



## THURSDAY, APRIL 10, 2025 YAKIMA CONVENTION & EVENT CENTER

*The Magic  
Of Rotary*

### ADAM RATLIFF SNAKE RIVER DAMS



Adam Ratliff is an independent journalist and filmmaker who has taken his love of all things related to infrastructure and turned it into the web series Armchair Engineer. His content has reached millions of people by spotlighting the less-known aspects of our built environment, especially regarding water, energy, and transportation.

Adam is also the executive director of the new educational nonprofit, The Center for Sustainability and Working Rivers (CSWR), where he collaborates with a coalition of supporters to create fact-based public engagement content about the most impactful environmental issues in the Pacific Northwest.

#### CALLING ALL SKILLED BBQ CHEFS

Got the skills to bring the heat? We're looking for chefs to grill as part of a dinner at Featherland Ranch on Saturday, September 6th. Tickets for the event were sold at the Rotary auction. Those attending will be treated to great food, music and dancing. Chefs get to choose their protein (fish, beef, chicken or pork) with Rotary paying the cost.

If you would like to participate, please contact the Rotary office today. Join us for a sizzling cookoff at our BBQ Dinner event, showcase your skills and hang out with fellow grill lovers.



#### PROPOSED NEW MEMBERS

Unless written objection is received by the Board of Directors by Friday, April 11, 2025, the following candidates will be elected to membership:

##### **Megan Murphy**

Judge

WA State Court of Appeals

**Classification: Judicial, Appellate**

Proposed by: Quinn Dalan

Endorsed by: Pam Cleaver

##### **Shawn Boyle**

Police Chief

City of Yakima

**Classification: Law Enforcement**

Proposed by: John Adkison

Endorsed by: Kelly Gasseling

#### FOR THURSDAY'S MEETING

Greeters – Rodrigo Renteria-Valencia, Ken Smith  
Inspiration – Patti Powers  
Sergeant-at-Arms – Jim Berg  
Attendance – Jake Hambly

#### FUTURE PROGRAMS

April 17th – JD Bewley, The Franchise: Golden Opportunity,  
Family Legacy & The McDonald's Journey  
April 24th – Best-Selling Author Robert Dugoni  
April 31st – Jarod Higginbotham, Yakima Bait  
May 8 – Sam Cho, Port of Seattle

## ROTARIANS AT WORK DAY



Rotarians at Work Day was started in 2006 as a joint effort between a Rotary District in the U.S. and a Rotary District in Mexico. Held on the last Saturday in April, it is a global initiative for clubs to unite, identify, and engage in hands-on projects to help their communities.

Yakima Rotary will be out in the community on April 26 at three different locations: the Welcome to Yakima Sign, the flower garden at Sarg Hubbard Park, and Rotary Lake. Volunteers at Sarg Hubbard will meet at the garden to weed, clean, and lay bark; volunteers at Rotary Lake will pick up garbage around the shoreline; and the crew at the Welcome to Yakima sign will clean, prune, and spread bark.

Work will start at 9am and be done by noon. Mark the date! You can sign up to help at Rotary or by contacting the Rotary office.

## CELEBRATING 20 YEARS OF JOBS FOR YOUTH PROGRAM

Click on the QR Code to see how you can help whether it be volunteering at the high school Career Fair on April 30th between 11am and 5pm teaching students how to fill out a job application, doing mock interviews, or how to be a good employee; signing up to provide a 4-week 20 hour part-time summer job; sponsoring a job; or making a donation in any amount to help fund a job. One small gift of time and/or treasure will help change the life of a youth in community.



## REVIEW

You couldn't miss our room this week with the joyful sounds of music from Gilbert Elementary's Maramba Band as they entertained us before the meeting and started us off with a performance of Crunchy, Crunchy, Crunchy. They were fabulous! Our greeters were Dave Heil and Clark Permann. I'm pretty sure Drew Harris joined as well. Thank you to the three of them. Anthony (A.P) Peterson shared an inspirational message about spring being a time of rebirth, renewal, love, youth, and rejuvenation; and that it's not too late to keep those resolutions and goals made. Whether you think you can or think you can't, you're right. There are a lot of great things happening in Yakima Rotary! President Jim started with a blue badge for Liz Hobson and recognition for Rob Phillips who after 34 years has retired from writing his weekly outdoor column for the Herald Republic. Volunteerism and fun were part of his next announcements. Sign-ups for Scholarship Dinners are underway. The dates are May 1st through May 10th. The cost is \$125/member and includes a spouse, significant other, or friend with the proceeds supporting our Academic & Vocational Scholarship programs. Everyone is charged (except hosts) whether they attend a dinner or not. Volunteers are needed for the Jobs for Youth Career Fair on April 30th; grill chefs are needed for a dinner at Featherland Ranch on September 6th; and don't forget Rotarians at Work Day on April 26th.

Pete Bansmer introduced Dan Gaulke as our newest member. Dan grew up in Yakima and attended schools in West Valley where he played soccer and was part of their concert and jazz band. After graduation he attended WSU where he received a degree in Business Administration and played for their jazz band. In the summer of 1990 he met his wife, Jennifer, and was hired by Yakima Federal. His career with them has included loan officer, compliance officer, CEO, and today as CEO and President. He and Jennifer are the parents of two grown daughters. When not working, he enjoys hiking, spending time with family, and cheering on the Sounders. He is attending the Wharton School at University of Pennsylvania and serves on the board of PNWU and Community Bankers of Washington. We are so grateful to have him as a member of our club!

Kevin Good presented the second round of grant checks for the year to 4 worthy organizations. The Yakima Area Arboretum received a grant in the amount of \$4,000 to update the classroom seating for educational and event purposes. The Yakima Police Department was awarded a grant of \$1,500 to expand community & career leadership opportunities with monthly Police Engagement Activities. Yakima Recovery Events received \$700 to help support substance abuse recovery. The final recipient was OIC of Washington with a grant of \$3,750 to fund a new teen center at the Henry Beauchamp Community Center. Rotary business ended with a guest appearance from John "Alice" Cooper for sergeant-at-arms.

David McKinney had the honor of introducing his friend Lonnie Gienger as our featured speaker to share his story of Building a Family Legacy. Twenty years ago, he attended a conference that forever changed his family identity and transformed their legacy. During one of the session breaks, a business owner asked about the running of his company when he wasn't there. Lonnie asked if he had a mission, vision, and values for his company - if he didn't have them written down, he was kidding himself. The business owner asked if Lonnie had those same things for his family. Lonnie did not. The business owner's next question was whether he cared more about his business success than his family success. There was some truth in that.

His family includes his wife of 41 years, 4 kids (three of whom are married), and 6 grandchildren. Each has an entrepreneurial spirit; together they do life and business. It wasn't always that way. They looked good from the outside; inside their home life it was a mess. His entire career has been focused on effective leadership. Why hadn't he thought about leading intentionally in his family? Why was so much time spent developing and implementing direction and strategies for his business with no intentional approach to leading the family? He began a journey of discovery and change. What he learned and shares with others is that the foundation for flourishing family now and future generations requires a focus on 2 elements: creating specific values, mission and vision for the family (which he called spiritual capital); and prioritizing pathways to implement those things and act in a way that creates holistic success.

### Values - Mission - Vision

Family values are non-negotiable principles that guide everything you do - what you want to stand for in this world. Take time to answer questions such as what did you love or hate about your family growing up, what makes you really happy or really sad, what character traits do you want to see in your children and grandchildren. Brainstorm individual values, compare to a spouse's if married, and ask children to identify values. Values will flow and change from generation to generation. Just like in business, a family team with shared common values will have levels of loyalty, harmony and empowerment.

The Family Mission is the ultimate reason for your existence as a family - *what* do you want to accomplish in this world. List the *What* (key action words or phrases that indicate what you want your family to do) *Why* (list everyone or everything that you want your family to help or impact) *Result* (identify the key outcomes you want for your family, the impact your family will have in this world).

Family Vision statement is a compelling picture of what your family will look like when it is accomplishing its mission. A business example shared was for Marriott. Their vision is to be the world's favorite travel company. Creating values, mission and vision is not an event, it is continually refining and reinforcing over time. It's okay if the journey is bumpy.

### Prioritizing Pathways

Prioritizing pathways is enhancing holistic wealth and prioritizing relational pathways. How do you define wealth for yourself and family. Holistic wealth is a continual enhancement of well-being in five forms of family capital: spiritual - relational - human - societal and financial. The balance sheet strength as a family is not just measured by financial capital. Wealth is about the continual growth of all 5 forms. Studies show that multigenerational families that fail to thrive in the spiritual, relational, human and societal capital experience a loss of financial capital. How does your calendar prioritize intentional family connections. For Lonnie's family it means annual family goals setting retreats, mid-year family compass reviews/vacation, monthly dates, weekly family nights, quarterly family council meetings, and daily family connection time. He left us with the ability to learn more by sharing a QR code with greater detail and encouragement to lead our families as thoughtfully and intentionally as we do our businesses.



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## Platinum



## Gold



## Silver



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## Bronze

