

Sow the Seeds of Love



# The Sunrises



Santa Rosa Sunrise Rotary Club Newsletter

Editor Eleanore Webster  
Publisher Linda Hauck

Volume 17, Issue 21  
December 7, 2002

## DECEMBER 12<sup>th</sup> PROGRAM

### SANTA ROSA SUNRISE 2002-2003 Board

**PRESIDENT**  
Steve Amend

**SECRETARY**  
Shauna Lorenzen

**TREASURER**  
Penny Millar

**SERGEANT AT ARMS**  
Peter Hoberg

**PAST PRESIDENT**  
Steve Olsen

**PRESIDENT ELECT**  
Steve Herron

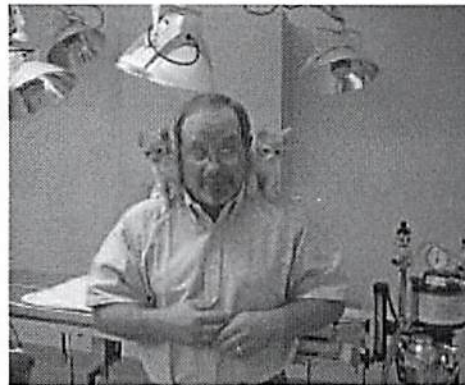
**INTERNATIONAL SERVICE**  
Ezbon Jen

**CLUB SERVICE**  
Ross Jones  
Jim Moir

**COMMUNITY SERVICE**  
Ed Carrette

**VOCATIONAL SERVICES**  
Tux Tuxhorn

**MAJOR EVENTS**  
Steve Worthen



## RICHARD BACHMAN, DVM. Sonoma County Animal Shelter's Role in Our Community

Over the last 12 years, Dr. Richard Bachman has developed and directed the shelter medicine program for Sonoma County Animal Regulation. Dr. Bachman will discuss the various types of animal shelters that exist in Sonoma County. In particular, he will speak about the various services offered by SCAR, and clarify what they do and do not provide to the public. In addition, he will talk about the new state laws that have energized local communities to improve animal welfare standards within the community.

Dr. Bachman has 26 years of shelter medicine experience. He graduated from U.C. Davis School of Veterinary Medicine in 1982. He was the owner-operator small animal practice in Santa Rosa, CA. for 14 years. From 1990 to 2000,

he developed and directed U.C. Davis Veterinary Student Shelter Medicine Externship Program. In 1999, he was awarded the Shelter Veterinarian of the Year from American Humane Association.

Dr. Bachman currently consults with Contra Costa Animal Services Department to develop their shelter medicine program. He consults with nu-

merous private and non-profit shelter organizations regarding to shelter medical programs.

On a personal note, Dr. Bachman is married with a joined family of five children, and a cast of formerly "rejected" pets. "Fun is thinking how I used to play rugby, and now fulfill my mid-life crisis on a Harley Davidson."



Next week's meeting will be held at Fountaingrove Inn in Camelot A

## Announcements & Events—December 5, 2002



Mike Kelly sponsors  
our newest member,  
Jim Henderson

Mark your calendars for the December 14th Christmas Party to benefit the Sunburst Project. This is the fourth year the Club has worked on this wonderful event to benefit children with aids. Please help where you can.

A new member was welcomed: Jim Henderson, sponsored by Mike Kelly who met Jim on the golf course. Because of the heavy schedule, we didn't learn anything about Jim, but stay tuned.

### INTERACT GARAGE SALE

The Interact Club plans to have a garage sale fundraiser this spring. Please hang onto any 'good old stuff' that you may wish to contribute. The exact date has not been set. Jim McCracken will be collecting items for the sale.

Sunshine Report—Shauna Lorenzen is recovering from knee surgery. Linda Hauck is walking sans crutches!

### EYE GLASS PROJECT



2001 Samoa Eye Glass Project Team

John Jones spoke for a few minutes on World Community Service Eye Glass Project. The most probable location for our efforts will be Nicaragua (Haiti and Nigeria were runners up). We will know more within the next few months.

## New Officers and Directors Nominated



2003-2004 President  
STEVE HERRON



President-Elect  
STEVE WORTHEN

A special Club Assembly was held today for nomination of 2003 officers and directors.

The nominating committee consisted of the five most current past presidents. This year's committee was Steve Olsen, Shauna Lorenzen, Russ Lockner, Dan Davis and Randy Seelye. The nominees for 2003-2004 are:

### For Directors:

Rolf Wessman  
Brian Rondon  
Susan Pearlman

### Treasurer

Linda Hauck

### President Elect

Steve Worthen (Steve IV)

### President

Steve Herron

Remaining on the Board: Secretary Shauna Lorenzen and Directors Ed Carrette, Ezbon Jen and Jim Moir.

Steve Amend will move to Past President.

After nominations were read, there was a motion to close nominations. This was seconded and a voice vote was held. The slate was elected.

## PROGRAM RECAP—Andy Berliner from AMY'S KITCHEN

The Guest speaker was Andy Berliner, founder and president of Amy's Kitchen. Andy and his wife founded Amy's Kitchen when they learned there were few options for those seeking healthy natural, organic, convenience frozen foods. They now have over 600 employees in Santa Rosa.

Andy showed the Club members a video on how the business was started. They now produce over 200,000 meals per day, using mostly products grown right here in California. Their products are primarily pizza, potpies, soup and pasta. They have experienced annual growth of 20% and

sales now exceed \$100 million per year.

All Amy's Kitchen's products are vegetarian, although they are not marketed that way. They simply market to healthy life style via portion control and great taste. The Club members were happy to learn that people can lose weight by eating these products.

Andy and his wife grew the business out of a desire for a healthy personal life style; they had no business plan or marketing plan. They decided to run the company themselves, starting small with \$20,000 and a small loan.

They set up in Rohnert Park with a rented freezer truck and a small warehouse. Andy said he never envisioned such as large company; he was just looking for a way to make a living and send his daughter to college.

As it turns out, 50% of all pizza sold in health food stores are from Amy's. They expect growth to continue as the public becomes more aware of organic products. Andy is still having fun as the business grows, and it's getting better all the time. He's still able to maintain contact with the employees and is even learning Spanish.

## CALENDAR

### Sunburst

December 14  
Petaluma Vets Memorial

### DARK—No Meetings

December 26  
AND January 2



### HAPPY HOLIDAYS!

### Sunrise Board Meeting

January 6th , 5 p.m.  
Steve Worthen's Office

*Thanks to the Jones for hosting our November Fireside.*



Photos thanks to Warren Smith

## DECEMBER NEWSLETTER SPONSOR

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# The Sunrises

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Editor Eleanore Webster  
Publisher Linda Hauck

Volume 17, Issue 23  
December 14, 2002

## DECEMBER 19<sup>th</sup> PROGRAM



Join us for a special  
day of holiday  
celebration and song

### SANTA ROSA SUNRISE 2002-2003 Board

**PRESIDENT**  
Steve Amend

**SECRETARY**  
Shauna Lorenzen

**TREASURER**  
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Kathleen and Steve Amend hosted a wonderful Christmas Open House. District Area Rep Maureen McDaniel and new member Steve Zwick show off their best holiday hat and tie.



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## Announcements & Events—December 12, 2002



Bob Tidd has earned his Blue Badgel

On a sad note, Steve Worthen lost his partner last week due to a sudden heart attack. Keep Steve in your thoughts and remember to give him a call or visit.

Help is still needed for the Sunburst Party. Contact Ross Jones; they rely on us for help.

Bob Scott gave an update on the trip to Japan in March, to celebrate the 40<sup>th</sup> anniversary of the Kagishima Club. If anyone is interested in going, the cost is only \$1700/ person. Contact Bob for more information.

Red Badge Bob Tidd received his Blue Badge from Jim Moir and Mike Kelley. It was decided by all that Bob is a generally great

guy.

## Club Member Recognition

Jim McCracken's Birthday was some months back, but he paid \$20.00 to cover the cost of great food. Russ Lockner had a birthday on 12/13, received a new Suburban and a trip to Colorado from his stock broker and paid \$35.00 to the club as commission. He threw in another \$203 just for fun. John Bly and his wife celebrated their 30<sup>th</sup> anniversary in St. Thomas. John paid \$30.00 for reporting UAL's bankruptcy to Channel 7. Stan Walker and wife celebrated their 21<sup>st</sup> anniversary by staying here, so he only had to pay \$21.00. Linda Hauck and her husband celebrated their 14<sup>th</sup> with their 23 year old son (no questions, please); since they're going to San Diego on business, she only had to pay \$14.00. Bob Tidd messed up on not knowing who is a member: \$10.00 fine. Vicki Lockner has a new auto with normal mileage (also compliments of her stock broker); she paid the Club \$20.00 out of the money she saved on gas. Steve Zwick just joined the Club and was hit for \$20.00 for giving a nice party, compliments of the Culinary Classic. Jim Moir's daughter turned 16

and is now on the road. Jim paid \$103 to his Paul Harris, just to generate prayers for road safety. Larry Martin met Randy Seelye on a UAL flight from DC; both were fined \$10.00 for

finding each other on the flight, but Larry paid both fines for being the snitch. Tom Eakin bought a Yukon XL for business purposes and paid \$203 in penalties.

### INTERACTIVE NEWS—ADOPT A CREEK PROJECT

The Elsie Allen High School Interact Club will begin work on their "Adopt-A-Creek" project this Saturday, December 21st. Meet in front of the EAHS administration building at 10 am sharp. All interested Sunrise Rotarians and family members are invited. Bring a bag lunch and gloves you poison oakers need to remember... "if it's three, let it be". This project is part of the Creek Stewardship program sponsored by the City of Santa Rosa and should be fun.

*Alistair C. Bleifuss who is an Environmental Specialist with the City of Santa Rosa, Creek Stewardship Program recently spoke at Interact. Here are a few thoughts from Alistair, "Welcome to the rainy season! Listen carefully. With the season's first rains, the creeks are laughing as they tumble, bounce, and swirl downstream. Take a close look. Green sprouts of grass are poking up. Leaves have scattered from their lofty bowers revealing new vistas. And if you look and listen carefully, steelhead trout are in our creeks! I've had several reports of steelhead being seen slapping upstream over shallow riffles and carving wakes through pools. Steelhead often move at night but they can be active during daylight. The Santa Rosa Creek trail from Farmers Lane to Yulupa Avenue is a good place to get close to the creek. But a few minutes spent looking over any bridge along Santa Rosa or Brush Creeks might reveal a steelhead. One of the steelhead seen was estimated to be 30 pounds. The others were about 24" long. Congratulations! Fish are a reward for our taking care of creeks."*

## PROGRAM RECAP—Dr. Bachman on Animal Shelters

The Guest speaker was Dr. Richard Bachman, animal control consultant (Shelter Medicine Support). Dr. Bachman discussed how animals impact everyone in the community, even those who don't have pets. He spent some time trying to clarify the confusion about the various terms associated with animal control and care.

There are basic government mandated/supported agencies and humane groups. Animal control is a mandated program designed to serve the public, promote responsible pet ownership, and control animal overpopulation. Humane groups promote animal welfare. They

include Forgotten Felines, the Human Society and Pets Lifeline. Sonoma County has several sources of animal control, depending on the locale. Some cities contract with the county, and the public is often confused on who to call. There is, fortunately, collaboration between the government agencies and the non-profit agencies through Sonoma CAN (Community Animal Network). Animals and people benefit.

The agencies are working together for a unique positive result for the animals. The number of homeless animals unfortunately still exceeds by far the number of homes avail-

able. Animal control has shown a significant benefit in reduction of animals taken into the shelters and killed at the shelters. Demographics are different today: more older animals that are harder to place are coming in. These are mostly pets who are unwanted, either due to behavior or health problems. These animals need a break. The shelters are developing new strategies to deal with the animals, including a medical program: the first in the State.

Among The Doctor's 11 Points to remember: tolerance, ID tags and Licensing and Education for the owner.

## CALENDAR

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## INTERNATIONAL PROJECT—Fire truck goes to Guatemala



Rosa maintenance man and volunteer firefighter. When the Rincon Valley fire company declared the truck surplus, Miguel dared to imagine sending it to his hometown, Quiche. Quakers in Santa Rosa helped Miguel raise \$7,500 to buy the truck, and **Rotary clubs** kicked in gas money. Rincon Val-

ley Battalion Chief Dean DeGraffenreid will drive it to LA., where it will be presented to the Guatemalan firefighters, who will drive it the rest of the way home. In Quiche, it will replace an antique flatbed with a water tank on it.

*Rotary often acts in ways that are not highly recognized. Thanks goes to Rotary for taking part in this project. The following article was reprinted from the Press Democrat.*

AN OLD FIRETRUCK will rumble out of Santa Rosa early next week and head south, way south.

Its destination, 3,000 plus miles away, is Santa Cruz del Quiche, a poor village in **Guatemala**. Quiche will receive the well kept 1980 pumper as a gift because of a bold idea by Miguel Giron, a Santa

