



THURSDAY, SEPTEMBER 28, 2023 YAKIMA CONVENTION & EVENT CENTER

*Create Hope
 in the World*

ROSALINDA MENDOZA

CRAFTING MEXCAL, SHARING HERITAGE: THE MOCEL EXPERIENCE



Rosalinda Mendoza, is CEO and Co-Founder of Mocel Mezcal. Rosalinda co-founded Mocel with her sister, Elizabeth Mendoza, to share artisanal spirits that inspire connection and help establish a mezcal culture in the U.S. that considers the land, history and the way it connects people today.

Rosalinda is part of a co-op mezcal distillery in Michoacan, Mexico, where her family is from. Prior to Mocel, Rosalinda was a Sr. Client Executive where she led a global team that delivered multi-million dollar projects to IBM clients. While at IBM, Rosalinda was inducted into the IBM Hundred Percent Club for leading exceptional sales growth in her territory. Before that, Rosalinda held roles in management and marketing for various organizations including Starbucks and the Washington State Farmworker Housing Trust.

Rosalinda has an MBA from the University of Washington and a B.A. in Economics from Whitman College.

FOR THURSDAY'S MEETING

Greeters – Teresita Tamez, Mary McFadden
 Music – Charlie Robin
 Invocation – Kurt Labberton
 Sergeant-at-Arms – Steve Hahn
 Program – Raul Martinez
 Attendance – Jennifer Bliesner
 Marble Draw – Lila Mowatt

FUTURE PROGRAMS

October 5th – Nikki Torres, National
 Hispanic Heritage Month
 October 12th – Megan Tweedy, Opioid
 Fentanyl Crisis
 October 19th – Bale Breakers Social
 October 26th – Classification Talks

MARBLE RAFFLE DRAW

The odds of winning continue to increase with only 4 marbles left in the bucket. The carryover is \$2,585 which will be added to this week's ticket sales. If you have the winning ticket and pick the clear marble, you win half the pot and Rotary Charities receives the other half.

Thanks to our sponsor

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VOLUNTEER HELP NEEDED FOR OPERATION HARVEST!



We NEED your help with to distribute bags on a pre-assigned route between September 28th and October 5th AND to collect food from a pre-assigned route on Saturday, October 7th.

There are a total of 76 routes for each job. We NEED 18 more volunteers to distribute bags and 24 more volunteers to collect food. If you can help, please contact the Rotary office today at 509-452-8332 or yakimarotary@yakimarotary.org.

SECOND CHANCE WEDNESDAY

Second Street Grill
Wednesday, September 27th
5pm to 6pm

Bring a spouse, significant other, friend, or potential new member to this fun, informal gathering. Rotary pays for the hors d'oeuvres. You pay for your beverages.



REVIEW

From my connection with Rotary clubs around the U.S. I can say without hesitation that Yakima is truly unique to have three clubs that not only like to work together to make Yakima a great place to live but to have fun as well. Since July, we've had a celebration of the new Rotary Marketplace, played golf together to benefit Yakima Rotary Trust, and started working together on our Healthy Futures Project to fight childhood obesity. This week's program was another opportunity to join together as we met at Pacific Northwest University (PNWU) to hear from PNWU President, Dr. Mike Lawler and tour their new MultiCare Learning Center. Presidents Lynn Harlington, Erin Black, and Pam Cleaver took turns welcoming us, sharing important announcements, and introducing Dr. Lawler.

The mission of PNWU has not changed since it was founded 18 years ago when a group of community members (some of which were in the room) signed a charter in the living room of Dr. Lloyd Butler. The mission drives what they do; it is about serving people in rural and medically underserved communities. Combined with a vision to revolutionize community health, their purpose is to create a new generation of healthcare professionals who will carry forward the mission of health equity. There are 192 medical schools in the U.S. PNWU ranks #2 for graduates practicing in primary care; #3 for graduates practicing in medically underserved areas; and #6 in graduates practicing in rural areas. The majority of PNWU students come from the Pacific Northwest; because of that they are more likely to stay. Of the 1,302 Doctors of Osteopathic Medicine that have graduated, they know of 583 that have a practice location. Of that, 224 are in the state of Washington and 45 are in Benton, Kittitas, and Yakima Counties. They are meeting their mission! There are two other medical schools in Washington (UW and WSU). PNWU supports them and cares

about their work because it influences their mission.

The name of PNWU's newest building is the MultiCare Learning Center. They began talking about a partnership with MultiCare in 2018. It made sense, they are the largest healthcare provider in the state and in a lot of areas where PNWU students are or where they want to be. When their talks began MultiCare said they weren't going to start a medical school; PNWU said they weren't going to start a medical center – a partnership it was. As a small nonprofit they rely heavily on donations from the community from philanthropy. Partnerships become very important. In addition to their partnership with MultiCare, they also have created partnerships with Delta Dental, WSU, Heritage University, CWU, Yakima Valley College, Union Gospel Mission, Yakima Neighborhood Health, Yakima Valley Farm Workers Clinic, Comprehensive, Triumph Treatment Services, and Central Washington Family Clinic. Healthcare is a team effort.

Questions and answers ended the sitting part of the program. PNWU staff and students then provided guided tours of the MultiCare Learning Center. It was an incredible look at today's advancements in medical technology. It featured studying areas, gathering spaces, and skills areas. It boasted a lab featuring a state-of-art mannequin robot that can handle invasive procedures giving students the ability to intubate, place IVs, chest tubes, and folies; a hospital ward, multi-patient ward, and multi-care area that was staged that day with pediatric sims; and a skills lab to practice on test trainers and included different body parts for different skills set ups.

PNWU is a remarkable treasure! Only in Yakima would something like this be possible – a message that Dr. Lawler, if nothing else, wanted us to walk away with.

