

**Volume 19, No 31
February 12, 2005**

Monthly Program Chair
Bruce O'Krepkie
Monthly Editor
Susan Glowacki
Publisher
Linda Hauck

**Past Rotary
International President**

Rick King

**THE REAL
ROTARIAN**

**SANTA ROSA SUNRISE
2004-2005 Board**

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Steve Worthen

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MAJOR EVENTS
Susan Glowacki

Rick King is a Past Rotary International President and a passionate speaker. This luncheon is an only significant celebration of this Centennial Event in Santa Rosa...don't miss it!

- Where: Vineyard Creek Hotel
- When: February 15 th, 2005
- Arrive 11:00AM Vineyard Creek
- Lunch Promptly served at 11:30 AM
- Adjournment at 1:30 pm

**All 5 Santa Rosa Clubs are hosting
to celebrate 100 Years of Rotary**

Your Hosts:

District Governor- Bruce Campbell
Santa Rosa Club's Presidents:
Downtown- Yale Abrams
West-Jim Hinton
Sunrise-Steve Worthen
East-Linda Christopher
Valley of the Moon-Jim Spangler

(This special luncheon date of 2/15 WILL TAKE THE PLACE OF our regular meeting this week.)

Craft Talk--Carol Cooper

Carol Cooper presented some background on her life and has often wondered about what seem to be a lot of odd coincidences.

SERGEANT AT ARMS
Mike Kelly
Don Floriani



things that have happened to her - or is it just her perception. She asked the club to be the judge and told us what she refers to as "her bad day story".

Once upon a time, her best friend (now Jerry J.'s wife) invited her to join in a baseball game at Napa Jr. High. They decided to play some doubles tennis. Beforehand, Carol was at the net and her husband (now her ex-husband) hit her in the back of the head and knocked her out! As she was sitting on the bleachers recovering and waiting for the rest of the players to arrive, a car pulled into the parking lot, out jumped a black lab that proceeded to run across the field, up the stairs and pee on her leg! On top of that, she was the last one chosen for the team that day.



Our new Well don

One year later, in a different setting, on a different ball field unbelievably the same dog showed up, picked her out of the crowd on the field and peed on her leg again! Not sure about Carol's perception questions but this is surely the most remarkable Craft talk in Sunrise's history!

SUNRISE ROTARY CALENDAR

February 5
Valentines Party

February 15
Centennial Luncheon Celebration

April 16
Senior Pancake Breakfast

April 30
Rebuilding Together

May 21
Baseball Game

May 13-25
Danish Student Homestay/Visit

June 17
Golf Tournament

Announcements as of Febru

Greeter Ken Petro
Pledge Steve Zwick
Romantic inspirational thoughts, Don Floriani

Annual Golf Tournamet set for June 17th. It's not too early to set a year's fundraiser. There are several other tournaments around that time soon. Thanks to Mike Downey for working out the dates for the Chamber

Rebuilding Together on April 30th. We're doing it the Maples/Best v

Fireside at Abramsons on February 17th at 6 pm. Al and Robin loo Address is 2503 Incline Dr, which is off of Hidden Valley Drive 2nd street have a flag lot with a 400' driveway, so people will need to park along t reported preparations are underway for the evening and include a 6 par

Valentine Report--Steve Davis reported a very nice, mellow Valentine enjoyed by all who attended.

BASEBALL TRIP--The date for the baseball trip 5/21 is the same but t Final arrangements are pending.

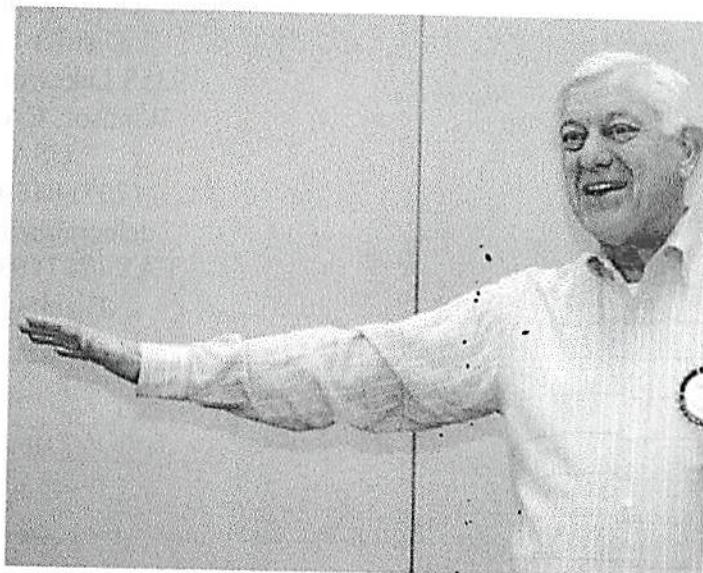
The Dental Program is starting up again next week. One person is ne Zwick. 8:45-1:30 at Occidental. Forestville is scheduled for March 4th.

Cloverdale's Annual Crab Feed is coming up on March 24th. Visit the www.rotary5130.org.

Member Recognitior

Scott Holder was fined for an interesting Edward Jones ad in the P.D.
Larry Martin has been working on a home in the oasis of Todos Santo!
John Jones has been hard to catch in Nicaragua and Puerto Vallarta sc
Del Raby celebrated the Boy Scout's 95th birthday by giving \$100 to P grandson's 1st birthday.

Randy Seelye's family travel to Quito and Machu Pichu Ecuador, and t
Ed Carrette gave \$100 to PH for his new classification, and **LeRoy** gav
ring on a plate to celebrate their 40th wedding anniversary.



Keith Woods Talks About the Cha

"All success is built on exceeding expectations.
To find out what went wrong, talk to the customers you
lost. Live up to what you are touting."
"3 magic letters for success in business - Easy, Quick,
Nice."
"Rapid change on the 21st century - in business there will
be the quick and the dead.
Have strategic vision - the ability to look ahead - and
peripheral vision - the ability to look around."



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Must know the demographics today:

- o Traditional 60 and over
- o Baby Boomers 50-59 Early
- o 40-49 Late
- o Gen X 30-39
- o Gen Y 20-29
- o Millenials 1-19

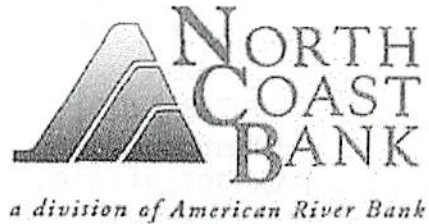
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3 most significant changes in America business must
know:

- A more demanding customer.
- A desire for novelty and change.
- A sharp increase in "time poverty".
- Customers today have no patience to wait.

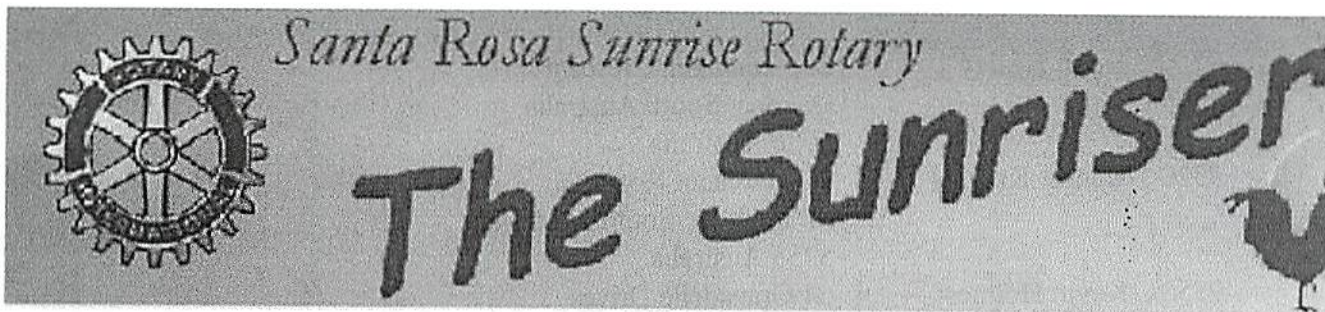
Thank You To Our February

JERRY U. JOHNSON
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Volume 19, No 32
February 22, 2005

February 24, 2005 Meeting

Monthly Program Chair

Bruce O'Krepkie
Monthly Editor
Susan Glowacki
Publisher
Linda Hauck

Your Strategic Role in Developing Quality

Myths, Motivators, and Miracles

Gloria Dunn, CEO, North Bay Management

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Are your leaders aware of the imminent shortage of talent?
Do your managers and supervisors understand the critical contribution to your organization's success?
Does your organization create or hinder opportunities for productivity and good customer service?
Do your clients need guidance to stay in business?

Many critical factors are converging on the work world today that will deplete the number of good employees. Statistics show that a 40% decline in the birthrate from 1955 to 1973 and baby boomers retiring will cause a talent war. In fact, research shows that people who are unhappy at work are just waiting for the economy to improve so they can leave their present jobs. Sound like we have been through this before?

Organizations will not succeed without a productive, satisfied, and motivated workforce. Internal shifts will have to be made to prepare your organization for the coming decade. Whether you're a business owner, a leadership role in your company, or an entrepreneur, you have a strategic role in leading the way by educating employers, leaders, managers, and clients on realities and best practices.

In this dynamic presentation you will learn the most important motivation that you can use to keep quality employees not only connected but committed to helping your organization succeed. Improving workplaces, processes, and people skills is no longer a choice — it is a do-or-die business strategy. Are you prepared? You will be after this presentation!

Gloria Dunn, Founder and CEO of the North Bay Management Academy

SERGEANT AT ARMS
 Mike Kelly
 Don Floriani



organizational behavior specialist and management consultant, and with companies to create solutions to business problems by maximizing human resources and management practices. She is the author of the award-winning book, *From Making a Living to Having a Life*. Gloria TV talk show, "Wiser Ways to Work," and has appeared on radio, television, on the web, and in the press nationwide. Most currently she has written articles on management and the workplace for several publications, including the North Bay Business Journal. She is past Director on the Boards of the Personnel Association of Sonoma County (PASCO), Chapter of the American Society for Training and Development, the California National Speaker's Association, and Big Brothers Big Sisters of Marin & Napa.

2005 Centennial Celebration

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May 21
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Several hundred Rotarians attended the special Centennial luncheon for President Rick King.



President Steve Worthen with District Governor I

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