March 11, 2010

Fullerton Sunrise Rotary

Board of Directors

2009 - 2010

**Carolyn Johnson**

**President**

**(714) 996-7954**

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**(714) 525-1175**

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**Steve Janowicz**

**Treasurers**

**William Jindra**

**Immediate Past President**

**Meetings are:**

**Thursdays @ 7:15 AM**

**Meridian Sports Club**

**1535 Deerpark Drive**

**Fullerton, CA 92831**



## Joann Kileen and the Octomom

Joann Kileen is an award winning Publicist with 30 years of experience and had the unbelievable experience of representing the Octomom for two weeks.

Joann described the entire experience as "Octomania." The adventure started after receiving a phone call from a representative of Kaiser Hospital who stated that they had a potential client that needed her PR help. Joann approached the Kaiser Bellflower hospital to find helicopters circling overhead and she had to fight through a crowd of TV reporters to enter into the hospital.

The interview for the PR job occurred in Nadja Suleman's hospital room, while Nadja was in bed. To determine if Nadja trusted Joann and also to see first-hand who she was representing, Joann asked to see the babies. Joann was the first non-family member to view the babies. Joann had no hesitation in taking on Nadja's representation as she did not notice any red flags during the initial interview.

Joann described the following 3 goals that she wanted to accomplish on behalf of Nadja Suleman: 1. To devise a route that would enable Nadja to leave the hospital undetected, 2. To pick a Media Outlet that would allow Nadja to share her Octomom story and 3. To put together a photo opportunity for the family.

Joann chose Dateline's Ann Curry to tell Octomom's story. Joann and Nadja spent 9 hours preparing for the interview and it resulted in the best interview that Octomom has had to date. Joann had over 1200 media requests for interviews with Nadja which resulted in interviews on Larry King Live, The Today Show, and Oprah, to name a few.

After the Ann Curry interview, new facts about Joann's client became exposed. These facts had not previously been disclosed to Joann by her client. News broke that Octomom's home was in foreclosure and that Nadja was using student loan funds to raise her other children. Even more damaging facts surfaced that Octomom used California Disability funds to finance the IVF procedure.

This caused a public outcry against Octomom and everyone associated with her. Joann described the death threats that she, herself, had received. The police only considered 5% of the threats serious and Kileen was forced to hire a body guard.

After 2 weeks of representation, Kileen fired her client and after 1 year, her life is now just starting to get back to normal.

**Other News:**

**Bob Sanders & Bruce Bowen become full members**

In a ceremony that almost cleared out the "Riff / Raff" Table, Bob Sanders and Bruce Bowen received their blue badges and became official members for FS Rotary.



**Troy Top 100 Coming**

Ron Gillette announced that the Troy Top 100 is fast approaching on March 31 between 6PM & 9 PM.

**Boy Scouts Golf Tournament**

Ron Gillette announced that the Boys & Girls Club of Fullerton will be having a Fund Raising Golf Tournament at the Hacienda Country Club on April 6.

**FSR Hoe Down Update**

Gene Stelcik announced that he only has 15 bottles wine well short of the 65 bottle goal that he would like. So lets get shopping.

Bill Jindra and Bruce Bowen have been actively soliciting local area restaurants for dinner coupons.

There are two types of tables for sale. A standard table of 10 will go for \$450 and a Table with Wait Staff and Free Alcohol will cost \$ 700.00

**E-Waste Roundup at Parks High School April 3<sup>rd</sup>.**

Bill Dickerson sent word that there will be an E-Waste roundup on April 3<sup>rd</sup> @ Parks Jr High. Bring all old electronic items for recycling. Remember to format any computer hard drives prior to leaving them at center.

Rotary Club will be Dark April 1<sup>st</sup> & April 15<sup>th</sup>.

A Noon Meeting is scheduled on April 14<sup>th</sup> with the other 2 Rotary Clubs at the Fullerton Library.

Maggie Buchanan's eldest daughter Lauren celebrated her birthday.

Kathy Eldredge will be celebrating her B-day on Saturday.

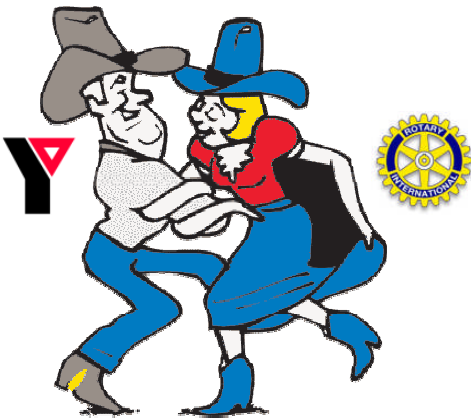
Jim Kilponen will be celebrating his wedding anniversary on 3/17.

Bill Jindra will be competing in a Chefs competition.

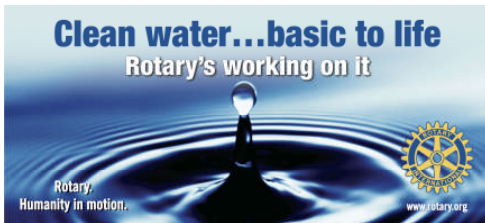
Al Olsen's son will be celebrating a birthday.

Maggie is happy to be going wine tasting with her daughter in Napa.

Howard Dutra had a great time at PETS



Fullerton Sunrise Rotary  
Hoe Down - May 15,



The Water Project in Okigwe, Nigeria is nearing completion. Members interesting in inaugurating well in April 2010, please contact Carolyn Johnson!