

RICHLAND ROTARY REACTOR

January 20, 2015

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 • Editor Emeritus: *Hal Ellner*
 • Design: *Jan Jackson*
 • Web Site: www.richlandrotaryclub.org

• PO Box 37 • Richland, WA 99352
 • Meetings every Tuesday at 12:10 p.m.
 Red Lion Hotel (Hanford House)
 • Charter 7390 • District 5080 • Club ID#262

Speaker Schedule for January

27th – Janelle Harvey, Fellowship Exchange Program

Preliminaries

Madeleine Brown led the club in the singing of “America the Beautiful”, which we managed to do well, even without the aid of our uncooperative laptop. After the Pledge of Allegiance and Invocation, members greeted each other and gave a warm welcome to Drew, guest and visitor to our club.

Visiting Rotarians and Guests

Tim Lewis announced we had no visiting Rotarians today, but we welcomed Drew Haninger, guest of Dick Richter, who was visiting our club for the second time.

Is It the Truth?

The subject of this week’s “Is It the Truth” was Terri LeBlanc. We learned that Terri once jumped from a ski lift, named her daughter Mandy after

her husband’s Sunday school teacher and she made a dress for her aunt’s wedding, but does not like to watch scary movies!

Announcements

Linda Bauer asked if one of our members could attend the Tri-Cities Sunrise Rotary meeting this week, as they are hosting



a representative from Camp Patriot, which works with disabled veterans. Our club is planning to participate in a work project at their site in Montana this spring, so it would be helpful if someone could speak with this representative, as well as with Dick Francis from Tri-Cities Sunrise club which is organizing the project. Madeleine Brown offered to attend the meeting on Friday morning.

PAUL HARRIS FELLOWS

Judy Addis (D)(B)	Diahann Howard	Bing Manawadu
Steve Arneson (5S)	Jan Jackson (2S)	Mike McAndrew
Jeremy Asmus (2S)	Rick Jansons (1S)	Grant McCallum (3S)
Jim Bauer (5S)	Larry D. Jecha	Bill McCue (1S)
Linda Bauer (4S)	Darrel Johnson (2S)	Jerry J. McGuire (B)
Bob Best (2S)(B)	Cindy Johnson (1S)	Richard L. McLean (5S)(B)
Tom Bock (1R)(B)	Roy Keck	Kathy Miller (4S)
Gordon Bopp (1S)	Scott Keller	Robert D. Nichols
Herb Cahn (4S)(B)	Shelley Kennedy	Greg Oberg (4S)(B)
Blaine Carr (4S)	Tom Kirchner (1R)(B)	Marlene Oliver
Thomas A. Cowan (3S)(B)	Walt Kirkpatrick (2S)(B)	Thomas M. O'Brien (2S)
John Darrington	Art D. Kohler (D)(B)	Jon M. Putz (5S)
Bob De Lorenzo (D)(B)	Dave Larkin (D)	Ed Revell (3S)(B)
Jeanne Dillner (2S)	Pamela Larsen (4S)(B)	Dick Richter
Hal J. Ellner (1R)	Bob D. Larson (4S)(B)	Robert Rivera
Barbara French (D)	Phil Lemley (2S)	Gary Scofield (4S)(B)
Linda Gilmore (1S)	Tim Lewis (2S)	Anjan K. Sen (1S)
Jan Griffin (1S)	Yosen Liu (1S)	Chris Senske (1S)
Leslie Hawkins (1S)	Larry Lowry (1S)(B)	Rick Schulte
		Bill R. Siefken (1R)
		Mike Sinclair
		Mark Smith (5S)(B)
		Lloyd Swain (5S)(B)
		Bob Tibbatts (1S)
		Sam R. Volpentest (2R)(B)
		Gregory T. Warner (2S)
		Tom Watkins (D)(B)
		Ken Williams (5S)
		Hal Williamson (DD)(B)
		Jack D. Zinn (4S)
		(B) Benefactor
		(D) Diamond PHF
		(DD) Dbl. Diamond PHF
		(R) Ruby
		(#R) Multiple Ruby
		(S) Sapphire
		(#S) Multiple Sapphires

Officers

PresidentLinda Bauer
 President Elect.....Larry Lowry
 Secretary.....Bob Tibbatts
 Treasurer.....Dick Richter
 Foundation Treasurer..Mike Winegardner
 Past President.....Jeremy Asmus

Directors

Meeting Service.....Larry Jecha
 Club Service.....Robert Rivera
 Community Service.....Pat Haggerty
 International Service.....Jim Bauer
 New Generations.....Justin Raffa
 Fellowship & Fund Raising, D.Howard
 At Large Director....Blaine Carr

Marlene Oliver announced a program being held this evening at the Shiloh Inn on Dark Matter.

Mike Winegardner spoke on behalf of Bob Larsen, urging members to purchase the last three squares on our fund raising board to benefit the WSU Student team building a fuel cell car for a national competition. There are only 3 squares left, so buy up, and we'll hopefully have a drawing next week.

50/50

Tim Lewis announced there was a whopping \$28 in the pot. Linda Gustafson had the first ticket number called, but was unsuccessful in pulling out the white chip. Larry Jecha had the second number and won the \$10 consolation prize.

Judge Stan Jones

Stan asked how many people watched a football game on Sunday, and for those who did to stand. They were fined a dollar. Those who didn't were fined two dollars. He then asked those who thought Seattle would win the game with three minutes to go to donate another dollar. Non-believers were fined \$2.00.

Shelley Kennedy announced the Edward Jones office had purchased the Arts building on Williams, and that she had just moved in.

Pam Larsen announced that she had traded in her time share week for one in Cancun, Mexico, where the weather was sunny and warm.

Linda Bauer said that she and Jim were leaving for Kona, Hawaii, after trading a week from their timeshare, and they planned to work on a church project and have a dinner with wine makers, that included some Rotarians from the area. They will be gone for two weeks, and Larry Lowry will preside over the meetings in Linda's absence.

Larry Jecha announced he was donating the proceeds of his \$10 prize from the 50/50 drawing.

Program

Gordon Bopp introduced Lori Mattson, President of the Tri-Cities Regional Chamber of Commerce to talk about the new regional branding program. Lori has led the Chamber since 2008. Our chamber is the fifth largest chamber in Washington, and Lori has been active on the state organization of chambers of commerce, as well as a member of the Vista Vision Task Force.

Lori described the branding process that has been underway since late 2013. The Tri-Cities Regional Chamber of Commerce, TRIDEC, and the Tri-Cities Visitor and Convention Bureau (now Visit Tri-Cities), have worked together for the past year with Roger Brooks, a consultant who has worked with over 1000 communities in the United States. He did about 70 interviews with community leaders and incorporated information



from 1050 survey responses received from community members. Roger made a series of recommendations for the development of the Tri-Cities brand as a Lifestyle brand. In this age of the Internet, searches aren't done by city or place, but more often by those looking for a certain type of experience, and we want to develop a brand that attracts more dollars into the Tri-Cities, and reflects peoples' desire to be here because it represents a great lifestyle for them.

With other locations in Eastern Washington already highlighting the number of days of sunshine, local wines, or other amenities, we needed something different, and so the brand that Brooks recommended is designed to appeal to young professionals and to characterize the Tri-Cities as being "Bolder", "Smarter", "Louder", a truly vibrant place that embodies excitement and action.

His report included examples of projects from Washington and other parts of the U.S. that strengthen their community, creating businesses and jobs, and providing gathering spaces and events that bring the community together. These include a year-around public market, a downtown center which features a skating rink other amenities that draw people to its outdoor spaces and shops and restaurants, creative office and shared work spaces (like Fuze in Richland) that attract young professionals, and an arts district that combines business and arts in a downtown area.

One of the strongest points in the feedback was the need for a performing arts center, which have been developed in other communities to strengthen the arts and businesses that benefit from the money generated by support of the arts. Other ideas included development of sports

Richland Rotary Members

Judy Addis (7/89)	Walt Kirkpatrick (9/70)	Rick Schulte (6/14)
Steve Arneson (3/02)	Phillip Koech (8/13)	Anjan Sen (11/96)
Jeremy Asmus (10/07)	Art Kohler (2/87)	Chris Senske (1/80)
James Bauer (1/09)	Dave Larkin (4/04)	Bill Siefken (4/87)
Linda Bauer (1/09)	Pam Larsen (2/95)	Mike Sinclair (1/11)
Bob Best (4/90)	Bob Larson (6/90)	Chris Smith (8/10)
Tom Bock (3/76)	Terri LeBlanc (5/08)	Mark Smith (3/01)
Gordon Bopp (5/04)	Phil Lemley (6/06)	Lloyd Swain (8/89)
Madeleine Brown (3/13)	Tim Lewis (10/03)	Katie Swan (10/11)
Blaine Carr (12/09))	Yosen Liu (1/91)	Bob Tibbatts (6/03)
Tom Cowan (4/80)	Larry Lowry (10/05)	Greg Tripp (6/11)
John Darrington (1/11)	Bing Manawadu (10/86)	Cynthia Vaughn (12/14)
Jeanne Dillner (8/01)	Mike McAndrew (2/07)	Sam Volpentest (1/95)
Paula Duranceau (4/14)	Patrick McBurney (6/09)	Greg Warner (3/00)
Barbara French (11/98)	Grant McCallum (9/91)	Tom Watkins (9/11)
Julie Funfar (7/13)	Bill McCue (3/94)	James Watson (4/12)
Linda Gilmore (4/12)	Jerry McGuire (3/95)	Ken Williams (12/00)
Jan Griffin (9/00)	Dick McLean (10/85)	Hal Williamson (4/88)
Linda Gustafson (3/08)	Kathy McMullen (1/13)	Mike Winegardner (11/09)
Al Haggerty (4/12)	Kathy Miller (6/12)	Jacqui Wright (12/13)
Patricia Haggerty (4/12)	Chris Meiers (9/14)	
Leslie Hawkins (11/12)	Ian Napier (11/08)	
Pat Hollick (8/10)	Bob Nichols (8/97)	
Diahann Howard (4/08)	Greg Oberg (1/88)	
Jan Jackson (6/00)	Tom O'Brien (11/98)	
Rick Jansons (10/09)	Marlene Oliver (7/10)	
Larry Jecha (8/97)	Kim Pietrok (9/08)	
Darrel Johnsen (8/97)	Jon Putz (5/81)	
Cynthia Johnson (6/09)	Justin Raffa (12/09)	
Stan Jones (10/07)	Ed Revell (6/08)	
Roy Keck (10/04)	Dick Richter (6/08)	
Scott Keller (7/02)	Robert Rivera (7/09)	
Shelley Kennedy (9/02)	Pete Rogalsky (7/05)	
Tom Kirchner (3/81)	Gary Scofield (2/75)	

Honorary Members **Bob DeLorenzo,** **Hal Ellner & Jack Zinn**

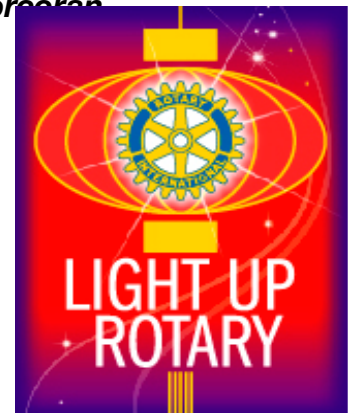
Number of Members
as of July 1, 2014

93

Current Members:
87

Gained:
Chris Meiers & Cynthia Vaughn

Lost:
Keith Woods, Dee Burrie,
Herb Cahn, George Booth,
Bill Friend, Don Frigaard,
Tom Heidegger, Paula
Duranceau & Connie
Corcoran



activities, recreation and festivals, that draw the participation of residents as well as visitors.

Lori said that evaluation of the 37 recommendations of Roger Brand’s report and decisions on the branding of the Tri-Cities, and related marketing and development, will take time, as many of these may not evolve for years. Other communities have worked many years to develop their brands and special events and facilities, so we will be working on this project in its many forms, for many years to come.

Hal’s Humor

A man was getting a haircut prior to a trip to Rome. he mentioned the trip to the barber, who responded, “Why would anyone want to go there. It’s crowded and dirty and full of Italians. You’re crazy to go to Rome. So, how are you getting there?”

“We’re taking TWA,” was the reply. “We got a great rate.”

“TWA,” exclaimed the barber. “That’s a terrible airline. Their planes are old, their flight attendants are ugly, and they’re always late. So, where are you staying in Rome?”

“We’ll be at the downtown International Marriott.”

“That dump! That’s the worst hotel in Rome. The rooms are small, the service is surly and they’re overpriced. So, what will you be doing when you get there?”

“We’re going to the Vatican and we hope to see the Pope.”

“That’s rich,” laughed the barber. “You and a million other people trying to see him. He’ll look the size of an ant. Boy, good luck on this lousy trip of yours. You’re going to need it!”

A month later, the man again came in for his regular haircut. The barber asked him about his trip to Rome.

“It was wonderful,” explained the man, “Not only were we on time in one of TWA’s brand new planes, but it was overbooked and they

bumped us up to first class. The food and wine were wonderful, and I had a beautiful 28 year old stewardess who waited on me hand and foot. And the Hotel! Well, it was great. They’d just finished a \$25 million remodeling job and now it’s the finest hotel in the city. They too, were overbooked, so they apologized and gave us the presidential suite at no extra charge.”

“Well,” muttered the barber, “I know you didn’t get to see the Pope.”

“Actually, we were quite lucky. As we toured the Vatican, a Swiss Guard tapped me on the shoulder and explained that the Pope likes to meet some of the visitors. And, if I’d be so kind as to step into his private room and wait, the Pope would personally greet me. Sure enough, five minutes later, the Pope walked in. As I knelt down he spoke a few words to me.”

“What did he say?” asked the barber.

“Where did you get that horrible haircut?”

ATTENDANCE, A ROTARY COMMITMENT	
Meeting Dates of Local Clubs	
Richland Riverside.....	Monday, Noon Anthony’s Home Port Restaurant Columbia Point Drive, Richland
Richland.....	Tuesday, 12:10 P.M. Red Lion Hotel/Hanford House 802 George Washington Way, Richland
Pasco-Kennewick.....	Wednesday, Noon Clover Island Inn 435 Clover Islnad Drive, Kennewick
Columbia Valley Daybreak...Thursday,	7:00 A.M. Tri-Tech Skills Center 5929 W. Metaline, Kennewick
Columbia Center.....	Thursday, Noon Bingo Boulevard 6222 W. John Day Ave., Kennewick
Tri-Cities Sunrise.....	Friday, 7:00 A.M. Red Lion Hotel Pasco, 2525 N. 20th, Pasco