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BULLETIN EDITOR

Max Bridges (If you have any comments or questions, please contact the editor)

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SPEAKERS

Feb 05, 2015

[Cindy Gillespie](#)

An Update on Amy's Kitchen

Feb 12, 2015

[Brad Calkins](#)

STORIES

The February 5th. program is.....

Posted by Max Bridges on Jan 29, 2015



Our own Cindy Gillespie



Cindy is Vice President of Human Resources for Amy's Kitchen, Inc., where she is responsible for overseeing the firm's human resources functions and managing the office facilities. Prior to Amy's, Ms. Gillespie spent 14 years as the vice president of human resources for New Zealand Milk Products, Inc., an international marketing company located in Santa Rosa. She holds a Bachelor of Science degree in industrial relations from California State University, Hayward (now East Bay).

In addition to her work at Amy's, Cindy is a Board Member of the American Red Cross, Sonoma & Mendocino Counties, serves on the HR Committee for Canine Companions, the Business Advisory Committee for Santa Rosa Junior College, and the South County Tomorrows Leaders Today business committee. Cindy is an active member of the Santa Rosa Sunrise Rotary Club and a graduate of Leadership Santa Rosa Class XXIV.

Amy's Kitchen, based in Sonoma County, started as a family-owned business more than 20 years ago and is now the nation's leading source of natural and organic convenience foods in the United States. Amy's has recently undergone a period of rapid growth and now has operations in four states: its original location in Petaluma, Oregon and New York, and the recently announced purchase of a former H.J. Heinz facility in Pocatello, Idaho. Amy's has been expanding based on the growing popularity of its natural and vegetarian products as burritos, soups, and much more. Amy's has 1,000 employees in Sonoma County, and is expanding in southwest Santa Rosa creating 150 new jobs for a new line of entrées and snacks.

Executive Director of the Santa Rosa Convention & Visitors Bureau

Feb 19, 2015

[Peter Hoberg](#)

Project Manager with Enphase Energy in Petaluma

Mar 05, 2015

[Michael J. Fish, Past Rotary District Governor](#)

"Rotary Changes People's Lives!"

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2015 Hiking Schedule

Cindy will present a history of Amy's Kitchen and discuss the company's recent growth and what this means for all of us in Sonoma County.

[Read more...](#)

[Exceptional Dogs for Exceptional People](#)

Posted by Rich Randolph



Angie Escudero

**NW Development Associate & Instructor
Canine Companions for**

Independence



What has four legs, takes a minimum of two years to train and can understand sign language?

If you guessed either a Skilled Companion Dog, Hearing Dog, Service or Facility Dog you are correct. As we learned and observed, ***"the most advanced technology capable of transforming the lives of people with disabilities has a cold nose and warm heart."***

The demand for these exceptional animals outpaces supply: Currently the backlog is 18-24 months, just about the time it takes to prepare a dog for its' first meeting with a future human companion, handler. A remarkable trait of the dogs is their ability to quickly form a trusting bond with a human. Dogs encounter multiple humans, but must recognize and pay close attention to one or a very select few as in the case of a Facility Dog. Labradors and Golden Retrievers are best suited, by decades of breeding to work cooperatively with humans, as opposed to Beagles, who are bred for their species specific collaborative skills~ Beagles are better with other Beagles than people!

Canine Companions for Independence is a national organization with operations in California, Colorado, Florida, New York and Ohio. In Santa Rosa alone, up to 100 dogs

UPCOMING EVENTS

[4th Annual Crab Feed](#)

Finley Community Center

Feb 18, 2015

9:00 AM – 9:30 PM

[February Hike - Lake Sonoma](#)

Feb 22, 2015

[March Hike - Sugarloaf Ridge](#)

Mar 22, 2015

[Progressive Dinner - 2015](#)

Mar 28, 2015

5:30 PM – 10:00 PM

[April Hike - Jack London State Park](#)

Apr 18, 2015

[2015 District Conference](#)

TENAYA LODGE AT YOSEMITE

Apr 24, 2015 – Apr 26, 2015

BIRTHDAYS & ANNIVERSARIES

[Member Birthdays](#)

Warren Wiscombe

February 4

Warren Smith

February 17

Olin Leasher

February 19

Brian Rondon

February 20

Frank Cercone

February 24

[Spouse Birthdays](#)

Jack Strange

February 3

Ann Wessman

February 18

may be in residence at any given time. Sunrise Rotarian Cindy Gillespie is especially well versed in these canine marvels, as she has helped raise some from puppies.

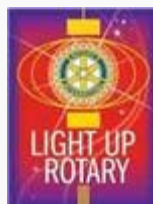
Dogs are provided without cost to recipients, even with raising and training costs in the \$50,000 neighborhood. For more on these exceptional, life-enhancing animals visit them at cci.org or call 1-800 BARK (2275)

[Read more...](#)

[District 5130 Assembly](#)

[* RI President's Message](#)

Posted by Max Bridges on Feb 02, 2015



February 2015



**GARY
C.K.
HUANG**

PRESIDENT 2014 - 15**Helenka Wiscombe**

February 19

Barbara Shureen

February 23

*Anniversaries***Jim Kirkbride****Susan Kirkbride**

February 2

Leroy Carlenzoli**Carol Carlenzoli**

February 6

Rich Randolph**Betsy Randolph**

February 9

Dave Lorenzen**Shauna Lorenzen**

February 11

Shauna Lorenzen**Dave Lorenzen**

February 11

Carolyn Anderson**George Reese**

February 14

Paul Stathatos**Susan Stathatos**

February 21

Jim Gray**Sheena Gray**

February 28

*Join Date***Paul Stathatos**

February 5, 2009

6 years

Mike Kelly

February 6, 1997

18 years

Ralph Harryman

February 6, 1997

18 years

Shauna Lorenzen

February 6, 1992

23 years

Peter Hoberg

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The answers are always interesting and often surprising. Sometimes I have a suggestion or an idea to contribute; sometimes I am able to make a connection that will move a project forward. Often, I go back to Evanston with ideas and insights that help guide us in our decisions. But what I value most about these conversations are the stories I hear – the stories that, taken together, tell the story of Rotary.

In Atlanta, I attended a Rotary event honoring teachers and heard story after story about the gift of literacy and how it transforms lives. In Istanbul, I attended a wheelchair race and learned how Turkish Rotarians are working to improve the lives of people with disabilities. In Lima, Peru, I talked to a former Rotaractor who waited nearly 20 years to be invited to join a Rotary club, and heard about how returning to Rotary has transformed her life.

I've heard stories that have made me laugh, and stories that have moved me to tears. I've heard stories of how our service changes the lives of others, and how it changes us as Rotarians. When I hear these stories, I can't help but wonder: How many other lives could we change for the better by bringing more people into Rotary? And how many more people could we bring into Rotary simply by sharing our own Rotary stories?

In this Rotary year, I ask all of you to do just that: Share your Rotary stories. Tell them to your friends, on social media, and through Rotary.org. Our Rotary stories are what inspire us, and what encourage others to join us; they help light up our service, as we work to *Light Up Rotary*.

[Read more...](#)**[* Message from the Foundation Trustee Chair](#)***Posted by Max Bridges on Feb 02, 2015***February 2015**

February 8, 2001
14 years

Max Bridges
February 13, 2003
12 years

LINKS

LINKS

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Past President
[Mike Kelly](#)



Salt Lake City, Utah, USA. Birmingham, England. Bangkok, Thailand. São Paulo, Brazil!

Every three years, The Rotary Foundation sponsors a peace symposium as a preconvention activity. The next peace symposium will be held in São Paulo, 4-5 June.

The triennial peace symposium is the vehicle to showcase our Rotary Peace Fellows, who earn master's degrees and certificates through our Rotary Peace Centers; to educate Rotarians about this peace-related education and scholarship program; to introduce our donors and potential donors to the program; and to explore ways that Rotarians and peace fellows can collaborate in peace-building. Highlights of each symposium have included international speakers in the peace field, such as Nobel Peace Prize laureate Archbishop Desmond Tutu; breakout sessions featuring peace fellows working on the front lines to build peace; and Rotarians active in the peace field.

This year, the first plenary session will feature 1987 Nobel Peace Prize laureate Oscar Arias Sánchez of Costa Rica. He is a two-time president of Costa Rica, 1986-90 and 2006-10. During his first presidential term, he engaged the nations of Central America in peace discussions that led to the signing of the Esquipulas II Accords, and ultimately to the end of the various armed conflicts in the region.

The plans of the São Paulo peace symposium committee are creative and exciting, with elements not offered at past symposia. They will involve the 80 Rotary Peace Centers alumni in attendance.

If you have never attended a peace symposium, this is a special opportunity that will inform and educate you on Rotary's service to promote peace. If you have attended any of the symposia in Salt Lake City, Birmingham, or Bangkok, you will especially appreciate this innovative

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- [2015 Hiking Schedule](#)



program.

I look forward to seeing you there!

John Kenny
Foundation Trustee Chair

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*** Remember the Pictures**

Posted by Max Bridges on Jan 15, 2015



Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)



On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the websites photo journal called "**Meeting Sighting**" Please not that all the meeting photos for the entire Rotary year are at this location with the most recent on the last page.

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#). The most recent are on the last page!

Additional photos may be found on the [SR Sunrise Facebook Page](#).

[Read more...](#)

\$NICK_NAMES \$LAST_NAMES's Commitments
 \$CLUB_EVENT_COMMITMENTSS

Club Events			
Date	Event	Location	>Name

\$DISTRICT_EVENT_COMMITMENTSS

District Events			
Date	Event	Location	Name

\$VOLUNTEER_COMMITMENTSS

>Volunteer			
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Date	Schedule	Name	Task
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\$MEETING_COMMITMENTSS

Meeting Responsibilities

Group	Position
-------	----------

\$ORIENTATION_COMMITMENTSS

New Member Orientation

New Member	Action	Completed On
------------	--------	--------------

\$CLUB_COMMITTEE_COMMITMENTSS

Current Club Committees

Committee	Role
-----------	------

\$DISTRICT_COMMITTEE_COMMITMENTSS

Current District Committees

Committee	Role
-----------	------

Rotary Club of Santa Rosa Sunrise - Founded June 30, 1986

This email was sent to \$NICK_NAMES \$LAST_NAMES by \$SENDER_NICK_NAMES
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Rotary Club of Santa Rosa Sunrise



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SPEAKERS

Feb 12, 2015

Brad Calkins

Executive Director of the Santa Rosa Convention & Visitors Bureau

Feb 19, 2015

Peter Hoberg

Project Manager with Enphase Energy in Petaluma

STORIES

The February 12th. program is.....

Posted by Max Bridges on Feb 05, 2015



Brad Calkins, Executive Director

Santa Rosa Convention and Visitor's Bureau



Brad will discuss how the CVB encourages tourists to visit Santa Rosa and communicates the diversity of accommodations, attractions, restaurants, historic, cultural, special events and recreational opportunities that Santa Rosa has to offer. CVB's services include helping visitors with all aspects of planning an event, from transportation, securing hotel rooms, dining arrangements, tours, activities, and much more.

Brad is responsible for the effective management of the Santa Rosa CVB and the California Welcome Center. He oversees convention and events sales, implements marketing and public relations programs, and serves as the spokesperson for the Bureau. He serves as the CVB liaison with various community and governmental groups and participates in community events that support the visitor industry.

[Read more...](#)

Program Summary

Posted by Rich Randolph on Feb 09, 2015



Amy's Kitchen ~ Custom Cuisine

Feb 26, 2015

[Whitney Olson](#)

National History Day in Sonoma County

Mar 05, 2015

[Michael J. Fish, Past Rotary District Governor](#)

"Rotary Changes People's Lives!"

Mar 12, 2015

[William F. Rousseau](#)

Sonoma County Clerk-Recorder-Assessor

Mar 19, 2015

[Marriane McBride](#)

Council on Aging

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Posted on Jul 01, 2014

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Amy's Kitchen was named after the founders' infant daughter, Amy, just born as the company was founded. The impetus for the company was the lack of decent pre-prepared vegetarian food; the founder had tried to find some for his vegetarian wife and it all tasted bland or worse. They started with Mac and Cheese in individual portions, made by hand in the proverbial garage, and has now exploded to over 250 products and something like \$250M in gross revenue. The company remains family-owned and proud of the quality and healthfulness of their products, and of hand making parts of the food including hand-tossing pizza crusts and even putting vegetables by hand into some soups. They are growing while similar companies are shrinking, largely due to increased concern about healthy eating in parts of the country away from the mid-section. There are facilities in Santa Rosa, Medford Oregon, and Pocatello Idaho. The Idaho operation is a repurposed Heinz facility where they did not cook food but "assembled" it; the staff was amazed that Amy's actually intended to cook food there!

Amy's Kitchen, based in Sonoma County, started as a family-owned business more than 20 years ago and is now the nation's leading source of natural and organic convenience foods in the United States. Amy's has recently undergone a period of rapid growth and now has operations in four states: its original location in Petaluma, Oregon and New York, and the recently announced purchase of a former H.J. Heinz facility in Pocatello, Idaho. Amy's has been expanding based on the growing popularity of its natural and vegetarian products as burritos, soups, and much more. Amy's has 1,000 employees in Sonoma County, and is expanding in southwest Santa Rosa creating 150 new jobs for a new line of entrées and snacks.

What is good for Amy's is great for Sonoma County!!



2015 Hiking Schedule

UPCOMING EVENTS

February Hike - Lake Sonoma

Feb 22, 2015

4th Annual Crab Feed

Finley Community Center

Feb 28, 2015

9:00 AM – 9:30 PM

March Hike - Sugarloaf Ridge

Mar 22, 2015

Progressive Dinner - 2015

Mar 28, 2015

5:30 PM – 10:00 PM

April Hike - Jack London State Park

Apr 18, 2015

2015 District Conference

TENAYA LODGE AT YOSEMITE

Apr 24, 2015 – Apr 26, 2015

2015 Annual Golf Tournament

Oakmont Golf Club

Jun 05, 2015

12:00 PM – 8:00 PM

BIRTHDAYS & ANNIVERSARIES

Bon Appetite!!

Merci Cindy!!

[Read more...](#)

New Paul Harris Fellow!

Posted by Dave Lorenzen on Feb 09, 2015



Robert Walker Sanville - Paul Harris Fellow

Santa Rosa Sunrise continues to be ardent supporters of the Foundation of Rotary International, and add yet another Paul



Harris Fellow to its ranks;

Robert Walker Sanville joins 314 other of the Sunrise Rotary family as a Paul Harris Fellow. Rob stands with other notables such as Mother Theresa, Nelson Mandela, Kofi Annan, Prince Charles, Indira Gandhi, Luciano Pavarotti, King Hussein of Jordan and Pope John Paul II. All Paul Harris Fellows.

Joining Rob in continued recognition is Al Abramson, receiving his PHF +4 pin and John Jones, receiving his PHF + 7 pin.

The Paul Harris Fellowship is named for Paul Harris, who founded Rotary nearly 110 years ago. The Fellowship was established in his honor in 1957 to express appreciation and recognition for a contribution of US \$1000 to the Rotary Foundation. A Paul Harris Fellow is an

Member Birthdays

Warren Wiscombe

February 4

Warren Smith

February 17

Olin Leasher

February 19

Brian Rondon

February 20

Frank Cercone

February 24

Spouse Birthdays

Jack Strange

February 3

Ann Wessman

February 18

Helenka Wiscombe

February 19

Barbara Shureen

February 23

Anniversaries

Jim Kirkbride

Susan Kirkbride

February 2

Leroy Carlenzoli

Carol Carlenzoli

February 6

Rich Randolph

Betsy Randolph

February 9

Dave Lorenzen

Shauna Lorenzen

February 11

Shauna Lorenzen

Dave Lorenzen

February 11

Carolyn Anderson

George Reese

February 14

Paul Stathatos

Susan Stathatos

February 21

individual who contributes \$1,000 US or in whose name that amount is contributed. Every Paul Harris Fellow receives a pin and a certificate when he or she becomes a Fellow. This identifies the Paul Harris Fellow as an advocate of the Foundation's goals of world peace and international understanding

[Read more...](#)

2015 Golf Tournament

SANTA ROSA SUNRISE ROTARY CLUB
26th Annual
CHARITY GOLF TOURNAMENT

Friday June 5, 2015
Save this Date for Golf!

OAKMONT GOLF CLUB

Tournament Fee: \$150 per person
Entry fee includes lunch, range balls, round of golf with cart, on course activities, adult beverages and dinner.

TOURNAMENT BENEFICIARIES
Organizations who have received support include...

Rotary International Polio Eradication	International Eyeglass & Surgery Project
Santa Rosa Support Our Students Program SOS	The Living Room
Bouverie Preserve	The Children's Village
Kids Street Charter School	Youth Grants and Scholarships
Becoming Independent	The Ceres Project
Local & International Youth Dental Outreach	Social Advocates for Youth SAY
Rebuilding Together	Women's Recovery Services
Steele Lane School Garden	Land Paths
Earle Baum Center for the Blind	Sonoma Land Trust
Santa Rosa Senior Center	Santa Rosa/Kagoshima Student Exchange

District 5130 Assembly

Rotary District 5130
District Training Assembly & Dinner

SAVE THE DATE

Dinner and Star Party
Friday, March 20th
Redwood Empire Fairgrounds
Ukiah, Ca. 6:00 P.M.—8:00 P.M.
\$50

District Training Assembly
Saturday, March 21st
Mendocino Community College
Ukiah, Ca. 8:00 A.M.—3:00 P.M.
\$50

Star Gazing Provided by Wine Country Star Party

explore

Jim Gray
Sheena Gray
February 28

Join Date

Paul Stathatos
February 5, 2009
6 years

Mike Kelly
February 6, 1997
18 years

Ralph Harryman
February 6, 1997
18 years

Shauna Lorenzen
February 6, 1992
23 years

Peter Hoberg
February 8, 2001
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Max Bridges
February 13, 2003
12 years

LINKS

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EXECUTIVES & DIRECTORS

News From RI

Posted by Max Bridges on Feb 03, 2015



Colorado joins Kosovo club to restore sanitation in blighted local schools



Through a \$50,000 Rotary Foundation Global Grant, the Rotary clubs of Edwards, Colorado, USA, and Peja, Kosovo, brought clean water and new bathroom facilities to six area schools in Peja.

Blighted schools in the mountain city of Peja in western Kosovo are a reminder of the ethnic strife and war that ravaged this area in the 1990s.

To restore ruined sanitation facilities in some of those schools, local Rotary members recently partnered with their counterparts from Colorado, USA. Though residents have been slowly rebuilding the city's infrastructure after years of neglect under earlier governments, most resources are going to improve roads, rebuild homes, and create new businesses. Little money remains to restore the schools.

As a result, students have fallen ill, stayed home from school, and been unable to focus on their education, says Neshad Asllani, a member of the Rotary Club of Peja and a physician with the Health Center of Excellence in Kosovo. "Healthy students make better students," he says.

Last year, his club joined the Rotary Club of Edwards, Colorado, USA, to bring clean water and modern toilet facilities to six area schools with the worst conditions. The \$50,000 project was funded by a Rotary Foundation global grant and completed in September. It replaced all the commodes and sinks, repaired leaking roofs, and installed floor tiles, fixtures, and new septic tanks.

The project was initiated by Edwards club member Richard Dangler, who'd spent time in the area in 2008-09 as the chief water engineer for International Relief and Development, helping to install a \$1 million potable-water system in Kosovo that was funded by USAID. Although that system benefited most homes and businesses, the pipes didn't extend to schools in rural areas. Dangler recalls that those schools' water and sanitation facilities were "ghastly," with flooded commodes; dirty water for washing; and crumbling walls, floors, and roofs that made the facilities almost unusable.

Dangler traveled to Peja in 2013 to plan the project there

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with local Rotary members. He says the community was instrumental in carrying it out.

"We held planning meetings where 100 people would show up," says Dangler. "They were incredibly engaged. They showed a desire and readiness to be included in planning, designing, and maintaining post-construction tasks. Out of all the war-torn and underdeveloped places in the world I've worked, I found the Kosovo people had the greatest willingness to help themselves."

The project also calls for water and sanitation education in the six schools. Students will design posters promoting proper hygiene practices, and will learn in science classes about diseases transmitted by unsanitary habits. The Peja club will create health committees made up of faculty and students for each school. Members also will oversee maintenance of the toilet facilities and devise sanitary and hygiene awareness campaigns to educate the entire community.

Asllani notes that although the war's impact lingers, projects like this one are helping to restore area residents' spirit as well as the region's infrastructure. "The goodwill of NGOs and organizations like Rotary has helped our people overcome their animosities from the past by establishing projects that look to the future."

Adds Dangler: "The people who lived through this conflict want to put this period behind them. At the top of the local community's priority list was improving the sanitary conditions of the schools. Focusing on the children and their education was the best way for them to look toward the future rather than to the past."

[Learn more about Rotary's areas of focus](#)
[Find out how to apply for a global grant](#)

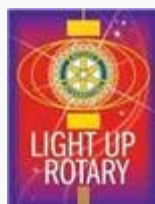
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February 2015

**GARY
C.K.
HUANG**





PRESIDENT 2014 - 15

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I've heard stories that have made me laugh, and stories that have moved me to tears. I've heard stories of how our service changes the lives of others, and how it changes us as Rotarians. When I hear these stories, I can't help but wonder: How many other lives could we change for the better by bringing more people into Rotary? And how many more people could we bring into Rotary simply by sharing our own Rotary stories?

In this Rotary year, I ask all of you to do just that: Share

your Rotary stories. Tell them to your friends, on social media, and through Rotary.org. Our Rotary stories are what inspire us, and what encourage others to join us; they help light up our service, as we work to *Light Up Rotary*.

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[* Message from the Foundation Trustee Chair](#)

Posted by Max Bridges on Feb 02, 2015



February 2015



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I look forward to seeing you there!

John Kenny
Foundation Trustee Chair

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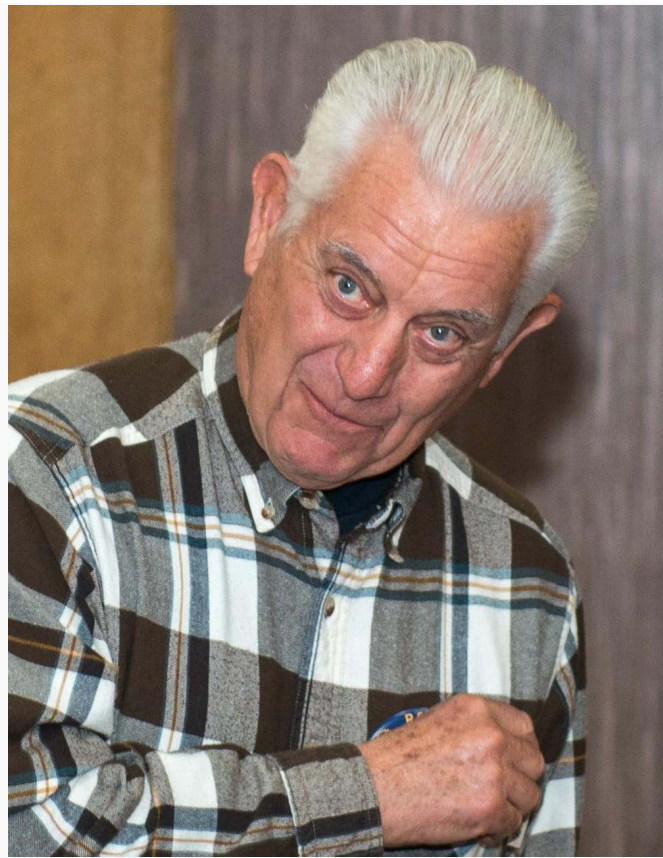
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[Check Out the Pictures from the Weekly Meetings](#)

[Link to Meeting Sightings](#)



On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the websites photo journal called "**Meeting Sighting**". Please note that all the meeting photos for the entire Rotary year are at this location with the most recent on the last page.

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#). The most recent are on the last page!

Additional photos may be found on the [SR Sunrise Facebook Page](#).

[Read more...](#)

Rotary Club of Santa Rosa Sunrise - Founded June 30, 1986



BULLETIN EDITOR

Max Bridges (If you have any comments or questions, please contact the editor)

SPONSORS



Interested in being a sponsor?
[Download the website sponsorship guide](#)



SPEAKERS

Feb 12, 2015

Brad Calkins

Executive Director of the Santa Rosa Convention & Visitors Bureau

Feb 19, 2015

Peter Hoberg

Project Manager with Enphase Energy in Petaluma

STORIES

The February 19th. program is.....

Posted by Max Bridges on Feb 12, 2015



Our own Peter Hoberg, Project Manager

Enphase Energy



Enphase Energy is the world's leading microinverter systems provider, providing unique, high-tech innovations to the performance and intelligence of residential and commercial solar energy systems. Enphase Energy delivers microinverter technology for the solar industry that increases energy production, simplifies design and installation, improves system uptime and reliability, reduces fire safety risk and provides a platform for intelligent energy management. Their semiconductor-based microinverter system converts energy at the individual solar module level and brings a systems-based, high technology approach to solar energy generation.

Among Peter's many accomplishments are a Bachelors of Science Degree and Masters of Science Degree in Electrical Engineering, and an MBA, all from Stanford University.

Peter will discuss what a microinverter does in roof top solar energy systems, and Enphase Energy's role in the microinverter industry.

[Read more...](#)

Program Summary Brad Calkins

Posted by Rich Randolph on Feb 16, 2015

WHAT IS THE GOLDEN GATE BRIDGE ADDRESS???

Feb 26, 2015

[Whitney Olson](#)

National History Day in Sonoma County

Mar 05, 2015

[Michael J. Fish, Past Rotary District Governor](#)

"Rotary Changes People's Lives!"

Mar 12, 2015

[William F. Rousseau](#)

Sonoma County Clerk-Recorder-Assessor

Mar 19, 2015

[Marriane McBride](#)

Council on Aging

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NEWS

[Bulletin Archive](#)

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Posted on Jul 02, 2012

[Links to Old Photo Journals 2007 thru 2012](#)

[Read more...](#)

[Photo Journal Archive 2012 to current](#)

Posted on Jul 01, 2014

[Links to Old Photo Journals 2012 to current](#)

[Read more...](#)

What has more letters than alphabet soup? DMO, CVB, TOT, VSR, TBID are a few of the acronyms clarified by Brad Calkins, aka Mr. Santa Rosa as he was introduced by Sunrise Rotarian (SRSR) Max Childs.

Brad is Executive Director of Santa Rosa's Visitor and Convention Bureau, a position he has happily held since 2011.

Brad kept both our attention and interaction complete with nifty prizes for correct answers to his pop quizzes.

Historically, and nationally, the value of tourism and hospitality has never been questioned. In 1896, Detroit Michigan created the nation's first DMO, or Destination Management Organization in order to promote Detroit as a travel destination. Governments and business collaborated to attract visitors for business and well as vacation stays. 1972 brought the TOT, or Transient Occupancy Tax to Santa Rosa, with 100% of the revenue directed to increasing tourism. Since then, all the generated tax goes into the City's General Fund.

The private venture, VSR or Visit Santa Rosa operates with a \$300K annual budget, primarily aimed at attracting athletic sports enthusiasts and Silicon Valley residents and firms to Sonoma County. About 43,000 people visit Santa Rosa as Destination travel. Sonoma County is one of the Official Sponsors of the 2016 Super Bowl 50 to be played in freshly minted 49'rs Levi Stadium in Santa Clara. That event will



2015 Hiking Schedule

UPCOMING EVENTS

February Hike - Lake Sonoma

Feb 22, 2015

4th Annual Crab Feed

Finley Community Center

Feb 28, 2015

9:00 AM – 9:30 PM

March Hike - Sugarloaf Ridge

Mar 22, 2015

Progressive Dinner - 2015

Mar 28, 2015

5:30 PM – 10:00 PM

April Hike - Jack London State Park

Apr 18, 2015

2015 District Conference

TENAYA LODGE AT YOSEMITE

Apr 24, 2015 – Apr 26, 2015

2015 Annual Golf Tournament

Oakmont Golf Club

Jun 05, 2015

12:00 PM – 8:00 PM

BIRTHDAYS & ANNIVERSARIES

exclusively feature Sonoma County wines.

Economically for our region 17,700 jobs or 1 in 10 are Hospitality generated. The City receives just over \$4 million in sales taxes and the state \$63 million.

Where is our competition? Monterey County! Current marketing campaigns are focusing on populations out of our immediate area, obviously, in order to attract visitors here rather than Monterey, or elsewhere.

What are some of the more humorous anecdotes asked at the California Welcome Center here in town?

What is the address of the Golden Gate Bridge? I need to put it into my GPS.

Is it the same ocean in Bodega Bay as in Eureka?

What time, precisely, will it rain?

We want to have “the wine experience”, but don’t drink wine. Any wineries around that don’t serve wine?

Sonoma County has something for everyone, even the Emerald Cup. From spectacular scenery to indoor hockey; world-class fine food and wines; music and gaming, museums for young and old. Enjoy and promote your local jewels.

[Read more...](#)

News From RI

Posted by Max Bridges on Feb 16, 2015



San Francisco club reveals formula for growth and retention of members



Members of the Rotary Club of San Francisco Evening take a break during a project in Guatemala with Hug it Forward.

Member Birthdays

Warren Wiscombe

February 4

Warren Smith

February 17

Olin Leasher

February 19

Brian Rondon

February 20

Frank Cercone

February 24

Spouse Birthdays

Jack Strange

February 3

Ann Wessman

February 18

Helenka Wiscombe

February 19

Barbara Shureen

February 23

Anniversaries

Jim Kirkbride

Susan Kirkbride

February 2

Leroy Carlenzoli

Carol Carlenzoli

February 6

Rich Randolph

Betsy Randolph

February 9

Dave Lorenzen

Sauna Lorenzen

February 11

Sauna Lorenzen

Dave Lorenzen

February 11

Carolyn Anderson

George Reese

February 14

Paul Stathatos

Susan Stathatos

February 21

Members of the Rotary Club of San Francisco Evening meet three times a month at a wine bar after work, share a social outing once a month, and promote all their activities on social media like Meetup and Facebook.

As the first evening club in the city, it has attracted many young professionals from Silicon Valley tech firms whose work schedules keep them from joining a more traditional club that meets for breakfast or lunch. But more than that, the evening format has helped the club grow by 30 percent since it received its charter in mid-2013.

Danielle Lallement, who was its charter president, says the club has been successful because it accommodates members' preferences.

"The majority of our members are in their 30s and 40s, and their financial and work obligations outside the club are great, so we cater to their needs," she says. "We are extremely flexible with our members, their attendance, their payment options, and expectations."

For example, almost half the members are citizens of countries other than the U.S., so leaders dropped the pledge of allegiance at the beginning of meetings. In addition, members can easily schedule recurring dues payments online, and a PayPal credit card reader is brought to meetings to facilitate dues payment. Early on, members also decided they wanted the last meeting of the month to be a social event. Members have attended the San Francisco Ballet, visited a karaoke bar, played miniature golf, and worked with a golf pro to improve their swings.

Members are asked to attend at least half of all meetings but aren't pressured if they can't, especially if life events like marriage, a baby's arrival, or an increased workload claim more of their time. Club officers frequently use Skype or a conference line to join board meetings they can't attend in person.

SPREADING THE WORD VIA SOCIAL MEDIA

Lallement was a member of the Rotary Club of Sparks, Nevada, before a job change brought her to San Francisco. After discovering that the city lacked an evening club, she formed a core group of other former Rotary members and they began attending networking events to get the word out. They met at the San Francisco Food Bank for their first service project and announced it on Meetup, attracting several new members as a result.

"Depending on the event, we would have at least two new people find us," she says. "Advertising on social media has been a big promoter for us."

In addition to posting its activities on Facebook and Meetup, the club uses Eventbrite to promote and sell tickets to social events. And club members stay connected through Twitter and LinkedIn.

IMPORTANCE OF PROJECTS

Lallement, who is a registered nurse, also knew that service is important, because young people want to "get their hands dirty." With her Nevada club, she had taken part in a de-worming project and a polio immunization trip in Ghana, helped to repair cleft lips in India, and

Jim Gray
Sheena Gray
 February 28

Join Date

Paul Stathatos
 February 5, 2009
 6 years

Mike Kelly
 February 6, 1997
 18 years

Ralph Harryman
 February 6, 1997
 18 years

Shauna Lorenzen
 February 6, 1992
 23 years

Peter Hoberg
 February 8, 2001
 14 years

Max Bridges
 February 13, 2003
 12 years

LINKS

LINKS

- [Partners of Santa Rosa Sunrise Rotary](#)
- [What Are My Make Up Options?](#)
- [How to Contact the Sunshine Committee](#)
- [Rotary Showcase - SRSR Dental Clinic](#)
- [SR Sunrise Facebook Page](#)
- [Youth Exchange - District 5130](#)
- [SCARC Meeting Schedule](#)
- [Rotary International Business Portal](#)
- [Latest "Rotarian Magazine"](#)

[SRKSEP - Santa Rosa Kagoshima Student Exchange Program](#)

EXECUTIVES &

handed out bed nets to fight malaria in Zambia.

The San Francisco Evening club has partnered with the nonprofit Hug It Forward and five other Rotary clubs to mix and pour cement for a high school in Guatemala. The club was also awarded its first district grant last year for a Seed for America project that provided free training in computer programming to students in San Francisco. Other projects closer to home have included cleaning up trails and digging trenches at San Francisco's Mount Sutro and joining with Interact club members to build houses for Habitat for Humanity.

Though the club was the first evening option in the city for Rotary members, it's no longer the only one in the area. Its success has led to the creation of the Rotary Club of Rafael Evening, and two provisional clubs Mid-Peninsula Evening and San Francisco SOMA.

"The idea has really taken off," Lallement says. "There's no reason this can't be done anywhere."

[Read about Rotary's Young Professionals Summit held in Chicago in September](#)

[Read a blog post about what young professionals are looking for in Rotary](#)

[Find a Rotary club near you](#)

[Read more...](#)

[Celebrating 100% Attendance!](#)

Posted on Feb 12, 2015



Celebrating 100% Attendance!



Sunrise Recognizes the following members with maintaining 100% Attendance!

Del Raby	9/1/1961	53 years
Dave Lorenzen	6/30/1986	28 years
Shauna Lorenzen	2/6/1992	23 years
Randy Seelye	1/9/1994	21 years
Steve Amend	5/1/1997	17 years
Penny Millar	8/15/2004	9 years
Scott Holder	7/1/2012	2 years
Peter Steiner	1/30/2014	1 Year

[Read more...](#)

[2015 Golf Tournament](#)

DIRECTORS

President
[Harry Coffey](#)

President Elect
[Eloise Tweeten](#)

President Nominee
[Merle Hayes](#)

Secretary
[Susan Glowacki](#)

Treasurer
[Penny Millar](#)

Past President
[Mike Kelly](#)

Rotary Foundation
[Carolyn Anderson](#)

Membership
[Rob Sanville](#)

Service Projects
[Steve Zwick](#)

Club Administration
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Public Relations
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DOWNLOAD FILES

- [Sabalos Nicaragua Surgery Center Information](#)
- [Youth Grants](#)
- [2011-12 Service & Activity Report](#)
- [Why Become A Rotarian?](#)
- ["Rotary Basics"](#)
- ["Donate My Car" Form](#)
- [2012/13 Fundraising/Funding Report](#)
- [2015 Hiking Schedule](#)





**SANTA ROSA
SUNRISE ROTARY CLUB**
26th Annual
CHARITY GOLF TOURNAMENT

Friday June 5, 2015
Save this Date for Golf!



OAKMONT GOLF CLUB

Tournament Fee: \$150 per person
Entry fee includes lunch, range balls, round of golf with cart, on course activities, adult beverages and dinner.

TOURNAMENT BENEFICIARIES
Organizations who have received support include...

Rotary International Polio Eradication	International Eyeglass & Surgery Project
Santa Rosa Support Our Students Program SOS	The Living Room
Bouverie Preserve	The Children's Village
Kids Street Charter School	Youth Grants and Scholarships
Becoming Independent	The Ceres Project
Local & International Youth Dental Outreach	Social Advocates for Youth SAY
Rebuilding Together	Women's Recovery Services
Steele Lane School Garden	Land Paths
Earle Baum Center for the Blind	Sonoma Land Trust
Santa Rosa Senior Center	Santa Rosa/Kagoshima Student Exchange

[More News from RI](#)

Posted by Max Bridges on Feb 16, 2015

Rotary member takes fundraising to new heights -- the summit of Mount Everest

Sunrisers, please note that this article may remind you of another world-travelling Rotarian

with whom you may be a bit more familiar!



Joe Pratt, a former naval aviator, husband of 34 years,



and father of two, sits on Mount Everest.

Despite his longstanding interest in polio eradication, polio was not on Joe Pratt's mind as he prepared for a mid-April 2012 climb of Mount Everest, the highest mountain on earth. But that changed in late 2011, when the resident of Nottingham, New Hampshire, USA, participated in a polio immunization project in Pakistan with fellow Rotary member Steve Puderbaugh.

Moved by the efforts of the Pakistanis to battle the crippling disease, and by the vulnerability of the young victims, Pratt reset the focus of his climbing adventure. Pakistan is one of three countries where polio has never been stopped (the others are Afghanistan and Nigeria).

Pratt considered wearing a polio patch on his climbing outfit, as a tribute to those who had had polio. But Puderbaugh had other ideas.

"My point was, 'Who's going to see that patch?'" recalls Puderbaugh.

Instead, he suggested that Pratt dedicate the climb to raising funds for polio eradication. Pratt, a tall, lean 59-year-old Delta Airlines pilot who has been a member of the Rotary Club of Raymond Area for 28 years, says he "recognized it as a great idea" right away, and mentioned it to their Pakistani hosts at dinner.

"It was immediately embraced by the Pakistanis," says Pratt, who had also climbed Mount McKinley and Mount Kilimanjaro among others.

At first, the planners set a fundraising goal of \$10,000, but later increased it to \$29,030 -- a dollar for each foot of Mount Everest's height. And since Pratt's successful climb, his efforts have raised more than \$40,000, not including matching funds from the Bill & Melinda Gates Foundation.

His ascent, accomplished as part of a team of 23 Russians and one American, took five weeks. The climbers braved high winds and subzero temperatures, and occasionally passed the bodies of climbers who'd perished weeks or months earlier -- grim reminders of the perils of the adventure. In the end, only 12 members of the expedition reached the summit, the others having turned back.

Pratt says he had a lot of motivation to keep going.

"One of the many images in my mind was that of the little Pakistani kids -- kids who were healthy and hopefully will stay healthy," he says. "I would think, I want to quit, but these kids are depending on me."

It took a little over a year to reach the \$29,030 goal, with contributions picking up significantly last fall, after Pratt spoke to Rotarians from six Montana clubs. For them, Pratt's story had special meaning.

"He's a mountain climber and we're in the mountains of northwest Montana," says Michael Hayes, a businessman and 19-year member of the Rotary Club of Daybreak Kalispell. "Several people are into mountaineering here."

Hayes was also impressed with Pratt's selflessness, noting that he'd borne the entire \$50,000 cost of his Mount Everest climb, never seeking any funding help.

"We were also impressed that Joe Pratt, on his own time and his own dime, came out to speak to us," Hayes adds.

"His trip didn't cost our club anything."

Pratt gave two talks during his mid-October visit to Montana, attracting about \$11,000 in donations from club members and area residents and \$23,000 in matching funds from the Gates Foundation.

"It was very heartening," says Pratt, a former naval aviator, husband of 34 years, and father of two. "I have given talks in libraries and other places. In one worst-case scenario, only one person showed up."

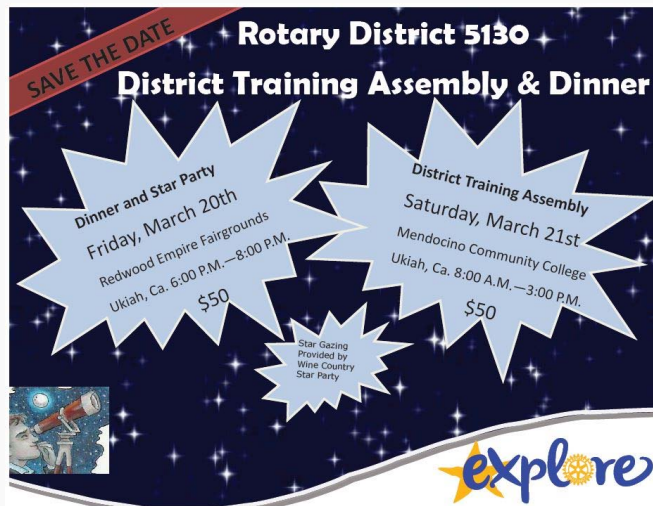
[Browse other notable projects in Rotary Ideas](#)

[Donate to End Polio Now](#)

[Learn more about the End Polio Now campaign](#)

[Read more...](#)

[District 5130 Assembly](#)



[* Remember the Pictures](#)

Posted by Max Bridges on Feb 12, 2015



[Check Out the Pictures from the Weekly Meetings](#)

[Link to Meeting Sightings](#)



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[Read more...](#)

Rotary Club of Santa Rosa Sunrise - Founded June 30, 1986



BULLETIN EDITOR

Max Bridges (If you have any comments or questions, please contact the editor)

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SPEAKERS

Feb 26, 2015

[Whitney Olson](#)

National History Day in Sonoma County

Mar 05, 2015

[Michael J. Fish, Past Rotary District Governor](#)

"Rotary Changes People's Lives!"

Mar 12, 2015

STORIES

February 26th Program is

Posted by Dave Lorenzen on Feb 19, 2015



Whitney Olson - National History Day Sonoma County



Whitney Olson is the Directory of National History Day in Sonoma County. In 2011, Whitney received the "Outstanding History Educator Award" at the National History Day competition at the University of Maryland in College Park.

National History Day is an academically acclaimed program with over 500,000 students participating nationally each year. National History Day challenges students in grades 4 - 12 in an inter-disciplinary research project that embraces project based learning. History Day teaches students to:

- Conduct in-depth research
- Use primary and secondary sources
- Read a variety of texts
- Analyze and synthesize information
- Write and present historical content

Students choose a topic that relates to an annual theme, research that topic, and develop their research into one of five presentation categories: research paper, exhibit, documentary, performance, or website. Fourth and fifth grade students present their research on a 2-D Display board. Students may then enter their projects into History Day competitions at school, regional, state, and national levels.

NHD - Sonoma County is operated by a non-profit, the History Education Project. The program is open to students from all school settings in Sonoma County. Their primary sponsor is the Lytton Rancheria, the Lytton Band of Pomo Indians.

[LINK TO NATIONAL HISTORY DAY SONOMA COUNTY](#)

[William F. Rousseau](#)

Sonoma County Clerk-Recorder-Assessor

Mar 19, 2015

[Marrienne McBride](#)

Council on Aging

Mar 26, 2015

[Tom Eakin](#)

General Manager for Peter Michael Winery

Apr 02, 2015

[Meg Easter-Dawson, Volunteer and Community Program](#)

Valley of the Moon Children's Center, part of the Sonoma County Human Services Department

[View entire list](#)



Santa Rosa Sunrise Rotary Presents

It's

"Best Winery Chefs" Culinary Classic

Gala Fundraising Event

Celebrate Sonoma County's Fabulous Food, Fine Wines, Music, Live and Silent Auction

SATURDAY OCTOBER 17, 2015

6 PM to 11 PM

Santa Rosa Golf & Country Club

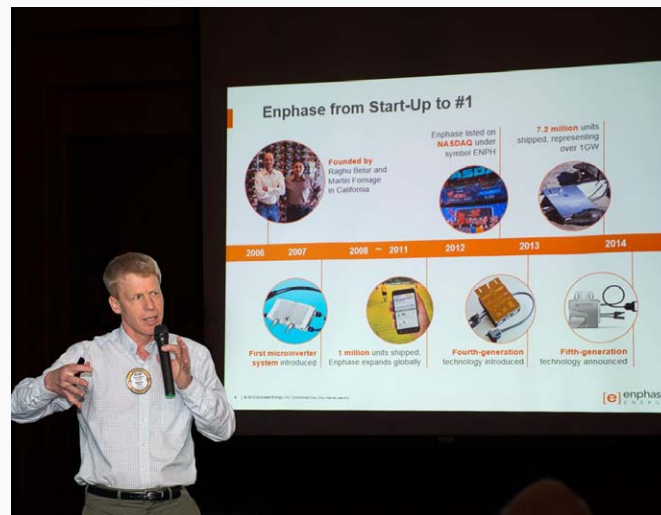
[333 Country Club Drive, Santa Rosa](#)

NEWS

[Program Summary Peter Hoberg - Enphase](#)

Posted by Rich Randolph

MICROINVERTERS ~ MEGWATTS



[Enphase](#) (Nasdaq ENPH) HQ Petaluma CA, branches in France, New Zealand and UK. World leader in microinverter technology for solar module installations, both commercial and residential. Annual sales in 2013 \$232.8 million, over 500 employees worldwide. Company announced development of AC battery components at the 2014 Solar Power Institute trade show.

That is the easy stuff!

Electrical Engineer, Business Analyst and Sunrise Rotarian Peter Hoberg provided members and guests both a business and technical overview of his employer's role in the growing worldwide market for optimizing solar energy utilization.

Peter pointed to the predominance of California in the United States rooftop solar market: 50%, or 300,000 of the total 600,000 U. S. installations are located in our Golden State. In our drought-dried state, the advantages of water conservation are noteworthy: Solar generated electricity consumes only 1/6 to 1/10th the water volume used in power plant originated energy. The engineered operating advantages of microinverted versus "string" type inverters claim to be 7-10% more efficient. String inverters transform direct DC to AC current for a string of 10-14 modules (panel) vs. a microinverter between each solar "module" (panel). This enables each module to provide power independent from the others, so if one is affected by shade or mismatch, it doesn't bring down the output of the others. These black boxes of wizardry actually communicate with the power lines, allowing for remote monitoring of performance and remote troubleshooting if problems do arise.

Peter offered some metrics for the Nerd Note takers in the audience:

4,000 microinverted module/panels can generate about 1 Megawatt of electricity

[Bulletin Archive](#)

Posted on Oct 01, 2012

[Links to Past Bulletins](#)

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[Read more...](#)



**2015 Hiking
Schedule**

**UPCOMING
EVENTS**

[4th Annual Crab Feed](#)

Finley Community Center

Feb 28, 2015

9:00 AM – 9:30 PM

[March Hike - Sugarloaf Ridge](#)

Mar 22, 2015

[Progressive Dinner - 2015](#)

Mar 28, 2015

5:30 PM – 10:00 PM

[April Hike - Jack London State](#)

Of the total systems in the U. S. currently, 70% are third party owned, typically leased to the user after signing tax credits and generation rights over to the third party.

California is 4th in the 50 states in terms of least electricity consumed. Hawaiians pay more than any other state for electricity, due in large part to its isolation from other energy sources. Solar has been very popular there.

Enphase designs and builds microinverters with four guiding principles in mind: Performance, Reliability, Safety & Smartness. In a market which saw a 55% increase in customers between 2013 and 2014, Enphase' principles and strategy are positioning them to lead demand and customer satisfaction, 8,760 hours a year, not just the 1,752 - 20% rate solar modules are busy converting sunlight to energy!

[Progressive Dinner is March 28th](#)

Posted by Del Raby on Feb 23, 2015



**Progressive Dinner is
March 28th**

ROTARY CLUB OF SANTA ROSA SUNRISE

Progressive Dinner

Saturday March 28, 2015

Plan is for each member with spouse/guest to have soup/salad at one home and entrée at a second home with different members, then dessert/coffee and beverages all together at a third location.

Success depends on getting enough members to volunteer their homes to host either the soup/salad or entrée course so that no more than six people are at any one home. Members hosting are expected to participate in all three phases of the progressive dinner. If not enough homes are available, sometimes we have to go with eight people at a sitting.

Food for both soup/salad and entrée courses is catered. Host/hostess to provide table service, possibly liquid refreshments with meal, but no after-meal coffee or drinks or dessert. Host/hostess is requested to pick up their food at 3:00 on the Saturday afternoon of the event, or make arrangements for someone to do it.

Timing is very important and the following times are suggested:

Park

Apr 18, 2015

2015 District Conference

TENAYA LODGE AT YOSEMITE
Apr 24, 2015 – Apr 26, 2015

2015 Annual Golf Tournament

Oakmont Golf Club
Jun 05, 2015
12:00 PM – 8:00 PM

2015 "Best Chef's" Culinary Classic

Santa Rosa Golf & Country Club
Oct 17, 2015
6:00 PM – 11:00 PM

Home #1: Soup/salad catered for 6 people to be served at 5:30 PM.

(Participants announced the day before the event)

Home #2: Entrée catered for 6 people to be served at 7:30 PM.

(Participants announced at the soup/salad home)

Location #3: Dessert/coffee for all participants at a convenient location to be served at 9:00 pm.

(Location announced at entrée home)

Do not expect to have first and second courses with the same couples. The idea is a mixer and your other companions to remain unknown until letters are received.

Single members welcome to invite a guest, or come as a single.

Please do not invite guest couples, or a third person, or involve children.

Please be prepared to pay \$25 per person at the coffee/dessert location.

A questionnaire is available in the link directly below. Please respond and return it to Del Raby at delbert@sonic.net

or 2055 Range Ave. Apt 104, Santa Rosa, 95401

or bring to Rotary meeting

BIRTHDAYS & ANNIVERSARIES

Member Birthdays

Warren Wiscombe
February 4

Warren Smith
February 17

Olin Leasher
February 19

Brian Rondon
February 20

Frank Cercone
February 24

Spouse Birthdays

Jack Strange
February 3

Ann Wessman
February 18

Helenka Wiscombe
February 19

Barbara Shureen
February 23

Anniversaries

Jim Kirkbride
Susan Kirkbride
February 2



PROGRESSIVE DINNER

March 28, 2015

Rotary Club of Santa Rosa Sunrise



Name _____

Address _____

I will attend the progressive dinner on March 28 _____ Sorry, not this year _____

I plan to bring spouse _____ guest _____

How name of spouse/guest should appear on name tag _____

I am willing to be a host/hostess _____ Can serve eight if needed _____

My preference for the course _____ (Not guaranteed)

I can pick up my food at 3:00 on the day of the event _____

Or have arranged for _____ to do it.

If asked, I would be willing to host the coffee/dessert at my home, 50-60 people _____

(Includes providing the dessert and beverages, subject to reimbursement)

Vegetarian for self _____ for spouse/guest _____ Other dietary need _____

(Pegi Ball, our caterer, will know who is at each home so can adjust for special needs.)

Please return this questionnaire to Del Raby at delbert@sonic.net

Or 2055 Range Ave Apt 104, Santa Rosa, CA 95401

Or bring to Rotary meeting.

Leroy Carlenzoli
Carol Carlenzoli
February 6

Rich Randolph
Betsy Randolph
February 9

Dave Lorenzen
Shauna Lorenzen
February 11

Shauna Lorenzen
Dave Lorenzen
February 11

Carolyn Anderson
George Reese
February 14

Paul Stathatos
Susan Stathatos
February 21

Jim Gray
Sheena Gray
February 28

Join Date

Paul Stathatos
February 5, 2009
6 years

Mike Kelly
February 6, 1997
18 years

Ralph Harryman
February 6, 1997
18 years

Shauna Lorenzen

District 5130 Assembly

Rotary District 5130
District Training Assembly & Dinner

SAVE THE DATE

Dinner and Star Party
Friday, March 20th
Redwood Empire Fairgrounds
Ukiah, Ca. 6:00 P.M. — 8:00 P.M.
\$50

District Training Assembly
Saturday, March 21st
Mendocino Community College
Ukiah, Ca. 8:00 A.M. — 3:00 P.M.
\$50

Star Gazing Provided by Wine Country Star Party

explore

2015 Golf Tournament

February 6, 1992
23 years

Peter Hoberg
February 8, 2001
14 years

Max Bridges
February 13, 2003
12 years

LINKS

LINKS

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EXECUTIVES & DIRECTORS

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[Harry Coffey](#)

President Elect
[Eloise Tweeten](#)

President Nominee



**SANTA ROSA
SUNRISE ROTARY CLUB**
26th Annual
CHARITY GOLF TOURNAMENT

Friday June 5, 2015
Save this Date for Golf!



OAKMONT GOLF CLUB

Tournament Fee: \$150 per person
Entry fee includes lunch, range balls, round of golf with cart, on course activities, adult beverages and dinner.

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Organizations who have received support include...

Rotary International Polio Eradication	International Eyeglass & Surgery Project
Santa Rosa Support Our Students Program SOS	The Living Room
Bouverie Preserve	The Children's Village
Kids Street Charter School	Youth Grants and Scholarships
Becoming Independent	The Ceres Project
Local & International Youth Dental Outreach	Social Advocates for Youth SAY
Rebuilding Together	Women's Recovery Services
Steele Lane School Garden	Land Paths
Earle Baum Center for the Blind	Sonoma Land Trust
Santa Rosa Senior Center	Santa Rosa/Kagoshima Student Exchange

News From RI

Posted by Max Bridges on Feb 20, 2015



Event at Indian racetrack nets \$350,000 for service projects



The Race for Humanity held at the Mahalaxmi Race Course in Mumbai.

Rotary members in India selected a popular racecourse in Mumbai to promote Rotary to the tens of thousands of racing aficionados who gather there daily, raising more than \$350,000 for club service projects in the process.

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And between races, spectators at the Mahalaxmi Race Course were also treated to the Rotary members' attempt at a Guinness World Record as 650 members, 75 of them dressed in white and 575 in black, formed the shape of a horse -- with the Rotary wheel as its eye -- on the lawn of the members' area.

District leaders in western India chose the Mahalaxmi Race Course for their [Race for Humanity event](#) because it draws people from all segments of Indian society. They reached out to Gulam A. Vahanvaty, a member of the [Rotary Club of Bombay](#) who also is a member of a track committee, to facilitate a deal that enabled Rotary clubs to name seven of the eight races run on 23 November after their respective service projects.

Leading up to race day, each club had raised at least \$50,000 for the projects, which support literacy, children's health, and education, among other causes. Betting on the races was left up to the Rotary members but was not promoted as part of the event.

More than 6,000 Rotary members attended the Race for Humanity event, and club leaders distributed 1,500 membership kits to race goers. In addition, Rotary colors and flags lined the paths to the complex, banners hung in every available location, and a five-minute Rotary public service video was shown throughout the event as well as on video feeds to other racing sites throughout the country.

"This was a spectacular event for Rotary in terms of fellowship, bringing together Rotarians and their families in one grand open-air venue," says Vahanvaty. "Rotary's work was showcased across the racecourse through banners and audiovisuals. We also obtained immense public relations through newspapers, radio, and TV covering the event."

Adds Ajay Gupta, governor of District 3140, "It was a delight to be with so many Rotary members and sing our national anthem and unfurl both our nation's flag and the Rotary flag." District 3140 spearheaded the event along with the Rotary Club of Bombay.

The day at the racecourse also included a fashion show, an art camp, a play area for kids, a DJ, and an organized cleanup activity inspired by a nationwide campaign to clean up India's infrastructure.

"Truly, this has to be one of the most significant events that I have had the opportunity to witness in my 42 years in Rotary," says past Rotary Foundation Trustee Ashok Mahajan. "The event not only helped raise funds for Rotary, strengthen district fellowship, and reinforce Rotary goodwill but it also highlighted Rotary's reach and network in society."

[Learn more about Rotary's areas of focus](#)
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Posted by Max Bridges on Feb 23, 2015



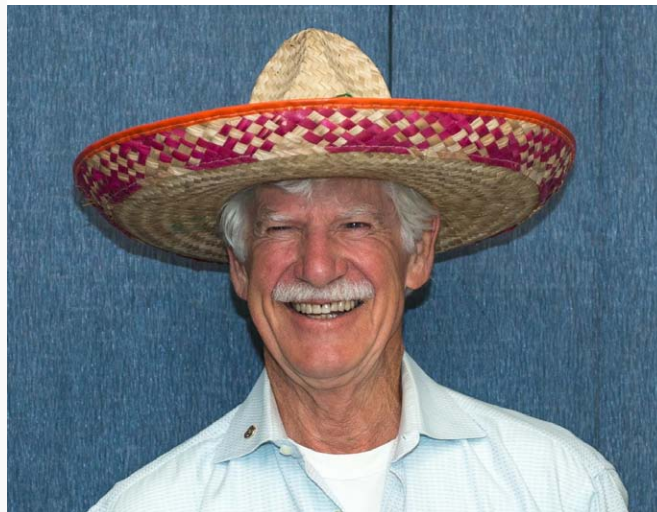
Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)

On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the website's photo journal called "**Meeting Sighting**". Please note that all the meeting photos for the entire Rotary year are at this location with the most recent on the last page.

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#). The most recent are on the last page!

Additional photos may be found on the [SR Sunrise Facebook Page](#).



Rotary Club of Santa Rosa Sunrise - Founded June 30, 1986