



Santa Rosa Sunrise Rotary

# The Sunriser



Program Chair: Larry Martin  
Editor Linda Hauck  
Publisher Linda Hauck  
Sponsor: Larry Martin

Volume 18, Issue 30  
February 6, 2004

## SANTA ROSA SUNRISE 2003-2004 Board

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### Lend a Hand

P.O. Box 14953  
Santa Rosa, CA 95402

## February 12th Program

Laura Whiting

# Sonoma County Food & Wine Center

On February 12th, Laura Whiting will update us to the progress of the eagerly-awaited Sonoma County Food and Wine Center. The Center is proposed for the Railroad Square area and has been designated a "top priority" by the City of Santa Rosa. Laura is the former head of the Santa Rosa Convention and Visitors Bureau.

## Announcements and Upcoming Events

The pledge was led by Mr. President; inspiration by Janet Hamilton. Today's greeter was Jim Kirkbride.

Jennifer Hembd introduced Dixie from YMCA (sorry editor didn't catch her last name). Del Raby introduced Steve Elliott.

### Centennial Project

The team is set for February 6th Program in Guerneville. The next program will be held at Kid's Street Theatre—date to be announced.

Linda is creating a brochure to promote our Centennial Dental Outreach program.

### Valentine's Dance

Steve Davis has orchestrated a fun filled evening. Attire—no ties. Contact Steve for directions and details.



### Rotaract

Janet Hamilton reported that there were 20 members who attended the first meeting. They are going to adopt one local project and one international project. They will organize 2 fundraisers. Meetings are 1st and 3rd Monday

### Kid's Street Play

Ed Carrette and Ross Andress toured Kid's

Street last week. The kids have written a play about Rotary—please join us next Friday at 11:30 at Kid's Street on Davis St. Contact Ross or Ed for details.

### Environmental Project

The next event will be on the coast near Bodega. The date: February 28th; the time: 8:30; the details: call Jim Moir.

**Attendance is Greatly Improved**—up to 82%. Don't forget to make-up and then tell Shauna.

### Where Has All the Money Gone...

This month, we pledged \$1500 to Seeds of Learning to improve education in Nicaragua and El Salvador. A team of 18 will be going to build a school in El Salvador, half of the group will be you students.

\$1000 was donated to the Healdsburg Club for a join project to provide basic plumbing and hospital supplies to Mexico. Our donation will buy one self-contained biodynamic toilet.

### Golf Tournament

May 7th. Hugh Helm won 1 raffle ticket. Rusty tried to help Nancy win last week, but no luck.



## CALENDAR

### ROTARACT

First and Third Monday  
7:30 at Luther Burbank Ctr

### Kid's Street Production

Rotary Play by Students  
February 13  
Contact Ross for details

### RI President to Visit Northern California

February 13  
San Jose Fairmont

### Environmental Project

February 28  
Contact Jim Moir for details

### District Assembly

April 17  
College of Rdwds, Eureka

### Senior Pancake Breakfast

April 24  
Contact Hugh for details

### Rebuilding America

April 24  
Contact Stan for details

### District Conference

June 17-20

## Member Recognition

**Jim McCracken** celebrated his 61st birthday with his mom in Sacramento. Nice touch Jim!

**Bob Scott** is celebrating Kathy's birthday today, but the big celebration is in Cabos next week.

**Jim and Suzie Kirkbride** are celebrating their 30th Anniversary.

**Leroy and Carol Carlenzoli** are celebrating an anniversary-39 years. As Nancy says,

"It takes a strong woman".

**Dave and Shauna Lorenzen** are going to Alaska for a couple weeks for their anniversary—details and fine to follow.

**Jerry Johnson** drew the lucky marble at the Windsor Club. Jerry donated \$50 to Rotaract.

**Janet Hamilton's** golden retriever has a new car and she gets to drive it.

North Bay Biz Best of Winners were well represented by our clubs. First Place winners were **Steve Worthen** of Interiors Inc., **Steve Herron** Exchange Bank, **Scott Holder** Edward Jones, **Dan Davis** of O'Brien Watters Davis and **Stan Walker** of Walker Construction. And gold winners were **Austin O'Malley**, Wells Fargo Bank, and **Linda Hauck**, Liberty Staffing.

## Speaker Recap—Michael Demick from Slow Food USA



Michel Demick shared his passion for Slow Food with us and introduced

the idea that the "spice of life is having all different kinds of diversity."

Slow Foods mission is to recognize that the enjoyment of wholesome food is essential to the pursuit of happiness. Slow Foods is an education organization with food and the environment as its focus.

They have identified three great challenges:

1. Ecology suffers with industrialization of agriculture. Slow Foods supports local farmers and diversity.
2. Human health suffers from fast food
3. Our nation is trending toward more diversity, potential economic disparity.

Through four programs, Slow

Foods promotes that food is the cornerstone of human culture: (a) Convivium formations (125 chapters); (b) school gardens; (c) Ark of taste to identify endangered foods such as Heritage turkeys and

Gravenstein apples and most importantly, Presidia (market development of small farmers).

By 2010, Slow Food hopes to have 100,000 members plus



Santa Rosa Sunrise sponsors school garden at Bellevue Elementary, represented by Ed Carrette and Steve Amend

one million people experience Slow Food event. Additionally, 1000 school gardens, 500 Ark products and 50 Presidia projects. For more information, visit [www.slowfoodusa.org](http://www.slowfoodusa.org).



Larry Martin, President

(707) 526-2922 Hours M-F 8:30-5:30; Sat & Sun 10-2



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Volume 18, Issue 31  
February 15, 2004

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## February 19th Program

**Ron Sundergill**

# Creating a Healthy Sustainable Community

Ron Sundergill, President of the Leadership Institute for Ecology and the Economy. The Leadership Institute works with government and business leaders to balance environmental and social issues with financial interests to create a healthy economy and sustainable communities. Mr. Sundergill will talk about the Institute and has some interesting data regarding the negative impacts of big box stores on the local economy

## Announcements and Upcoming Events

Shauna Lorenzen led the pledge; Mike Downey shared thoughts for Valentines.



### Centennial Project

March 12—Windsor  
March 19th—Kids St. Theater  
April 2nd—Windsor  
April 30th—Monte Rio  
May 7th—Olivet Elementary



Ezbon thanked the team who helped last week including Don Floriani, Steve Zwick, Del Raby, Nancy Aita, Merle Hayes.

### RYLA—3rd Week of June

Jon Stark is recruiting students for the program. If you know Juniors in High School who might be interested developing their leadership skills, please contact Jon for information. Jon will be making a presentation to Elsie Allen Interact.

### Kid's Street Play

Ed Carrette and Ross Andress led a group to Kid's Street last week to hear a play written about Rotary. Ross is preparing a video of the event..

### Environmental Project

*Volunteers NEEDED*—The next event will be on the coast near Bodega. The date: February 28th; the time: 8:30; the details: call Jim Moir.

Golf Tournament—May 7th. Applications for four-somes were mailed out last week. Reserve your spot right away! There will be a drawing for Early Bird Registration—Deadline April 8th

SUNSHINE REPORT—Ross Jones had surgery on his left rotator cuff—unfortunately he is a lefty. He will be 6 weeks in recovery.



## CALENDAR

### ROTARACT

First and Third Monday  
7:30 at Luther Burbank Ctr

### Environmental Project

February 28  
Contact Jim Moir for details

### District Assembly

April 17  
College of Rdwds, Eureka

### Senior Pancake Breakfast

April 24  
Contact Hugh for details

### Rebuilding America

April 24  
Contact Stan for details

### District Conference

June 17-20  
Vineyard Creek

## Member Recognition

Ed Carrette celebrated a birthday on the 16th, and has an anniversary coming up on the 20th. Ed was going to spend his weekend cooking for his 3 grandchildren in Petaluma.

What do you do for your birthday? If you're Warren Smith, you play hockey!

Rolf Wessman was looking for ideas for Ann's birthday on the 18th.

President Steve recognized more winners of the North Bay Biz Best of Awards in-

cluding Austin O'Malley, Steve Worthen and Stan Walker. Not to be forgotten, paying half the fine plus extra recognition is Bruce O'Krepkie with ABD Insurance!

Keith Taylor still had \$25 left in his pocket to pay his fine for a trip to Hawaii for 8 days.



## Food and Wine Center Takes Shape

Laura Whiting shared with us the vision to renew—rebuild—revitalize our community through the development of The Food and Wine Center in Railroad Square. The project will promote and tourism, and will create a center to emphasize the beauty of our County.

The Center will be a marketplace that serves us and our visitors. It will bring people into our community and feed our economy. It consists of a 30,000 sq. ft. indoor marketplace, plus 15,000 sq. ft for SRJC Culinary Arts Institute along with an outdoor market, public square and offices. The project is planned to happen over three years.

## REBUILDING TOGETHER—April 24th



Stan with Agnes last year.

Diane Cox, Executive Director of Rebuilding Together, joined us today to thank us for last year's participation and to talk about this year's project.

Last year's recipient, Agnes has just turned 101. She loves her burgundy carpet and is grateful for all the work.

Rebuilding Together is the nation's largest volunteer home rehab organization. It takes place in all 50 states. The focus is on low-income elderly and families with children.

"Volunteers taking care of the community has a powerful impact."

Special thanks goes to Stan Walker for his on-going "Service above Self." Volunteer applications are available. About 200 volunteers are needed for the day of April 24th.



Del, Warren and Archie at last year's project



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February 23, 2004

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## February 26th Program



**Wendy Eliot**

SONOMA LAND TRUST

## Sonoma Baylands

Project Director Wendy Eliot has 20 years of experience with land protection and restoration projects. She worked as a private consultant on wetland acquisition, planning, project management and mitigation and served on the board of the Strong Foundation for Environmental Values. She developed a model wetland ordinance for local government and edited a Wetland Restoration Guidebook for the Washington State Department of Ecology Wetlands Section. While living in Washington State, Wendy served on the board of the Capitol Land Trust, administering a wetlands preservation training and education program for land trusts. She has worked for the California State Coastal Conservancy, where she led local government and land trust efforts to acquire and restore wetlands throughout the California coastal zone. Wendy received her Masters of Landscape Architecture-Environmental Planning from UC Berkeley.

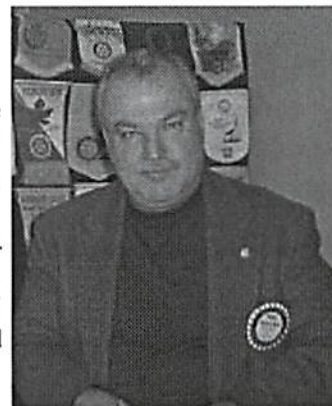
## Vocational Talk—Mike Kelly

According to the 1978 Multiple Listing Service book, a Bennett Valley home was listed at \$145,000. Today that house sells for \$1.3 million. Mike brought a sample of the 1978 relic from the days when he first started in the business. Today he receives all his listings to his Palm—every comp, every day.

The market has changed and will continue to change with more and more disclosures and protections. In 1954, a contract was one page, two-sides. Today, Ken's contract was two 2-inch packets.

Over the last 5 years, the home values have gone up 84% in the state. This is based on a paper by the Washington, DC based Center for Economic and Policy Re-

search. Rates are still low and the market is seeing many multiple offers for homes. Mike just sold a house that had 7 offers and it sold for \$20,000 over asking price.



Statewide our affordability dropped 5 % to 23%. Least affordable is the Northern Wine Country (that's us!) followed by the San Diego regions at 15%! Minimum income to buy a medium priced home in California is \$81,290 vs. the nation which is \$40,560!

## CALENDAR



### ROTARACT

First and Third  
Monday 7:30 at  
Luther Burbank Ctr

### Environmental Project

February 28  
Contact Jim Moir for details

### District Assembly

April 17  
College of Rdwds, Eureka

### Senior Pancake Breakfast

April 24  
Contact Hugh for details

### Rebuilding America

April 24  
Contact Stan for details

### District Conference

June 17-20  
Vineyard Creek

## Announcements and Upcoming

Pledge was led by **Tom Eakin**; **Ross Andress** attributed his inspiration to everyone in the room. **Jim McCracken** introduced our visitor from Chattanooga, TN, Steve Watson.

**Jennifer Hembd** introduced Dixie Kanamata from YMCA.

### Centennial Project

March 12—Windsor  
March 19th—Kids St. Theater  
April 2nd—Windsor  
April 30th—Monte Rio  
May 7th—Olivet Elementary

A letter and brochure are almost ready for members to distribute and recruit dentists to assist with Phase II, providing dental care for students. Dentists will be needed to do fillings, etc. This is an important step to our success. Contact **Ezbon Jen**.

### Environmental Project

The next event will be on the coast near Bodega in Estrada. The date: February 28th; the time: 8:30; the details: **Jim Moir** is buying coffee at the Coffee Hut. Also upcoming: in conjunction with Circuit Rider Bird Box Building and installation day is soon to be scheduled.

April through October—upcoming hiking series. One time flat land, the next a serious hike. More info. To come.

Golf Tournament—May 7th. Applications for foursomes were mailed out last week—sign up with **Max**. Reserve your spot right away! There will be a drawing for

Early Bird Registration—Deadline April 8th. **Don Floriani** is recruiting sponsors and **Sue Sacks** needs your raffle prizes.

### Rebuilding America—4/ 24

Diane Cox as most appreciate of the club's donation of \$2,000. They are in the process of selecting homes. See **Stan Walker** to volunteer.

### Pancake Breakfast—4/ 24th

Join us for the annual Senior breakfast. Hugh is organizing the event.

### Association Dinner on 2/26

in Cloverdale—Crab feed!

### March 1—Board Meeting

At **Steve Worthen's** office

Sunshine—**Merle** reports all is sunny!

### RYLA Week Upcoming

3rd week of June. RYLA is a scholarship given to both young men and women high school age who have exhibited over-all leadership qualities through well-rounded endeavors both in and out of their school and community environment. Two spots are available. Contact **Jon Stark**.

## Member Recognition

**Eric Simon** is celebrating his wife **Debbie's** birthday—dinner in Healdsburg.

**Hugh Helm** is celebrating in San Jose, Costa Rica on a Culinary Classic trip.

**Bruce O'Krepkie's** birthday was to be celebrated with his wife, daughter and granddaughter at Tex Wasabis. He will then be enjoying a round of golf at Pebble Beach.

**Brian Rondon** is celebrating his birthday "Dad-style" at either Sizzle or Mary's.

### NEW MEMBER—

#### Carol King

**Penny Millar** sponsored **Carol King**, Massage Therapist (and Carpenter) as our newest member. Carol joined the club because of the Rotary values and 4 way test and because she enjoys the camaraderie in the club.  
**Welcome Carol!**



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