



# The Appleknocker

## Sebastopol Rotary Club's Weekly Bulletin

Rich Thomas - Recent & Future Trends in the Wine Industry



**Date:** ..... September 9, 2011  
**Volume:** ..... 2011/12—Issue E10-10  
**Scribe:** ..... Mel Davis  
**Photography:** ..... Karen Webb  
**Editor:** ..... Bob Rogers  
**Club President 2011/2012:** ..... Aleia Coate



*All the News that Fits We Print*

 At the Bell 



**President Aleia Coate** rang the bell, calling the meeting to order at 12:15 p.m. She called for a moment of silence in remembrance of the tragedy of nine eleven. The salute to the flag was led by **Denny Gaya**, followed by *God Bless America* led by **Keller McDonald**. **Sarah Gurney** offered the thought for the day by Fred Rogers (aka Mr. Rogers):

“Parents are like shuttles on a loom. They join the threads of the past with the threads of the future and leave their own bright patterns as they go, providing continuity to succeeding ages.”

 Visiting Rotarians & Guests ?

**Visiting Rotarians:** **Bud Daveiro** reported that there were no visiting Rotarians today.

**Visiting Guests:** The guest of the club, Robert Jacob of Peace in Medicine, was introduced by **President Aleia**.

 Announcements 

**The Rotary Foundation:** **Mike Ferguson** announced that he is selling tickets for the Foundation Dinner on September 24th for \$75 for one person, or \$120 for two people. He said he is also selling raffle tickets for the Foundation Dinner Raffle at the prices of 1 for \$20, 6 for \$100, 14 for \$200, and after that, higher is negotiable. **(Editor's Note:** Please see the flyer at the bottom of this issue for more details on the dinner.)



**Lobster Feed:** **Dan Rasmus** asked that those of us who are donating silent auction items please get the descriptions in to him by September 30th, and if the item is a non-perishable, bring it to one of the next 3 meetings so they can be displayed online. **Kent Seegmiller** reminded us that last year the fine wines and wine adventures section of the silent auction brought in one third of the total silent auction proceeds. He encouraged us to be creative and come up with packages that included tours, dinners, etc. Forms are on each table for you to fill out. He asks that you describe your donated wine if possible, Robert Parker notwithstanding.



Next up was Sebastopol Rotary Club's closest thing to a Snake Oil Salesman...**Jack Blasco**, reminding us that the big event is only 5 weeks away and there are still lots of holes in his volunteer list, and we are starting to make him nervous. So you know what to do...put your John Hancock on the dotted line and sign up today!!! **President Aleia** commented on how fast the live auction items have been pulled together, thanks to the live auction committee and of course, all you Rotarians out there putting these packages together. She asked **Jackie Moreira** to describe some of the latest live auction items donated, which she did, with assistance from **David Schreibman's** fabulous PowerPoint presentation.

🍎 Future Programs 🍎

September 16th

**Speaker:** Nan Su  
**Program:** The Renaissance of Chinese Culture & it's Global Impact  
**Host:** Kent Seegmiller

September 23rd

**Speaker:** Rob Mahoney  
**Program:** Old Music  
**Host:** Kent Seegmiller

September 30th

**Speaker:** Ben Stone  
**Program:** Economic Vitality Update  
**Host:** Barbara Beedon

September 30th

**Speaker:** TBA  
**Program:** TBA  
**Host:** TBA

🍎 Future Events 🍎

Happy Hour @ GTO's

Friday, September 16<sup>th</sup> at 5:30 p.m.

"Rotary Hearts on Fire" Foundation  
Dinner South

Hyatt Hotel, Santa Rosa  
Sat., September 24<sup>th</sup> – (See attached)

Lobster Feed

Saturday, October 15<sup>th</sup>  
O'Reilly's under the Tent

Crab Feed

Saturday, February 12<sup>th</sup>  
Sebastopol Holy Ghost Hall

🍎 Miscellany 🍎

NEXT Board Meeting (3<sup>rd</sup> Wednesdays)

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

Web Site for Make-Up Locations

[www.rotary5130.org/meeting\\_locations.shtml](http://www.rotary5130.org/meeting_locations.shtml)

Makeup Notifications – Send to Jack Blasco  
at [jbblasco@comcast.net](mailto:jbblasco@comcast.net)

On-line Make-Ups:

[www.RotaryEClubOne.org4](http://www.RotaryEClubOne.org4)

Interact Make-Ups

**Analay 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**

Appleknocker Archive

<http://www.sebastopolrotary.org/>



**Club Runner:** Jack Blasco gave us a PowerPoint presentation on how to access Club Runner and all of it's possibilities. In addition, he said that he emailed the club the same presentation, so you can, at your leisure at home, explore all the new possibilities offered by Club Runner. **Michael Hixson** continued the "techie" presentation with the new Club Runner version of our website that he has put together and led us through all the ins and outs of this new tool and how to navigate it's various features.

🍎 Recognitions 🍎

**Birthday:** There was just one single recognition for today's meeting...and it was **Emily Buller's** birthday of August 7<sup>th</sup>. Half the club almost fell on the floor with laughter when she said, "I'm getting so old!" In keeping with that thought, she said she was trying to remember what she did...oh yeah, future hubby Dan took her to a play and she had dinner with the family. \$5 for the old lady.



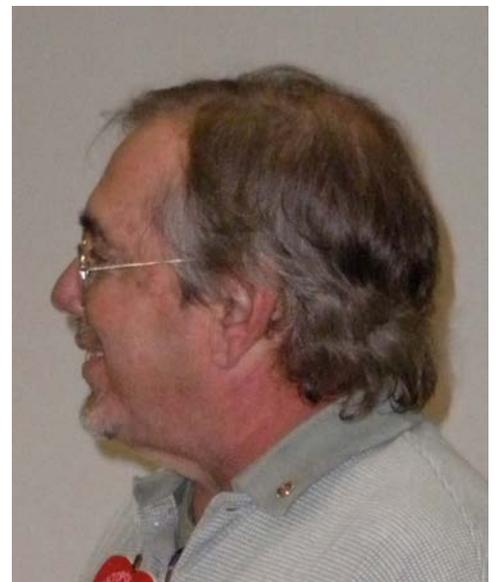
🍎 Raffle 🍎

**President Aleia** called out the number 276510 and **Richard Power** says, "I've got it!" Before he spins the wheel, he says the proceeds of any winnings will go to the Sebastopol Rotary Education Foundation. He then proceeds to spin and wins...a bottle of Balletto 2006 Zin! I guess they'll be drinking that at the next Education Foundation Board meeting.

🍎 Program 🍎

Rich Thomas - Recent & Future Trends in the Wine Industry

**Rollie Atkinson** introduced our guest speaker for today by stating, "Good afternoon fellow Rotarians, our guest speaker is...leaving?" Not really, it just seemed that way. **Rollie** rattled off a long list of credits and accolades attributed to Rich, most of which Rich admits are true. Retired Professor Emeritus of Viticultural Studies at Santa Rosa JC, where he taught since 1973, he consults, judges and is a





columnist for various publications. A 1963 graduate of UC Davis, Rich was born and raised in Sonoma County...he claims that's why Zinfandel and Sauvignon Blanc are his favorite wines. He has been judging wine competitions for 31 years, and is one of the founding fathers of the Sonoma County Wine Grape Commission.

Rich talked about the wine industry in general, with many pearls of wisdom spread throughout his talk, sprinkled with strong personal opinions (I don't like oak...If I want to taste oak, I'll chew on a toothpick), and comedic relief (What's the difference between the Pope and a winemaker...The Pope only asks you to kiss his ring!) Some highlights:

- This year is a sh---y crop...long hang time and low yield. Haven't picked a grape yet except champagne.
- Price is not a function of quality, but availability. It's gonna taste good at \$80 a bottle, no matter what! Price is what the traffic will bear.
- What makes a gold medal winner? 3 out of 5 judges like it...and then he added, maybe the next day their opinions might be different.
- There are too many judgments. There are 7 different judgments right here in this miserable little town. As a result, having a gold medal is only good marketing wise for about 8 days.
- Wineries are popping up like mushrooms after a summer storm. For example, in 2001 we had 1,450 California wineries and 2,900 nationwide. In 2011 we have 3,364 California wineries and 7,600 nationwide.
- My goal in life is to make wine available to everyone at a fair price.
- Napa is #1 in Cabernet Sauvignon. Sonoma dominates in everything else.
- We have a problem in tasting room personnel...they know their wines, but they don't know the people coming in...ie midwesterners prefer a sweet wine. Something we might think is great, they think came out of an animal. It's also the old versus the new, customer-wise...younger ones have different tastes.
- The DUI enforcement is going to get tougher. Tasting rooms should have breathalizers.
- The battle over water...frost protection vs fish.
- Too many appellations...ego driven.
- New packaging ideas:
  - A Pennsylvania winery (Yes, they have wineries in PA) sells wine in a gallon paint can, with a spigot.
  - Someone has come out with a "Tetra Pack", made of plastic.
  - A two liter pouch.
  - Screw Tops and the stigma against them is waning. A top Washington State winery has switched over completely to screw tops. You can create Pizazz, even with a screwtop he said, as he ran a screwtop bottle down his forearm with the panache of a top sommelier, unscrewing the top in the process and simulating the pour in an instant.
- Welcome to God's Country.



 [The Closing Bell](#) 

**President Aleia** thanked Rich for the informative and certainly entertaining talk and presented him with a speaker's gift of a donation to PolioPlus in his name. She then reminded us that the Morning Club's Cajun Festival is this Saturday, rang The Bell at 1:30 p.m. and wished everybody a great afternoon.



Last week's Rotary Fishing Trip was a resounding success. Although Rick, the Captain of the New Sea Angler, made the decision not to go after salmon due to the slow bite of the last couple of days, all on board did achieve full limits of rockfish. Unofficially, the hot rod in the group was **Dick Zimmer's** grandson Jay, who just kept cranking up huge rockfish the whole day. **Bob Rogers** was talked into providing Bloody Mary's for breakfast and after that, the crew was ready to fish. **Mike Long** played deck hand, helping Rotarians bait up, untangle, and catch fish. **President Aleia** and First Dude Matt presided over the fishing trip. In addition to the above named Rotarians, also on board was **Henry Alker, Tom Lambert** and son, **Dennis Judd, Neysa Hinton** (who almost missed the boat by oversleeping), Robert Jacob and his guest, **Frank Mayhew** and **Tom Campbell** (Forgive me if I've left anyone out). A good time was had by all.

### **Membership Proposal**

Robert Jacob has been proposed for membership by **Yvette Williams van Aggelen** with the classification of Non-Profit Management, Medical Cannibas. This proposal has been approved by the Membership/Classification Committee and the Board of Directors. The membership was officially noticed on September 7, 2011 via e-mail. Any objections to this proposal must be made in writing to the board by September 17th, 2011. If none is received, the Club Secretary will notify the Club President to proceed with the induction of this new member.

### **The ABC's of Rotary**

**(Taken from "The ABC's of Rotary, a Rotary International publication originally prepared by Dr. Cliff Dochterman, who was RI President in 1992-93).**

#### **#65: The Rotary Foundation's Beginning**

***Some magnificent projects grow from very small seeds. The Rotary Foundation had that sort of modest beginning.***

In 1917, RI President Arch Klumph told the delegates to the Atlanta convention that "it seems eminently proper that we should accept endowments for the purpose of doing good in the world." The response was polite and favorable, but the fund was slow to materialize. A year later, the Rotary Endowment Fund, as it was originally labeled, received its first contribution of US\$26.50 from the Rotary Club of Kansas City, Missouri, USA, which was the balance of the Kansas City convention account following the 1918 annual meeting. Additional small amounts were contributed each year, but after six years the endowment fund had reached only \$700. A decade later, The Rotary Foundation was formally established at the 1928 Minneapolis convention.

In the next four years, the Foundation fund grew to \$50,000. In 1937, a \$2 million goal was announced for The Rotary Foundation, but these plans were cut short and abandoned with the outbreak of World War II. In 1947, upon the death of Paul Harris, a new era opened for The Rotary Foundation as memorial gifts poured in to honor the founder of Rotary. From that time, The Rotary Foundation has been achieving its noble objective of furthering "understanding and friendly relations between peoples of different nations." By 1954, the Foundation received for the first time a half million dollars in contributions in a single year, and in 1965 a million dollars was received.

It is staggering to imagine that from those humble beginnings, The Rotary Foundation is now receiving more than \$65 million each year for educational and humanitarian work around the world.

**VOLUNTEERS WANTED!**

**1<sup>st</sup> ORIENTATION September 20**

**Help a child learn!**

Become a **"READ TO ME"** Tutor!

*A one-on one tutoring program to help students succeed in school and in life...*

**SIDE-BY SIDE** with students you'll:

**READ TUTOR MENTOR**

**How "Read To Me" came to be...**

Concerned about student literacy, the Rotary Club of Sebastopol asked local schools what community volunteers could do to help. In 1998, through the efforts of Rotarians Patti Blount and Pauline Pellini, **"READ TO ME"** began as a 3<sup>rd</sup> grade reading support program. Today, to better assist students, **"READ TO ME"** is ...

**... a multi-faceted tutoring program...**  
*helping Kindergarten – 5<sup>th</sup> grade students become stronger learners*

**Tutors help students:**

- practice reading
- complete written assignments
- work on math problems and
- read-aloud to kindergarteners

Working with one child at a time, and the same children week-to-week, meaningful mentoring relationships are developed —providing satisfaction to tutors and students alike.

**Can I be a tutor? YES!**

**All you need is a kind heart, an open mind, dedication and a spare ½ hour or more each week.**

No experience is necessary. All are welcome. Training and ongoing support are provided.

\*Park Side & Brook Haven Schools in Sebastopol \*Kindergarten – 5<sup>th</sup> Grade Students \*

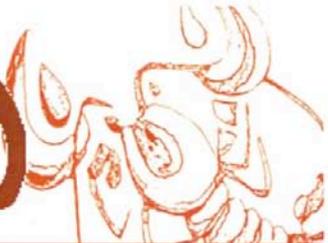
\*Monday – Friday, 9-3 \* 30 minutes to 3 hours per week, 15 week commitment \*

Contact: Deborah Drehmel, Coordinator; 707.829.3886; 293.4147; [dremichmel@gmail.com](mailto:dremichmel@gmail.com)

Rotary Club of Sebastopol – Education Foundation  
Community / School Partnership

Rotary Club of Sebastopol

# LOBSTER FEED



Saturday, October 15, 2011

Please join the Rotary Club of Sebastopol and help make the 5th Annual Lobster Feed the most successful fundraising event ever! We are so proud that all the monies that are raised through this fun event are returned to the community in the form of Teacher Mini Grants, Learn-to-Swim Programs for local 2nd grade students and High School Foreign Exchange Programs; as well as a multitude of other community-based and international programs. If you have children that have gone to school in Sebastopol, your children's education has been touched by Rotary in some way. **We believe this is the Premier Social Event of the Year, and we have fun while raising money!** Come join your friends and business colleagues and enjoy great food and wine by local vintners, coupled with exciting live and silent auctions items!

**Platinum Sponsor \$1,500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Platinum Sponsor sponsor in:
  - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Four complementary tickets to event

**Gold Sponsor \$1,000**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Gold Sponsor sponsor in:
  - Press Releases • Poster • At event
- 2 x 5 ft Advertising banner at event
- Two complementary tickets to event

**Silver Sponsor \$500**

- Logo listed on event website
- Company name listed in event guide
- Logo listed on event poster
- Recognition as Silver Sponsor sponsor in:
  - Press Releases • Poster • At event

**Bronze Sponsor \$250**

- Logo listed on event website
- Company Name listed in event guide
- Recognition as Bronze Sponsor sponsor:
  - At event

Please check box above for your sponsor level. Rotary Club of Sebastopol is a 501(c)(3) org.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please find enclosed check for \$ \_\_\_\_\_ Please bill my credit card for \$ \_\_\_\_\_

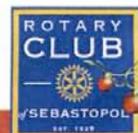
Type of card  VISA  Mastercard Number: \_\_\_\_\_ Ex. Date: \_\_\_\_\_

Please send this completed form with check or credit card information to:

Rotary Club of Sebastopol Attention: Richard Petersen PO Box 213, Sebastopol California, 95473

Upon receipt of payment in full, complimentary tickets will be mailed to you along with other promotional materials. Proceeds from this event go toward community service and international humanitarian projects. Thank you so much for your support.

For more information regarding being a sponsor, please contact:  
Richard Petersen at 707.548.5259 or Ted Baggett at 707.823.5325,  
or email Rich@richardpetersen.com.



[www.lobsterfundraising.com](http://www.lobsterfundraising.com)

ROTARY  
**HEARTS ON FIRE**



FOUNDATION DINNER SOUTH  
SATURDAY SEPTEMBER 24<sup>TH</sup>, 2011  
HYATT HOTEL, SANTA ROSA

**Hearts on Fire**

**Event:** Rotary Foundation Dinner South

**Date:** Saturday, September 24, 2011

**Where:** Hyatt Hotel and Spa  
170 Railroad Street  
Railroad Square, Santa Rosa

***Black tie optional, red dresses welcomed***

Cost: \$75

***6:00 PM Doors open - no host cocktails***

**Keynote speaker:** Past RI President, Rick King

**RSVP online at**  
[www.Rotary5130.org](http://www.Rotary5130.org)

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Santa Rosa, CA 95403