

**HEALDSBURG ROTARY SUNRISE CLUB
KRUG EVENT CENTER
MEETING SUMMARY**

DATE: Wednesday, 21 October 2015

ATTENDANCE: 26/46 56.52%

PLEDGE OF ALLEGIANCE:

Jack Vallerga led the group in a recitation of the Pledge of Allegiance to the flag.

ROTARY MOMENT/INSPIRATION:

President Lee offered these words relevant to his recent birthday:

Maybe it's true that life begins at 50, but everything else starts to wear out, fall out or spread out.... Phyllis Diller

SINGING:

The group was led in singing *I've Been Working On The Railroad* through the first verse. This is one of those songs that could go on for a long time, however it was the consensus of the group that enough was enough.

GUESTS:

1. Beatrice Bostick, CEO, Alliance Medical Center, speaker
2. Harvey Brody, Healdsburg Center For Arts
3. Sean Harrell, Special Guest of Dan Erickson

ANNOUNCEMENTS:

1. **Veterans Day breakfast** will be held on Wednesday, 11 November at the Annex of the Villa Chanticleer. This is a required meeting for all members. Richard Hillman reports that a speaker has been arranged, catering is in place for the meal, and all things look good. **All members are encouraged to invite at least one veteran to attend this meeting.**
- 2 Pres. Lee reported on the Membership meeting at the home of Will Seppi and his wife, Brandy. Club members in attendance learned more about the operations of Rotary.
3. **In January, our club will sponsor the monthly SCARC meeting.** We need to present a program and a meal on Thursday, 28 January 2016. We have reserved Krug event Center for this program. We need to have **general membership participation** in preparing a **program**, preparing **decorations**, arranging for **beverage** service, and many other details of bringing off a successful event, to which all of the Rotary Clubs in Sonoma County are invited. It is important that this be accomplished in the next one or two weeks so that a flyer may be generated to be circulated to all of the Clubs in the Sonoma County region. Jim Brenton is taking the lead on this but would definitely appreciate any help that could be offered.

Jim also reported that a friend who was planning on riding in the Grand Fondo was unable to participate. He gave his **\$200 entrance fee to our Club's Valley Fire Fund.**

4. The Fun Committee has recommended that next Wednesday be "**mask day**" and that members are encouraged to bring masks in celebration of Halloween.

5. Sean Shields, Foundation chair, reminded members of the **Change For Change** boxes on the tables. He also reminded members of the forthcoming **Foundation dinner** for the southern part of District 5130 which will be held on **24 October**. He has raffle tickets for sale. Any tickets purchased will go towards the member's Paul Harris award.

6. **Harvey Brody, Healdsburg Center for the Arts**, was here to talk about the grant that we gave his Foundation. He presented a booklet to the Club which is a compilation of the young artists photography and literary commentaries about "Me and My World".

7. Pam Moulton reminded members that we are participating in a **long-term exchange program**. This has become a district event and a young lady from Sebastopol, Talia Marino, has been selected. We will attempt to have her come by the Club and give us an overview of her expectations and background.

8. Andy Esquivel reported on the activities of the **Interact Club** at the high school. They have had good participation at two events. There was a good turnout to help with the **community garden** which provides fresh produce to the food pantry in town. There was also a good turnout at the **Healdsburg Senior living Center** for decorating of pumpkins with residents of the memory unit at that facility. The Interact Club is sponsoring a **sock drive** to provide socks for the homeless community. They are asking that students at the high school, as well as members of the Rotary Clubs, bring socks to their meetings that will be turned over to the homeless shelter in Healdsburg. With the coming cold weather, dry footwear is important for a sense of comfort.

RECOGNITIONS:

Philippe Hobson has an anniversary. **Jerry Anderson** has returned from a trip to Italy and brought back a photograph of a plaque that he believes commemorates the first-ever meeting of a Rotary Club in the world (1279 A.D.). It is written in Italian and maybe says what he told us it says. (A photograph is in the photo album for today's meeting on the website for those who want to tell us what it really means).

RAFFLE:

Somehow **Richard Hillman** had managed to purchase the winning ticket. Unfortunately, he was unable to complete the transaction by drawing the winning card. We are grateful to you, Richard, for letting the pot grow for next week. Enjoy your free breakfast.

PROGRAM:

Beatrice Bostick, CEO of the Alliance Medical Center, gave an overview of the facilities operations and their place in the healthcare picture in Sonoma County. She also presented a brief synopsis of the Sonoma County community health needs

assessment document that has recently been prepared and released by Sonoma County.

(<https://www.google.com/search?q=community+health+status+report+sonoma+county&ie=utf-8&oe=utf-8>)

The Alliance Medical Center (AMC) came into existence in the late 1960's to help serve the medical needs of the migrant farmworkers who would come to our area during harvest season. Over the years the program has expanded and is now providing a full service range of medical and dental care. They are a Federally Qualified Health Center (FQHC) which helps with their funding, as well as with allowing a larger number of uninsured patients to qualify for government -assisted insurance, particularly under the Affordable Care Act. Under the federal qualification they are also allowed to apply a sliding fee scale to patients who are insured through programs other than the government for primary care services, thus reducing the financial burden of high deductibles that are frequently part of employer-based insurance plans. They have expanded into providing services for primary care for veterans in the area through a program called VA Choice. They also provide dental care to pediatric and adult patients.

Alliance Medical Center has a budget of approximately \$11.5 million per year. 5% of this money comes from grants and donations. The remainder comes from fees for the services that they provide. They have been grateful for monies given to them in years past by the Healthcare Foundation of Northern Sonoma County. In addition to monies received from the Healthcare Foundation, the Alliance Medical Center is initiating a more direct role in solicitation of donations which will be rolled out in the next one or two months.

The patient population at present consists of over 10,800 unduplicated patients, each of whom visits the clinic two or three times per year. This is contrasted with the Alexander Valley Medical Center, also another community Health Center, that has a unduplicated patient base of approximately 3100 patients. 66% of the patients at AMC are Hispanic, 32% Caucasian and 2% other ethnicities. 53% are on Medi-Cal, 9% are on Medicare, 9% have private insurance and 19% are uninsured.

100% of the support staff and physicians at the clinic speak fluent Spanish. 95-97% of the rest of the staff Spanish proficient.

The demographics of the population served at the clinic are quite different from the general demographics of the county as a whole. There are a higher percentage of Hispanics and other minorities at the clinic, there is a much higher prevalence of living at or below 124% of poverty, there are language problems that are not present in other healthcare facilities in the county. Many of the patients seen in the clinic list a country other than the United States as their country of origin.

Some special areas that the clinic deals with include differential mortality rates for their demographic, prenatal care and outcome, drug use, teen births, obesity, issues of adolescence, oral health and general access to care issues.

AMC was the first community clinic to have dedicated dental services available for children as well as adults. They currently have three dental chairs in their facility. Oral health impacts all other areas of health and almost every patient that is seen initially in their clinic receives a dental evaluation.

They have excellent outcomes for maternity care and special programs for teenage pregnancy. The pregnancy rate for teens served in their facility is below the state average. They focus on pediatric issues in general but specifically look for iron deficiency, asthma, overweight and obesity problems and encourage physical activity in children.

Adolescent issues that they address include chronic depression, alcohol abuse both chronic and binge drinking as well as counseling on date violence and bullying.

They have difficulty with recruiting providers for their facility. Primary care in general is declining as a specialty of choice. The low rates of reimbursement for primary care services by government as well as private insurance programs make it difficult for young doctors with high medical school debts to work at facilities with low pay rates. AMC works closely with the government to find programs of loan forgiveness for primary care physicians that are serving in federally qualified health centers. AMC also relies heavily on family nurse practitioners and PAs (FNP's/PA's) to provide many of their primary care services.

Most, if not all, of the people working at AMC want to be there regardless of the low pay rates and high volume of work demanded. The entire staff has a service mentality that respects and supports the health care needs of every patient coming to the facility.

Those Club members interested in reading the entire community health needs assessment document can refer to the website listed earlier in this document.

NEXT MEETING:

Wednesday, 28 October 2015 – MASK day! – The program will be Water – presented by the Healdsburg public works department

Please look at the attached flyers for World Polio Day and SCARC dinner for 10/29.

Respectfully submitted,

Doug Pile, Club Secretary