



THURSDAY, SEPTEMBER 10, 2026
YAKIMA CONVENTION & EVENT CENTER

Create
Lasting
Impact

MIKE NOVAKOVICH
INGNITING INNOVATION: UNLEASING CURIOSITY,
CHALLENGING ASSUMPTIONS & DISCOVERING NEW POSSIBILITIES



Dr. Michael Novakovich is a Harley-riding, scuba-diving, drum-playing adventurer with a passion for life. He serves as President & CEO of Columbia Ability Alliance, a multi-entity social enterprise and federal contractor creating opportunities for individuals with disabilities and other barriers. Alongside his wife, Shannon, he co-owns NovaWerx, specializing in leadership development, strategy, and organizational effectiveness.

Michael earned his doctorate in Organizational Change and Leadership from the University of Southern California, where his research led to the creation of the REAL Strategic Leadership Framework™. He also holds an MBA and bachelor's degree from Washington State University. A frequent speaker on leadership, innovation, and organizational transformation, Michael blends evidence-based research with real-world executive experience to create engaging, practical experiences audiences can put to work immediately. Michael and Shannon call the Tri-Cities home along with their two boxer pups, Braekhus (Bray-kus) and Klaus.

FOR THURSDAY'S MEETING

Greeters – Charlie Eglin, Dre Moreno
Inspiration – Celina Sanchez
Sergeant-at-Arms – Brad Hansen
Program – John Cooper
Attendance – Matt Crow

FUTURE PROGRAMS

September 17th – Rotary Family Picnic

September 24th – Diane Patterson and Hannah
Wilson, Yakima Free Clinic

October 1st – Gerardo Ruelas, Costco

October 8th – Yakima Rotary Vocational Scholarship
Awards

PROPOSED NEW MEMBER

Unless written objection is received by the Board of Directors by Friday, September 11, 2026, the following candidate will be elected to membership:

Daniel Cohen

Financial Advisor

Morgan Stanley

Classification: Financial Advising

Proposed by: Mike Norton

Endorsed by: Drew Harris



We are less than 2 weeks away from the Rotary Picnic. If you have not already signed up to attend, please contact the Rotary office today.

MARK YOUR CALENDARS

ROTARY ROASTERS

Tuesday, September 8th - 7:00am
Catalyst Coffee located inside Single Hill Brewing
You buy the coffee. We'll bring the conversation.



ROTARY & SUNFAIR PARADE

Save Saturday, September 26th to join members from all three Rotary clubs to walk in the Sunfair Parade. Bring along your family and friends as we hand out books to kids and promote Operation Harvest. Details coming soon!



REVIEW

There are so many great things happening in Rotary. Last Friday, President John joined his fellow presidents from Southwest and Sunrise Rotary to accept a \$10,000 check from the Parker Youth & Sports Foundation for the new Rotary playground project at Larson Park. Wednesday night, 30 Rotarians and friends hosted a welcome potluck for our inbound exchange students: Puck from the Netherlands and Ploy from Thailand. We recognized Lisa Krous for her promotion to general manager at the Convention Center and Patience Karsten who was awarded a Lifetime Achievement Award from UNESCO. September 26th, we'll be walking in the Sunfair Parade handing out children's books with Southwest and Sunrise – save the date. Drew Harris extended an invitation to Rotary Roasters on September 8th and the Rotary Picnic on September 17th. Past President Sheri announced work is ready to begin on the Rotary playrooms at the new YWCA Domestic Violence Shelter. Look for an email.

Tony Farina gave a financial update on the Club and Yakima Rotary Charities. Past President Sheri Bissell's year ended on a strong positive note for both entities. No changes in dues and meals cost were made this year; under President John's year we are poised to have another strong financial outcome. Rotary business also included a thank you to Jolene Seda, Linda DiLembo, and Rick Murray for serving as our greeters; an inspiration message from Dan Sullivan about the dignity of work and how done with purpose, integrity and care for others, it becomes love made visible; and Kelie Connaughton with a Happy Bucks sergeant-at-arms.

Sharon Miracle had the honor of introducing our speaker Christina Prkic, Vice President and Regional Executive of the Seattle Branch of the Federal Reserve Bank of San Francisco. She provided the history of the Federal Reserve, its structure, and what the Federal Market Committee does. The modern Federal Reserve grew out of the collapse of 1907 with global reverberations. It was at that moment that the country said we needed to create a central mechanism to bring financial stability. Six years later, President Wilson signed the Federal Reserve Act of 1913. The key entities of the Federal Reserve System are the Federal Reserve Board of Directors, 12 Federal Reserve Banks, and the Federal Open Market Committee. The Governors are appointed by the President, confirmed by the Senate and serve a 14-year staggered term. They meet 8 times a year in D.C. to consider economic conditions and regional perspectives when making national monetary policy decisions. They reside in Washington D.C. The 12 Reserve

Banks are scattered throughout the country. The San Francisco Regional Reserve Bank, of which Christina is a part of, is the largest of the twelve reserve banks and includes nine western states, the Pacific territories, and 80% of the country's federally recognized tribes. Each one of the banks is governed by a 9-member board of directors that are voted and identified by the bank administrator and represent a variety of industries across their territory. They vote on the discount rate on federal funds which is then shared by the president of each regional reserve bank at the Federal Open Market Committee. They come together 8 times a year to debate and share regional perspectives that factor in the decision-making process. When you heard last month that interest stayed at 3.75%, that came from a group vote; it is not a one-person decision. Their dual mandate is maximum employment and price stability.

The Federal Reserve Bank of San Francisco is unique among the 12 Reserve Banks as the largest district in the Federal Reserve System with 6 branch locations. The district represents 23% of U.S. economic output, 21% of the U.S. population and 37% of U.S. geographic area. Their cash processing locations serve 700 financial institutions and process more than 72 million notes every day. As one of their branch locations, Seattle is comprised of 7 board members who serve Alaska, most of Washington, Idaho, Oregon, and parts of Hawaii. The dollars used for sergeant-at-arms came from the Seattle branch.

The beauty of the design is that it's lasted 110 years. The inputs to monetary policy include quantitative data, economic analyses, board and councils, the Beige Book, and network. Local relationships are especially valuable because regional economies can vary significantly, providing insights that may not be captured by data alone.



Downtown President John Cooper, Sunrise President Kyle Rasmussen, Pat Leahy & Southwest President Mark Hummel



Inbound Exchange Students Ploy (Thailand) & Puck (Netherlands)



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