



THURSDAY, MAY 1, 2025 YAKIMA CONVENTION & EVENT CENTER

*The Magic
Of Rotary*

JAROD HIGGINBOTHAM YAKIMA BAIT COMPANY



Born (much smaller than he is present day) 46 years ago as a farm kid from Cowiche, Washington, Jarod Higginbotham was destined to be where he is today in the fishing world. After nearly four decades of active fishing and hunting, Jarod began working for a small local fishing tackle store in Yakima until 2012, when he was offered a lifetime employment opportunity by Yakima Bait Company located in Granger, Washington.

Jarod's titles (never "duties" he loves his job too much) at YBC are National Sales and Marketing Director, Head of Quality Control, and Head of Education. If you attend any large outdoor show, bet you might find him there performing one of his highly entertaining and informative seminars.

Jarod actively fishes for salmon, steelhead, all ocean critters, and trout all year every year. He promotes a passion for fishing (and hunting) that few in the outdoor industry can keep up with. As head of Lure Design for YBC, there is never a time when you stop by his office where a new color of an existing lure or something exciting and brand new is not being schemed - all to make anglers all over the globe catch more fish.

Jarod's favorite times are spent with his kids (son Hunter is following in Dad's footprints quite well in the fishing game) and of course with his new grandbaby! His passion for fishing and hunting shows no signs of slowing down in 2025.

FOR THURSDAY'S MEETING

Greeters – Yvette Inzunza & Zeb Ruff
Inspiration – Sharon Miracle
Sergeant-at-Arms – Chase Powell
Attendance – Elisabeth Tutsch

FUTURE PROGRAMS

May 8th – Sam Cho, Port of Seattle
May 15th – Hanford
May 22nd – Rotary Academic Scholarships

ROTARY HIKE IN OUR OWN BACKYARD!



Mark Saturday, May 3rd on your calendar for a Rotary guided hike on the Cowiche Canyon Uplands Trail. Start time is 9am. Meeting location is the trailhead parking lot off of Scenic Drive.

Wear good shoes and bring water. Granola bars will be provided. Suitable for all ages, invite your friends and family to come along. It will take approximately 1 to 1 ½ hours to complete.

ROTARY UNSUNG HERO



On Thursday, April 24th, we recognized Lisa Krous and her Krous Pastrana “family” as Rotary Unsung Heroes for turning personal loss into a legacy of love, support, and empowerment for others. It was a journey that began with the grief of losing Lisa’s sister, Diana Pastrana to cancer in 2007 and blossomed into a beacon of hope for others through an annual event *Celebrate Women, Celebrate Life* hosted by Wellness House.

Held every October, it celebrates women who are both battling cancer and have survived cancer with an evening of dinner, raffle prizes for everyone, messages of hope, a toast of Treveri, and at the end of the evening a rose with “we look forward to seeing you next year.” Today there are four generations of the Krous and Pastrana “family” involved. Together they exemplify Rotary’s motto of Service Above Self; uplifting the women they serve by reminding them that they are seen, celebrated, and never alone.

SAVE THE DATE

Rotary Historical Perspective

The Racial Justice committee is excited to invite you on a field trip for their last Historical Perspective of the Rotary Year. Join us as we travel to Wapato for a presentation of history, culture, and food at the Filipino Hall in Wapato. The date is Thursday, May 15th. Doors will open at 4:30pm; food will be served at 5:00pm; with a presentation at 5:30pm.

RSVPs are requested to make sure that they have enough food for everyone. Sign-up sheets will be on the table next week. You can also call or email the Rotary office.



HAPPY FIRST ANNIVERSARY



Sy Ruiz
Bob Price



REVIEW

Reading has its own kind of magic whether it’s the beauty of the words, the thrill of a plot twist, the journeys you experience, the characters you come to love or hate, and the things you learn along the way. We were reminded of all those with this week’s program featuring best-selling author Robert (Bob) Dugoni. It was easy to see why he is one of our favorite speakers as he shared how life is about chance moments and how much we take advantage of them.

Bob found his passion for writing as a young child at Burlingame Library growing up in California. As one of 10 children, he grew up doing what his mother told him. Saturday mornings, his mom would load them into the car and take them to the library. Going there was magical for him; it was like Disneyland. It smelled like paper and books; he would walk through the stacks and imagine that someday his name could be on the spine of a book. It was where he and his siblings found their futures. They all became overachievers with 4 doctors, 2 lawyers, a clinical pharmacist, CPA, dental hygienist, and high school teacher. He was always a little different. The library was a place of imagination – it’s where he found the Grinch; a spider named Charlotte; a Lion, Witch and a Wardrobe; the Hobbit; and Captain Call in Lonesome Dove. While he didn’t have much growing up in a large family, he was never alone. Books were always with him. They allowed him to go anywhere he wanted to go and become anyone he wanted to become. Reading taught him to use his imagination – they taught him how to escape from an island prison (Count of Monte Cristo); how to catch a swordfish and obsession (Old Man and the Sea); and about racism and injustice (To Kill a Mockingbird).

In high school his basketball coach gave him the choice of being on the team and never playing or editing the school newspaper. He chose the newspaper – it became the first of many moments. At the end of his senior year, he was asked to do a feature article on a friend who was one of a few black students in the school; that friend was all-league in basketball, all-league in football, and all-world in track. The article didn’t end up being about sports, his friend talked about what it was like to be a person of color in a school that was all white and that his dream wasn’t sports; it was to pursue electronics and business at UC Davis. When the article was done, his teacher didn’t want it entered into a San Mateo newspaper contest. It was entered and he won. Bob was invited to the San Mateo journalism dinner and

ended up sitting at a table with a gentleman who had graduated from Stanford. He encouraged him to apply; Bob said as one of 10 children he couldn’t afford to go. He was told to just apply, don’t worry about the money – it was another moment. Bob applied and graduated from Stanford with a degree in Journalism and Creative Writing. After graduation he landed an internship with the LA Times. He felt pressure to attend professional school so with friends attending UCLA School of Law; he took the LSAT and got in. The minute he stepped on campus he missed the stories and characters. He found out how hard it was to write and be in law school and write a good novel and practice law well. After practicing law for 13 years, one moment in June 1998 changed everything. He woke up and told his wife, “I just can’t do this anymore.” His wife agreed with one caveat that they would have to move back to Bellevue where she was born and raised. He found a storage room to use as an office in Seattle and wrote his first novel *Jury Master*. It was rejected 48 times.

The next moment came at a birthday party he didn’t want to attend. Conversations always come with two questions; what do you do (author) and have you published anything (no). He attended anyway and noticed a guy standing in the corner looking just as miserable as he was. He was a former FBI agent working for the EPA named Joseph Hilldorfer. He ended up calling Bob, telling him he had a story to tell about a true crime that he had investigated. Together they wrote *Cyanide Canary*. Ten agents and four publishers wanted the book; it became the Washington Post best book of the year. With its success, interest in his other works came to life. *Jury Master* got picked up and became a New York Times Best Seller. He also went on to write the *Extraordinary Life of Sam Hell*. Late last year the Newsweek Magazine staff chose it as one of the best books of all time. He never imagined that today, he would have 30 published novels in 35 languages available in 50 countries.

It’s scary when people tell you to follow your dreams, and even scarier to follow them. Walt Disney once said, “All our dreams can come true if we have the courage to pursue them.” Humbled by his achievements, the most important accolade takes him back to where it all began: his childhood library where today sitting on a shelf are books with his name on the spine.



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