

# The Appleknocker

## Sebastopol Rotary Club's Weekly Bulletin

Program: Bruce Scimizu – Farm Trails



**Date:** March 16<sup>th</sup>, 2012  
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**Scribe:** David Still  
**Photography:** Richard Power  
**Editor:** Bob Rogers  
**Club President 2011/2012:** Aleia Coate



All the News that Fits We Print

 **Before the Bell** 

Arriving at the Rotary meeting on the second stormy Friday of the winter. Where do we live anyway? Fairbanks?



**CLUB GROUP PHOTO – APRIL 13<sup>th</sup> IS THE DAY**



**Do you have it on your schedule?**

**Timing is of the Essence:** To allow time for the photo **AND** the Speech Contest, we're asking everyone's cooperation to **arrive a little early**, get through the food line, and **start eating by noon**, then we'll head outside for the photo around 12:15. If everyone is on time and we move fast, we'll be back in our seats around 12:35. While you finish your dessert, the Speech Contest will start about 12:45 allowing us to finish up on time at 1:30.



 **At the Bell** 

**President Elect Edwin Wilson** held the gavel in place of **President Aleia**, who was representing our club at the *Women In Rotary* event in Santa Rosa. Good Luck **PE Edwin**.

**Tony Given** led the group in the *Pledge of Allegiance*. **PE Edwin** made what may be his first and last faux pas from

the podium by calling on **Keller McDonald, Karen Daniels** and **JT Martin** to lead the group in song. Never having acted as a trio before, the group was obviously puzzled by this request. **PE Edwin** did a quick pivot and asked **Karen** to lead us stating that she is more "acoustically attuned" than **Keller** (**Ed. Note:** Obviously, **PE Edwin** doesn't remember **Keller's** rendition of *Born to be Mild* at **Past President Richard's** debunking last year). Despite **Keller's** apparent disappointment, the group managed a passable *God Bless America*.



## Future Programs

**March 23<sup>rd</sup>**

**Speaker:** Nina Arbour  
**Program:** Taking the Mystery out of Hospice  
**Host:** Kent Seegmiller

**March 30<sup>th</sup>**

**Speaker:** Lori Austin  
**Program:** California Health Care Services  
**Host:** Kent Seegmiller

**April 6<sup>th</sup>**

**Speaker:** Jay Youngdahl  
**Program:** Religious Lives of the Navajo Workers  
**Host:** Bob Cugini

**April 13<sup>th</sup>**

**Program:** Speech Contest  
**ALSO GROUP PHOTO**

**April 20<sup>th</sup>**

**Speaker:** Efen Carrillo and more  
**Program:** Overcoming Obstacles Award  
**Host:** Tom Boag

**April 27<sup>th</sup>**

**Program:** Rotary Foundation Program  
**Host:** Mike Ferguson

**May 4<sup>th</sup>**

**Program:** Vocational Awards  
**Host:** Katy Spyrka

## Future Events

**HAPPY HOUR AT GTO's Seafood House**  
(3<sup>rd</sup> Friday of the Month), 234 South Main, Seb.  
**NEXT HAPPY HOUR @ GTO's—April 20<sup>th</sup>, 2012**

**District 5130 Assembly,**  
March 30<sup>th</sup> - 31<sup>st</sup> (\*See Attached\*)

**Hillcrest Interact Club – Rummage Sale March 31**  
(\*See Attached \*)

**Club Group Photograph, Fri. April 13<sup>th</sup>**

**Friendship Dinners, April 14<sup>th</sup> and 21<sup>st</sup>**

**Learn to Swim Program Starts April 23<sup>rd</sup>**

**Polio Music Benefit, April 27<sup>th</sup>**  
For Info & Tkts, go to <http://www.rotary5130.org/>

**District 5130 Conference, June 15<sup>th</sup> – 17<sup>th</sup>**

## Miscellany

**NEXT Board Meeting**

**Location:** Mike Long's Office,  
**Date/Time:** Wednesday March 21<sup>st</sup>, 5:30p.m.

**Web Site for Make-Up Locations**  
[www.rotary5130.org/meeting\\_locations.shtml](http://www.rotary5130.org/meeting_locations.shtml)

**MAKEUP NOTIFICATIONS – Send to JOHN BLASCO at**  
[jcblasco@comcast.net](mailto:jcblasco@comcast.net)

**On-line Make-Ups:** [www.RotaryEClubOne.org](http://www.RotaryEClubOne.org)

**Interact Make-Ups**

**Analy High:** 12:35 Wed. In the Choir Room  
**Brook Haven:** 12:40, 1<sup>st</sup> & 3<sup>rd</sup> Thurs., Rm. 4  
(Check-in @ Front Office first)  
**Hillcrest:** 12:20, Every 3<sup>rd</sup> Tues., Rm. 6  
**CALL AHEAD TO CONFIRM MEETINGS**

**Steve Beck's** thought for the day was, "The whole life of man is but a point in time; let us enjoy it therefore, while it lasts and not spend it to no purpose." Homer...BUT WAIT, there's more...

" He has half the deed done who has made a beginning." Homer

**Visiting Rotarians:** Visiting from Whitefish, Montana was Dick Haberkern, an engineer.

**Introduction of Guests:** There were a few guests of the club in attendance including David Peterson and Rick Williams. Good to see you guys again.

**Mike Ferguson** introduced his guest Michael Ruppert, ex-LAPD, ex-investigative reporter and author who is a leading expert on the petroleum industry and has produced a documentary entitled, *Collapse*. He has recently moved to West County. With him was his personal assistant Arro Flora.



## Announcements



**PE Edwin** acknowledged that both **Russ Tighe** and **Brad Benedetti** have been faithfully attending meetings despite having some obvious medical accoutrement. That means slings and braces, but "accoutrement" sounds nicer.



**District Assembly:** **PE Edwin** reminded the club of the District Assembly coming up on Saturday, March 31<sup>st</sup> in Ukiah. We will be carpooling that day. Sign up on line and pick the classes and breakout sessions that interest you.



**Harvey to the Rescue:** **David Schreiber** requested a volunteer to chaperone at a middle school dance that very night at Analy. **David** was but one volunteer short of a quorum of chaperones, but his plea was met with a resounding silence. Hard to believe people wouldn't jump at the chance to spend a Friday night watching over a bunch of middle schoolers, but...at the last second **Harvey Henningsen** raised his hand to

volunteer. Way to go Harveeeee!

**Hillcrest Rummage Sale:** **Troy McAdams** gave a reminder about the Hillcrest Interact kids fundraising rummage sale on Saturday, March 31<sup>st</sup>. They are looking for whatever they can find to sell and raise money with all proceeds going to CASA. **Troy** promises that whatever junk we give him will be magically transformed into treasure through a patented **Troy McAdams** device.





**Club Photo:** At the April 13<sup>th</sup>, 2012 meeting at 11:45 a.m...yes...**15 minutes early!** (See explanation above in "Before the Bell").

The date is set for the Club Photo. Do not miss this chance to appear with 100 of your close friends. **Harvey** promises to **climb the roof** of the Memorial Hall for this endeavor (**Oh NO!!!**) Its going to be great. Remember - wear **light blue**. Its the thing to do. If you wear white - you will appear BIG. No one wants that. If you wear navy - you will appear small and we want to see everyone. Forget about Plaid. Its light blue, the uniform of the day. Arrive early.

**Forget Me Not Farm Gazebo:** Sebastopol Rotary will be having a work party on April 7 headed up by builder extraordinaire **Jim Pacatte**. We will be building a gazebo at Forget Me Not Farm behind the Humane Society on Highway 12. There will be various landscaping projects as well. Many needy kids use this area as part of the Forget me Not Farm program. It will be nice to give it a good Rotary fix-up.



**Friendship Dinners:** Friendship Dinners are coming soon, April 14<sup>th</sup> and 21<sup>st</sup>. **Vicky Patiño** is still looking for interested people to sign up.

**Learn to Swim:** Speaking of signing up, volunteers are still needed for *Learn to Swim*, coming in May. The popularity of this program continues to grow. **Greg Jacobs** promises nifty Tee Shirts for all volunteers.

**Rebuilding Sebastopol:** Rebuilding Sebastopol is still scheduled for Saturday, April 28<sup>th</sup>.



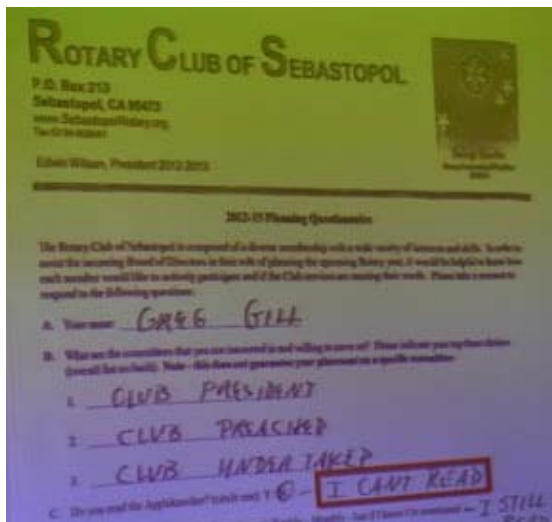
### Recognitions and Fines



**Birthday:** **Dan Davis** had a birthday on March 15<sup>th</sup>. He claims that his septic tank overflowed and that turned it into a (expletive deleted) day. Alas, not all birthdays go as planned. \$5.

**PE Edwin** flashed a photo of our crack AV team at the PETS conference looking less than enthusiastic. In fact, they looked downright bored. **PE Edwin** wanted to counteract false charges made last week that he was sleeping at the PETS conference. **Ken Jacobs** of the AV team was willing to admit that **Edwin** was not sleeping - he was passed out. **PE Edwin** fined the AV team of **Jacobs, Thielen and Puccinelli** a whopping \$15 each. This may be his second faux pas from the podium. This scribe suspects that revenge may be plotted and served cold.

**Harry Polley** was fined \$25 for taking a trip to Scottsdale for spring training. The stadium looked so empty in the photo that it is suspected that he attended a Dodger game.



**PE Edwin** tried to reach out to **Greg Gill** after looking over his interest questionnaire for the upcoming year. Although **Greg** put down that his interest was to become either Club President or Club Preacher, he went on to state that he never reads the Appleknocker because "I can't read." This was not only seen as hurtful to all of the hardworking scribes, but also as a cry for help. **PE Edwin** is working with Superintendent of Schools Keller McDonald for an intervention - several reading lessons will be scheduled with age appropriate reading material, such as this Appleknocker. Very courageous of you to come out like that **Greg**. So courageous in fact, that there was no fine!

**Robert Jacob** was recognized for making Business Journal's 40 under 40 list. An honor bestowed on young successful business people. Someone said that he is really making *headway* in his business. He was fined for getting a new car - not exactly new but still a finable offense. \$5 per wheel including steering

and spare.

**Dennis Judd** was fined \$30 for a recent trip to Disneyland. He apparently believed his young traveling companion when told that the roller coaster at California Adventure wasn't scary. **Dennis** - it goes upside down. Never listen to kids when it comes to roller coasters.

**Steve Beck** was chosen to either speak on his recent life events or play Fact or Crap. He chose to discuss his recent doctor visit and was quickly cut off by **PE Edwin**. Good move **Edwin**. \$35 fine **Steve**.





**Mark Fink** took his chances with Fact or Crap and was fined \$35 for not knowing the difference between a type of dog breed and a type of massage. It is becoming apparent that this game can be a real moneymaker for the club, as it doesn't seem to matter if you get the answer right or wrong. Can't wait to play.



**Henry Alker** gave a \$100 foundation brag about his sister-in-law Anne Tickner who recently retired from the faculty at USC. An expert in international relations, she had prizes named for her at virtually every university she attended and worked for. The awards and accolades were highly impressive. It is noted that Henry is related to her by marriage only.

**David Schreiber** was singled out for his savvy March Madness bracketing. **PE Edwin** had it on good authority that **David** was looking at a big score on the tournament. **David** admitted that he had as much as one dollar riding on the Syracuse game. **Edwin**, looking for a piece of the pie, fined **David** \$20.

🍎 **The Raffle** 🍎

**Tom Farrell**, after investing thousands of dollars in raffle tickets over the years, finally had his number drawn. The wheel was spun. The Prize announced. Not the big prize - only ten bucks.



🍎 **Program** 🍎



**Richard Power** introduced the program of the day. Bruce Shimizu is the executive director of Sonoma County Farm Trails. Bruce lives in Windsor and has spent his career in landscaping and development. He has dedicated his life to serving the community and helping to promote a more sustainable way of living.

Farm Trails began in 1973 by a loose coalition of farmers who wanted to sell products directly to individuals. They wanted to help the public connect to farming in Sonoma County. They soon realized that governmental regulations about safety were standing in the way of direct connections and direct marketing. While most farmers truly did not want the public allowed on their land, others saw it as a way to connect.

Farm Trails began to produce a map of direct sales farms in Sonoma County. The map rapidly became the most popular tourist handout in the county. It allowed visitors to hit the back roads of Sonoma in search of farm goods and also a good time. The map contained directions and seasonal tips on what was available. It has spawned many imitators such as the wine road and the cheese road, but remains number one in direct marketing.

Farm Trails is mainly supported by the Apple Fair, its number one fund raiser. Bruce is working on many new additions to the Apple Fair such a big name entertainment and a revised entry-exit system. There will be a 5k and 10k run and free bike parking. The tour d'organics bike ride will also be partnering with the Apple Fair. There will be a talent contest with the winner being sent to the American Idol auditions.

Beyond the Map and the Apple Fair, Farm Trails has begun working on other projects such as Food Aggregating for small farmers. They are reaching out for more vendors. A data base of seasonal opportunities is in the works. The popular Blossoms, Bees and Barnyards will be back next spring after a hiatus. Agri-tourism is perfect for Sonoma County and Farm Trails is a leader in the field.

🍎 **The Closing Bell** 🍎

**President Elect Edwin** thanked Bruce with a speaker's gift of a donation to PolioPlus in his name. He then rang the meeting to a close at 1:30 pm., right on the dot!



## After the Bell



**Women in Rotary:** As you know, **President Aleia**, along with nine other Sebastopol Rotarians attended the *Women in Rotary* luncheon sponsored by District 5130, that took place on Friday, same as our meeting. It was a celebration of 25 years of



women in Rotary, and was attended by such dignitaries as Santa Rosa Mayor Ernesto Olivares, Supervisor Efen Carrillo and Congresswoman Lynn Woolsey, who each presented District Governor Maureen Merrill with proclamations of congratulations. Taking an active roll in the day's program was our own, **Barbara Beedon**, who introduced the dignitaries, and **President Aleia**, who introduced the women in the audience who have been Rotarians from the beginning of *Women in Rotary*. Also in attendance was **Pauline Pellini**, **Sally Ewald**, **Dorothy Rodella**, **Kathie Mayhew**, **Sarah Gurney**, **Katy Spyрка**, **Jackie Moreira**, and your editor, **Bob Rogers**.

## The ABCs of Rotary

(Taken from :The ABC;s of Rotary, a Rotary International publication originally prepared by Dr. Cliff Dochartman, who was RI President in 1992-93)

### #9: 100% Attendance

Regular attendance is essential to a strong and active Rotary club. The emphasis on attendance can be traced back to 1922 when Rotary International announced a worldwide attendance contest that motivated thousands of Rotarians to achieve 100 percent attendance year after year. Many Rotarians take great pride in maintaining their 100 percent record in their own club or by making-up at other Rotary club meetings.

Although the bylaws of Rotary require members to attend only 60 percent of all meetings, the custom has emerged that 100 percent is the desirable level. Rotary stresses regular attendance because each member represents his own business or profession and thus the absence of any member deprives the club of the values of its diversified membership and the personal fellowship of each member. From time to time, proposals have been made to give attendance credit for various reasons or to lower the minimum requirement. Such attempts generally have been rebuffed by the clubs acting through the Council on Legislation



# Register Today!



**Rotary District 5130 - Assembly**  
**Register online at [www.Rotary5130.org](http://www.Rotary5130.org)**

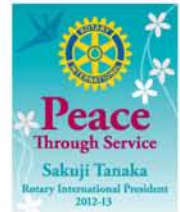
**Saturday, March 31, 2012**

**District Assembly check-in 8:00 am**

**Mendocino Junior College**

**1000 Hensley Creek Road, Ukiah**

**Breakfast - 8am :: Sessions begin - 9am**



**Friday, March 30, 2012**

**Celebration Gala for French GSE Team**

**Cocktails at 6pm - Dinner Starts at 7pm**

**Barra of Mendocino Winery**

**7051 North State Street, Redwood Valley**

**Save \$10 when registering for both events by March 19, 2012**  
**Combined registration discount only applies when paid for concurrently**  
**\$45 per person - per event**

**For more details call Sandie Krutz: (707) 837-5210**

**CLICK HERE TO REGISTER AT: [www.rotary5130.org/district\\_assembly\\_2012.shtml](http://www.rotary5130.org/district_assembly_2012.shtml)**

**Hillcrest  
Interact Club  
Rummage Sale**

**Saturday, March 31, 2012  
9 am – 4 pm**

**Front Acre of Discount Alley**

**1382 Gravenstein Highway S.**

**Donations Wanted**

**Call or Email:**

**Troy McAdams  
331-0208, [dalleyinc@aol.com](mailto:dalleyinc@aol.com)**

**All Proceeds benefit CASA  
(Court Appointed Special Advocates for Children)**



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