



Santa Rosa Sunriser!!



Jennifer Hembd, President

June 28, 2012

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*Editor Max Bridges
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Schedule of Future Programs

Jul 05, 2012
No Meeting
DARK

Jul 12, 2012
[President Jennifer & Board Members](#)
Club Plan for 2012-13

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Jul 02, 2012
by Dave Lorenzen

Club Events

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Sonoma Bank
Jul 10, 2012 05:30 PM

[Senior Picnic](#)
Jul 11, 2012

[Take Me Out to The Ball Game!!!](#)

Welcome to the Rotary Club of Santa Rosa Sunrise! Established June 30, 1986



Santa Rosa Sunrise

*We meet Thursdays at 7:15 AM
Fountaingrove Inn
101 Fountain Grove Pkwy
Santa Rosa, CA 95403
United States*



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[Duty Roster](#)



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Stories



Meetings for July

Posted by Linda Hauck on Jul 01, 2012

It's the Dawn of a New Rotary Year!

We enjoyed a fun debunking for President Jim Kirkbride, and we look forward to the new year to be led by incoming President Jennifer Hembd. To follow is our schedule for the first two weeks:

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Sonoma Bank
3558 Round Barn Blvd.
Suite 300
Santa Rosa, CA

July 12th Meeting – Please help us kick-off the new year welcoming in the new President, Jennifer Hembd and her board of directors.

PacBellPark
Jul 25, 2012 12:45 PM

SCARC - Sebastopol
Sunrise
Jul 26, 2012

Oktoberfest
Sep 21, 2012

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President
Jennifer Hembd

President Elect
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Linda Hauck

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Membership
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Harry Coffey

Public Relations
Cindy Gillespie



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Special Dates for July

Posted by Dave Lorenzen on Jul 01, 2012

Birthday's and Anniversaries for July

Member Birthdays

<u>Member</u>	<u>Date</u>
Taylor, Keith	Jul 04
Holder, Scott	Jul 09
Olsen, Steve	Jul 20
Raby, Del	Jul 21
Address, Ross	Jul 22
Abramson, Al	Jul 27

Spouse Birthdays

<u>Spouse</u>	<u>Spouse Of</u>	<u>Date</u>
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Venus	Childs, Max	Jul 09
Lynn	Olsen, Steve	Jul 17
Kathleen	Amend, Steve	Jul 22
Anderson, Katharine	Seelye, Randy	Jul 24
Carmen	Taylor, Keith	Jul 30

Anniversaries

<u>Member</u>	<u>Spouse Name</u>	<u>Years</u>	<u>Date</u>
Stark, Jon	Terry	50 years	Jul 10
Treleaven, Peter	Marie	32 years	Jul 19



RI President's Message

Posted by Max Bridges on Jul 02, 2012

July 2012



Dear fellow Rotarians,

I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that my countrymen now place a great priority on peace. We saw where militarism brought our country, and we also saw the great economic growth that came when our nation made the choice to embrace peace.

This was the decision that allowed Japan to grow and thrive. It allowed generations of children to grow up in safety, to become educated, to improve their lives. It fundamentally changed the

Japanese attitude toward other countries and cultures. It caused us to open our minds, to become more tolerant, to seek greater understanding.

And it allowed us to redirect our energies toward positive goals. In Japan, it is traditional to prioritize the needs of the society over the needs of the individual. This has always been part of our culture. In the weeks and months following the great earthquake and disaster of March 2011, this was what helped us to survive and rebuild.

This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs – when we focus on a shared goal that is for the good of all – this changes everything. It changes how we relate to the world. It changes our priorities. And it changes how we understand the idea of peace.

In the 2012-13 Rotary year, peace will be our focus and our goal, and I will ask all Rotarians to actively work for *Peace Through Service*.

A belief in the power of service lies at the very heart of Rotary. By making service our priority, we put the needs of others above our own. We empathize more deeply with the difficulties of other people; we become more generous with our time and resources, and more open to new ways of thinking. Instead of trying to change others, we recognize that everyone and everything has something to teach us.

Through service, we become more tolerant of our differences and more grateful for the people in our lives. Our sense of gratitude drives us to understand others better and to see the good in everyone. Through better understanding, we learn to respect others. With mutual respect, we live with others in peace.

And so I ask you all to put *Peace Through Service* at the forefront of your Rotary work this year, and to commit to a Rotary goal of a more peaceful world.

Sakuji Tanaka
President, Rotary International

[Attendance](#)

Posted by Max Bridges on Jun 28, 2012

[Sunrisers Recognized for Perfect Attendance](#)





At last week's meeting Sunrise honored five members for perfect attendance: Paul Stathatos for 3 years, Steve Amend for 15 years, Randy Seelye for 18 years, Shauna Lorenzen for 20 years, and Dave Lorenzen for 26 years.

Congratulations all!

[News from Rotary International](#)

Posted by Max Bridges on Jun 29, 2012

[Historic Moments: Why the Rotary year begins 1 July](#)



Rotary's first fiscal year began the day after the first convention ended. The convention of the Rotary Clubs of America was held in Rotary's birthplace, Chicago, in 1910

Ever wonder why the Rotary year begins 1 July? The international convention initially played a key role in determining the start date of our fiscal and administrative year. Rotary's first fiscal year began the day after the first convention ended, on 18 August 1910. The 1911-12 fiscal year also related to the convention, beginning with the first day of the 1911 convention on 21 August.

At its August 1912 meeting, the Board of Directors ordered an audit of the International Association of Rotary Clubs' finances. The auditors recommended that the organization end its fiscal year on 30 June to give the secretary and treasurer time to prepare a financial statement for the convention and board, and determine the proper number of club delegates to the convention.

The executive committee concurred, and at its April 1913 meeting, designated 30 June as the end of the fiscal year. This also allowed for changes to the schedule for reporting club membership and payments. Even *The Rotarian* changed its volume numbering system to correspond to the fiscal year (beginning with vol. 5, July 1914).

Rotary continued to hold its annual conventions in July or August until 1917. Delegates to the 1916 event in Cincinnati, Ohio, USA, approved a resolution to hold future conventions in June, mainly because of the heat in cities where most of them occurred. The next one was held 17-21 June in Atlanta, Georgia.

The term "Rotary year" has been used to signify Rotary's annual administrative period since at least 1913. An article in *The Rotarian* that July noted, "The Rotary year that is rapidly drawing to a close has been signaled by several highly successful joint meetings of Clubs that are so situated as to assemble together easily and conveniently."

Since the executive committee's decision in 1913, the end of the Rotary year has remained 30 June.

For more information:

- See [Rotary History and Archives](#)
- Read more [Historic Moments](#)
- Visit the [Rotary Global History Fellowship](#) site



The Sisters of St. Joseph of Orange
Posted by Max Bridges on Jun 28, 2012

Katy Hillenmeyer, Director of Communications, Marketing & Public Relations

St. Joseph Health Sonoma County



Katy traced the history of the Sisters of St. Joseph from France in 1650 to Eureka in 1912 to Orange in 1922 and Sonoma County in 1950.

St Joseph Health System now has more than 24,000 employees world-wide.



Sunshine

Posted by Stacy Drucker-Andress on Jun 28, 2012

Sunrise Sunshine Report



Rita sends her best and a thanks for all the kind messages as she continues to recover from her ice skating accident.

Hope to see you soon, Rita!

*Keeping in touch with membership when they have health or personal issues, is the job of the "Sunshine Committee". Should at anytime a member need help or know of another member that needs assistance, please contact our Sunshine Chair **Stacy Drucker-Andress**. Email her at [Stacy Drucker-Andress](mailto:Stacy.Drucker-Andress) , or call at 707-545-6689.*

[More News from RI](#)

Posted by Max Bridges on Jul 02, 2012

Japanese Rotarian remembers the day the earth shook



Nobutake Sugawara

On 11 March 2011, Nobutake Sugawara woke up at 6 in the morning, ate breakfast, and left for work.

At lunchtime, he attended the meeting of his Rotary Club, Ishinomaki East, Japan. He was at home at 2:57 p.m. when he felt the earth shake.

"Right after the earthquake happened, due to the shutdown of electricity, we could not use our cell phones, which prevented us from communicating with each other and inquiring about each other's safety," he recalls. "After the phone lines got back to normal, we learned that our club president had passed away."

It took local Rotarians a month to learn the full extent of the devastation in their city of 170,000. Thousands died in Ishinomaki, including many whose bodies were never recovered. In addition, 30,000 people lost their livelihoods.

"We, as Rotarians, would like to keep as many employees as possible," says Sugawara, whose company supplies propane and manages gas stations. "I have not laid off any of my employees."

Two months after the earthquake and tsunami, Sugawara traveled to New Orleans for the RI Convention. As former coordinator of a student exchange program, he knew a lot of people there.

"Many of my friends from all over the world told me, 'Our district is undertaking fundraising for you, so please tell us what you need.' An experience like this makes me appreciate that I am a Rotarian. I came back from New Orleans feeling so happy."

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New Paul Harris Fellow.....

Posted by Max Bridges on Jun 28, 2012

Frank Cercone makes presentation to....



Susie Kirkbride. Thanks Jim and Susie!



Message from the Foundation Trustee Chair

Posted by Max Bridges on Jul 02, 2012

Our Goals for the Year



Accepting the leadership of The Rotary Foundation after my predecessors – in particular, Past RI President Bill Boyd – did such a great job is a challenge. Oh, it's not that I don't know about the job. You can't have been a Rotarian for 50 years without knowing and loving the work that our Foundation has done, is doing, and will do.

I know it all comes down to three things: raising money, investing money wisely, and spending money effectively. However, if the trustees and I are to have a truly significant year, we must have a plan, and every district, club, and individual Rotarian needs to be part of that plan. We have five goals:

1. Eradicate polio.
2. Train districts and clubs for the global launch of the Future Vision Plan on 1 July 2013.
3. Assist RI President Sakuji Tanaka in his quest to achieve *Peace Through Service* . The successful projects and programs of our Foundation are what will bring about that peace.
4. Encourage every Rotarian and every club in the world to become immensely proud of our Foundation by giving something to the Annual Fund. The amount isn't as important as the giving, but by setting a reasonable target of at least an average of US\$100 per member, we will see our annual giving and our service grow to record levels.
5. Ensure that districts and clubs introduce stewardship policies that will complement the opportunities they will have to decide on and undertake humanitarian projects under the Future Vision Plan. This will make Rotary more visible and more attractive to members.

I know these goals may be easy for some and quite challenging for others, but accepted with enthusiasm and confidence, they can only, in the words of Past RI President Ray Klinginsmith, make Rotary bigger, better, and bolder.

Wilfrid J. Wilkinson
Foundation Trustee Chair



[Remember the Pictures](#)

Posted by Max Bridges on Jun 21, 2012

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



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

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Santa Rosa Sunrise Rotary - Sunrises!!! Jennifer Hembd, President



Mon Jul 09, 2012

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Editor Max Bridges

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Schedule of Future Programs

Jul 12, 2012

Wanda Tapia-Thomsen
Health: A Southwest County Perspective

Jul 19, 2012

President Jennifer & Board Members
Club Assembly

Aug 16, 2012

DG Michael Juric
Official Club Visitation

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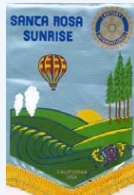
Jul 02, 2012
by Dave Lorenzen

Club Events

July Board of Directors Meeting
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Jul 10, 2012 05:30 PM - 07:30 PM

[Senior Picnic](#)

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[Duty Roster](#)



[District Site](#)

Stories



The July 12th Speaker is.....
Posted by Max Bridges on Jul 05, 2012

Wanda Tapia-Thomsen

Health: A Southwest County Perspective

Ms. Tapia-Thomsen is a founding member and Program Director of Latino Service Providers Sonoma County as well as the Outreach Director for the University of California Cooperative Extension's Beginning Farmers and Ranchers Development program, and the Coordinator of the 20th Annual Latino Health Forum.

She is a retiree from the U C Cooperative Extension where she served for 29 years in the Family, Nutrition and Consumer Sciences Department. In 2009 she retired in the position of Assistant County Director.

Wanda is a native of Sonoma County. She and her husband Richard reside in Santa Rosa and share their time with four adult children and five grandchildren. She has been a community activist for over twenty years. She was named Hispanic Person of the Year in 1994 by the Latino Police Officer's Association and was recognized with the Spirit of Sonoma Award in 2003, and the North Bay Leadership Award for Empowering the Latino Community in 2010.

She is currently a member of the Community Advisory Board, the S R Chamber of Commerce, the Community and Family Service Agency and the Community Foundation of Sonoma County. She previously served as a board member of the Sutter Medical Center of Santa Rosa.

Howarth Park
Jul 11, 2012

Take Me Out To The
Ballgame!
AT&T Park
Jul 25, 2012 12:45 PM

July SCARC - Sebastopol
Sunrise BBQ - Dutton
Ranch
Dutton Ranch - Sebastopol
Jul 26, 2012 06:00 PM - 09:00
PM

Rotary Day at the Fair
Sonoma County Fairgrounds
Aug 09, 2012 12:00 PM - 04:00
PM

August Board of Directors
Meeting
Sonoma Bank
Aug 14, 2012 05:30 PM - 07:30
PM

Fireside with District
Governor Michael Juric
Jennifer's Home
Aug 15, 2012

August SCARC - Russian
River
Sixth Street Playhouse
Aug 30, 2012 06:00 PM - 09:00
PM

Santa Rosa Sunrise
Culinary Classic
Santa Rosa Golf & Country Club

Oct 27, 2012 06:00 PM - 09:00
PM

District Assembly
Mar 30, 2013

District Conference
Hyatt Vineyard Creek
May 31, 2013 12:00 PM - Jun 02,
2013 02:00 PM

Directors

President
Jennifer Hembd

President Elect
Mike Kelly

Secretary
Linda Hauck

Treasurer
Penny Millar

Past President
Jim Kirkbride



20th Annual Latino Health Forum

Living a Healthy Life: Now and In The Future

Thursday, October 11, 2012

7:30am to 4:45pm

Flamingo Conference Resort & Spa

2777 Fourth Street, Santa Rosa, CA



Meetings for July

Posted by Linda Hauck on Jul 01, 2012

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Focusing on Needs

Posted by Dave Lorenzen on Jul 08, 2012

Reproduced from the Press Democrat - July 8, 2012
CPA leads teams to Nicaragua, elsewhere in Third World to share basic health services

Rotary Foundation
Frank Cercone

Membership
Paul Stathatos

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By [ROBERT DIGITALE](#)
THE PRESS DEMOCRAT

Published: [Sunday, July 8, 2012 at 4:01 a.m.](#)

John Jones isn't an eye doctor, but in the past 17 years he's helped more than 15,000 people around the world see more clearly.

Jones, 56, a partner with Linkenheimer CPAs & Advisors in Santa Rosa, left Sonoma County on Friday night on a new trip: leading an 11-person team to provide eyeglasses to villagers in a remote part of Nicaragua.

Jones is accompanied mostly by members of his church, St. Mark Lutheran in Santa Rosa, to the Rio San Juan region near Nicaragua's border with Costa Rica.

Over the years he has led nine similar trips with members of his Sunrise Rotary service club to Nicaragua, Mexico, Haiti, Guatemala, Samoa and Vietnam.

And Jones is a leader in the Rotarian efforts for an even-more ambitious project: raising \$100,000 to build the first surgery center for the Rio San Juan, which is home to 26,000 people. The club already has collected \$46,000.

The center would allow doctors to conduct surgery for cataracts and cleft palates, cesarean sections and appendectomies. "It's lifesaving and life-changing," Jones said.

Friends say Jones combines a big heart and an accountant's methodical approach to providing aid.

"He devotes amazing amounts of time to Nicaragua," said fellow Rotarian Steve Zwick, who has gone on five trips with Jones. "He's pretty selfless in approaching this whole thing."

Jones organized the first eye-care trip for Rotarians in 1995 to Mayan villages in Mexico. His approach since then has been the same, whether he's working with Rotarians or church members.

"The basics are we bring the eyeglasses," Jones said. "We do the

examinations on the spot. We dispense the glasses on the spot."

Over time Jones and fellow volunteers found it easier to purchase \$1-per-pair glasses with simple lenses rather than try to reuse old recycled glasses. When needed, the volunteers give villagers two pairs of glasses, one for seeing up close and one for seeing distances.

Jones took his first five trips with Santa Rosa optometrist Les Shipley, who conducted the eye exams. Jones later asked Shipley to train him to do the field exams with the aid of a small hand-held device called an auto refractor. Jones then must make calculations for the best lenses based on the gadget's readings.

Shipley said Jones succeeds in the exams because he's very good with numbers and will inquire about patient history to inform his work. Jones is like a great sports manager who gets his team members to work together despite their different personalities, Shipley added.

"John's an amazing person. That's my bottom line," he said.

The Rotarians chose to return each year to Nicaragua after a trip to Vietnam where the government there confiscated their eyeglasses and supplies for a related dental clinic.

The new focus made sense because Nicaragua is the second-poorest country in the Western Hemisphere, Jones said, and the need is great in the villages that the teams visit.

"The people in the Rio San Juan do not have eye care. Period," he said.

When Jones leads a group there from his church, the volunteers bring along more than 500 New Testaments, plus Bible story pamphlets and toys for the children.

"I guess I'm trying to be obedient to God's call to spread the gospel and take care of the poor," he said.

During the exams, some women villagers have donned glasses and been pleased to again thread a sewing needle or read a Bible. "You'll get a big hug from them," Zwick said of the women's reactions.

The villagers also have made a lasting impact on the volunteers. Zwick, a retired banker, recalled that one day after he set aside a portion of his lunch, a boy of about 7 asked if he could eat the leftovers.

"It just came home," Zwick said. "He's about the age of my grandchildren."

(You can reach Staff Writer Robert Digitale at 521-5285 or robert.digitale@pressdemocrat.com.)



Sunrise Hikers

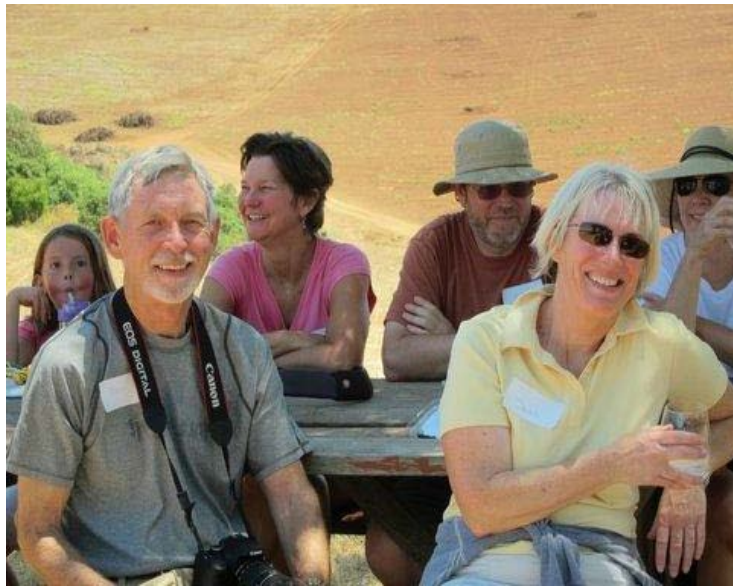
Posted by Max Bridges on Jul 09, 2012

Walk and Wine



Sunrisers and their guests enjoyed a walk and winetasting at the Kunde Family Estate Vineyard and Winery on Sunday, July 8.

They toured through the vineyards to dramatic vistas of the Sonoma Valley and sampled the wines along the way accompanied by Kunde staff who described the property history in addition to leading the tastings.



A great time was had by all!

[More photos from 2012 hiking adventures](#) - The most recent photos from *Kunde Walk and Wine* begin on the second page. Thank you photographers Rich, Stevie D and Linda.



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Posted by Dave Lorenzen on Jul 01, 2012

Birthday's and Anniversaries for July

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Member

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Treleaven, Peter	Marie	32 years	Jul 19

[RI President Tanaka's Speech to Convention](#)

Posted by Dave Lorenzen on Jul 07, 2012

[RI President-elect Tanaka's Speech to Convention from Rotary International on Vimeo.](#)

Sakuji Tanaka

2012-13 RI President

Bangkok, Thailand

9 May 2012

It is a great honor to be here at this international convention, addressing you as president-elect of Rotary International.

Rotary has been at the center of my life for many years. I did not know it at the time, but the day I joined Rotary in 1975 was the day I set my first step on the path to a different future.

Before I joined Rotary, my view of the world was narrow. I was the fourth of

eight children. We were poor, and so was nearly everyone we knew. I had never met anyone who was *not* Japanese.

Every week, my mother and I walked 20 kilometers to the market, to sell vegetables. This was as far as I went and as much as I saw of the world beyond my village. I dreamed of travel. I dreamed of seeing other cities and countries. I wondered what they were like.

Since then, I have traveled a great deal. I have seen more of the world than I ever imagined. But nothing has broadened my vision as much as the perspective I have gained through Rotary.

Before I was a Rotarian, I saw only what was in front of me. I saw my business, my family, my customers, and my competitors. When I traveled, I saw only what I wanted to see. I did not see beyond that. I did not look past what I believed was important to me. One day, I was asked to join the Rotary Club of Yashio. And it was two years later that someone came and spoke to us about the idea of vocational service.

From that day, I began to change slowly. I realized that the purpose of my life was not just to earn more, to sell more, to make my business better than anyone else's. I realized that I wanted to have higher goals — both personally and professionally. I realized that, for me, the most important thing in life was being useful to other people.

And I realized that, by helping others, even in the simplest of ways, I could help to build peace.

We hear the word *peace* every day. We hear it in the news, we use it in conversation, and we talk about it a great deal in Rotary. But most of us spend very little time thinking about what peace is and what peace means.

On a basic level, peace can be defined by what it is not. It is a state of no war, no violence, and no fear. It means that you are not in danger of hunger, suffering, or poverty.

But we can also define peace by what it is and by what it can be. Peace can mean freedom of thought and freedom of choice. It can mean security and confidence in the future, a life in a stable society. On a more abstract level, peace can mean a sense of happiness, of inner serenity, of calm.

The truth is that peace means different things to different people. No definition is right and no definition is wrong. However we use the word, this is what peace means for us. No matter how we use or understand the word *peace*, Rotary can help us to achieve it.

Rotary helps us to meet the basic needs of others: to provide health care, sanitation, food, and education, when and where they are most needed. It helps to meet the inner needs as well — for friendship, connection, and caring. And Rotary helps us to build peace in its most traditional sense, by reducing the causes of conflict. It builds bridges of friendship among people and nations. It helps us to understand one another.

Through our service, we learn that the problems that may seem large to us are really very small. We learn empathy for others. We come closer to people who seem very different from us. And we begin to understand how much we are all the same.

Through our Rotary service, we know that cooperation is more productive than conflict. We learn to value each other. We know that every one of us has something to give, and everyone has something to teach.

To me, Service Above Self is more than just a motto. It is a way of life, one that will make any life richer and more meaningful.

Putting Service Above Self allows us to focus our energies on what is truly

important. We put the common good above our own. We value the needs of others over our own desires. We think less about ourselves and more about what is best for everyone. And in this way, we help to build the foundation for a more peaceful world.

This is why, in 2012-13, our Rotary theme will be *Peace Through Service*. Because, however we define peace, whatever peace means to us, we can bring it closer through service. Service Above Self reminds us that none of us can live for ourselves alone. A life lived in isolation is empty and without joy. But when we live for others — when we focus on our role as part of our family, our community, and all humanity, then we begin to realize our own place in the world.

I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that we now place a great priority on peace. We saw where war brought our country. And we also saw the great economic growth that came when our nation made the choice to change our way of thinking and to embrace peace.

This decision allowed Japan to grow and prosper. It allowed new generations of children to grow up in safety, to become educated, to improve their lives. It caused us to open our minds, to seek greater understanding. And it allowed us to focus our energies toward positive goals.

In Japan, we value the needs of the group over the needs of the individual. Sometimes, we give up what we want for ourselves to achieve what is best for everyone. This has always been part of Japanese culture. In the weeks and months following the great earthquake and disaster of March 2011, this was what helped us to survive and rebuild.

This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs — when we focus our energies on a shared goal — this changes everything. It changes our perceptions. It changes our priorities. And it changes how we understand the idea of peace.

For me, the idea of *Peace Through Service* does not involve any complicated philosophy. I am not a philosopher. I am a businessman. And over many years of business, I have seen that, in the end, the only way to a successful business is happy customers. When my customers are happy, my business grows. And this makes me happy also — not only because my business is doing well, but because I am glad to see that I have made others happy.

In Rotary, our business is not profit. Our business is peace. Our reward is not money but the happiness and satisfaction of seeing a better, more peaceful world — one that we have achieved through our own efforts.

As Rotarians, we have a very powerful resource to help us in our quest for peace. The six Rotary Peace Centers prepare young people as peacemaking professionals in many fields. Today, hundreds of Rotary Peace Fellows are already promoting international cooperation and resolving conflicts throughout the world. By supporting our peace centers, we are supporting Rotary's long-standing commitment to building a peaceful world.

In this Rotary year, President Kalyan has asked us to *Reach Within to Embrace Humanity*. He has asked us to remember that every human life is of equal value. And he has said to us, as I am saying to you, that when we live for others, we find greater happiness for ourselves as well.

In 2012-13, I ask you to put *Peace Through Service* at the forefront of your Rotary work.

And I ask you to understand that peace, in all of the ways that we can understand it, is a real and a realistic goal for Rotary. Peace is not something that can only be achieved through agreements by governments or through

heroic struggles. It is something we can find and achieve every day, and in many simple ways. And so, I ask you to commit to a Rotary year for *Peace Through Service* — and a Rotary goal for a more peaceful world.



RI President's Message

Posted by Max Bridges on Jul 02, 2012

July 2012



Dear fellow Rotarians,

I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that my countrymen now place a great priority on peace. We saw where militarism brought our country, and we also saw the great economic growth that came when our nation made the choice to embrace peace.

This was the decision that allowed Japan to grow and thrive. It allowed generations of children to grow up in safety, to become educated, to improve their lives. It fundamentally changed the Japanese attitude toward other countries and cultures. It caused us to open our minds, to become more tolerant, to seek greater understanding.

And it allowed us to redirect our energies toward positive goals. In Japan, it is traditional to prioritize the needs of the society over the needs of the individual. This has always been part of our culture. In the weeks and months following the great earthquake and disaster of March 2011, this was what helped us to survive and rebuild.

This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs – when we focus on a shared goal that is for the good of all – this changes everything. It changes how we relate to the world. It changes our priorities. And it changes how we understand the idea of peace.

In the 2012-13 Rotary year, peace will be our focus and our goal, and I will ask all Rotarians to actively work for *Peace Through Service*.

A belief in the power of service lies at the very heart of Rotary. By making service our priority, we put the needs of others above our own. We empathize more deeply with the difficulties of other people; we become more generous with our time and resources, and more open to new ways of thinking. Instead of trying to change others, we recognize that everyone and everything has something to teach us.

Through service, we become more tolerant of our differences and more grateful for the people in our lives. Our sense of gratitude drives us to understand others better and to see the good in everyone. Through better understanding, we learn to respect others. With mutual respect, we live with others in peace.

And so I ask you all to put *Peace Through Service* at the forefront of your Rotary work this year, and to commit to a Rotary goal of a more peaceful world.

Sakuji Tanaka
President, Rotary International



Polio News

Posted by Max Bridges on Jul 07, 2012

Polio Eradication Efforts

A Letter from the General Secretary

ROTARY INTERNATIONAL

JOHN P. HEWKO

General Secretary

TEL 1.847.866.3431

FAX 1.847556-2198

john.hewko@rotary.org

2 July 2012

Dear Governor

In a recent opinion piece, UN Secretary-General Ban Ki-moon warned of the global polio threat: "Wild viruses and wildfires have two things in common. If neglected, they can spread out of control. If handled properly, they can be stamped out for good. Today, the flame of polio is near extinction — but sparks in three countries threaten to ignite a global blaze. Now is the moment to act." Rotarians have been acting to stamp out polio for the last 26 years, but our work is not yet done.

Please note the recent developments in the fight against polio which highlight the need for urgent action:

At their May meeting, The World Health Assembly (WHA) declared the completion of polio eradication a programmatic emergency for global public health. In total, 35 member states spoke to offer their strong support to the resolution, many highlighting the feasibility and opportunity of eradication in the near-term, but expressing concern at the ongoing funding gap that is threatening success.

The Trustees of The Rotary Foundation recently reaffirmed that polio eradication is the most urgent priority of the organization, and emphasized that Rotary's continued commitment is critical until the disease is eradicated.

The current funding gap remains a threat. At their March 2012 meeting, the Trustees agreed to continue the match currently provided to PolioPlus contributions (US\$0.50 from the World Fund for every US\$1.00 DDF) as an incentive for districts to contribute DDF and agreed that the available World Fund match will be applied on a first come/first served basis and capped at US\$3.5 million annually for the next five fiscal years.

Recent media coverage reinforces the message that polio is an urgent public health matter. Rotary has enhanced its communications efforts and many of the articles in the links below highlight the role that Rotarians are playing at this crucial stage in the effort. We encourage you to get involved in sharing the news with Rotarians in your district and in your communities:

Reuters AlertNet (Megan Rowling) - May 24, 2012

<http://www.trust.org/alert/news/global-emergency-plan-launched-to-eradicate-polio>

BBC News - May 24, 2012

<http://www.bbc.co.uk/news/health-18186393>

The Atlantic - May 29, 2012

<http://www.theatlantic.com/international/archive/2012/05/why-polio-just-became-a-globalhealth-crisis-and-a-global-governance-crisis/257761/>

Vatican Radio - May 24, 2012

<http://www.oecumene.radiovaticana.org/en1/Articolo.asp?c=590631>

Forbes - May 26, 2012

<http://www.forbes.com/sites/matthewherper/2012/05/26/how-polio-can-be-a-global-emergency-when-cases-are-at-an-all-time-low/>

The Washington Post – June 14, 2012

http://www.washingtonpost.com/opinions/the-polioendgame/2012/06/14/gJQAEfITdV_story.html

Rotarians successfully met Rotary's US\$200 Million Challenge. But the goal of a polio-free world has not yet been reached and funds are still needed. You are instrumental in encouraging your district to continue fundraising for PolioPlus and educating local communities that the job is not yet done. Activities such as sharing PolioPlus media coverage with club and district officers keep the subject on people's minds. Rotarians played an important role in stopping polio transmission in India and we will do the same in the remaining three endemic countries: Afghanistan, Pakistan and Nigeria. Please join us by working in your clubs and districts to highlight the goal of a polio-free world. We stand on the threshold of this historic achievement, and together we can extinguish the polio flame once and for all.

With best regards,

John Hewko
General Secretary, The Rotary Foundation of Rotary International

[Message from the Foundation Trustee Chair](#)

Posted by Max Bridges on Jul 02, 2012



Our Goals for the Year



Accepting the leadership of The Rotary Foundation after my predecessors – in particular, Past RI President Bill Boyd – did such a great job is a challenge. Oh, it's not that I don't know about the job. You can't have been a Rotarian for 50 years without knowing and loving the work that our Foundation has done, is doing, and will do.

I know it all comes down to three things: raising money, investing money wisely, and spending money effectively. However, if the trustees and I are to have a truly significant year, we must have a plan, and every district, club, and individual Rotarian needs to be part of that plan. We have five goals:

1. Eradicate polio.
2. Train districts and clubs for the global launch of the Future Vision Plan on 1 July 2013.
3. Assist RI President Sakuji Tanaka in his quest to achieve *Peace Through Service*. The successful projects and programs of our Foundation are what will bring about that peace.
4. Encourage every Rotarian and every club in the world to become immensely proud of our Foundation by giving something to the Annual Fund. The amount isn't as important as the giving, but by setting a reasonable target of at least an average of US\$100 per member, we will see our annual giving and our service grow to record levels.
5. Ensure that districts and clubs introduce stewardship policies that will complement the opportunities they will have to decide on and undertake humanitarian projects under the Future Vision Plan. This will make Rotary more visible and more attractive to members.

I know these goals may be easy for some and quite challenging for others, but accepted with enthusiasm and confidence, they can only, in the words of Past RI President Ray Klinginsmith, make Rotary bigger, better, and bolder.

Wilfrid J. Wilkinson
Foundation Trustee Chair

[Remember the Pictures](#)

Posted by Max Bridges on Jul 05, 2012



Check Out the Pictures from the Weekly Meetings



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](#).

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- » [Why Become A Rotarian?](#)
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- » [Youth Grants](#)





Santa Rosa Sunrise Rotary - Sunrises!!! Jennifer Hembd, President



Mon Jul 16, 2012

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Editor Max Bridges

If you have any comments or questions, please contact the editor.

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Jul 19, 2012
President Jennifer & Board Members
Club Assembly

Aug 16, 2012
DG Michael Juric
Official Club Visitation

[View entire list...](#)

News

[Bulletin Archive](#)
Jul 02, 2012
by Dave Lorenzen

Club Events

Take Me Out To The Ballgame!
AT&T Park
Jul 25, 2012 12:45 PM

July SCARC - Sebastopol
Sunrise BBQ - Dutton Ranch
Dutton Ranch - Sebastopol
Jul 26, 2012 06:00 PM - 09:00 PM

Welcome to the Rotary Club of Santa Rosa Sunrise! Established June 30, 1986



Santa Rosa Sunrise

*We meet Thursdays at 7:15 AM
Fountaingrove Inn
101 Fountain Grove Pkwy
Santa Rosa, CA 95403
United States*

[Venue Map](#)

[Duty Roster](#)

[District Site](#)

Stories



There's a New Sheriff in Town!! Her Name's Jennifer~~
Posted by Richard Randolph on Jul 15, 2012

Things are changing, heads, eyes and ears are off to a rip-roaring start as President Jennifer, our twenty-sixth President hitches her horse at the podium for our 2012-2013 year.



[Rotary Day at the Fair](#)
Sonoma County Fairgrounds
Aug 09, 2012 12:00 PM - 04:00 PM

[Board Meeting with District Governor](#)
Jennifer's Home
Aug 15, 2012 04:00 PM - 06:00 PM

[Fireside with District Governor Michael Juric](#)
Jennifer's Home
Aug 15, 2012 06:00 PM - 08:00 PM

[August SCARC - Russian River](#)
Sixth Street Playhouse
Aug 30, 2012 06:00 PM - 09:00 PM

[Santa Rosa Sunrise Culinary Classic](#)
Santa Rosa Golf & Country Club
Oct 27, 2012 06:00 PM - 09:00 PM

[District Assembly](#)
Mar 30, 2013

[District Conference](#)
Hyatt Vineyard Creek
May 31, 2013 12:00 PM - Jun 02, 2013 02:00 PM

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[Mike Kelly](#)

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Past President
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Service Projects
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Club Administration
[Jim Gray](#)

President Nominee
[Harry Coffey](#)

Public Relations
[Cindy Gillespie](#)

Jennifer's Board, aka Pose is poised and deputized to guide her productively through her term of office. Our July 19 meeting is a Club Assembly to roll out this year's plans.



[District Governor Fireside](#)
Posted by [Linda Hauck](#) on Jul 15, 2012

**Save the Date for Our Next Fireside
Special Guest DG Michael Juric
on August 15th**



[Latino Service Providers](#)
Posted by [Max Bridges](#) on Jul 12, 2012

[Wanda Tapia](#)
Founding Member and Program Director



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Founded in 1989, Latino Service Providers (LSP) seeks to strengthen and build healthy Hispanic families and children. Strong in collaborative measures, LSP educates constituents via emails, community meetings, and e-Newsletters, addressing social service, immigration, mental health and early intervention initiatives.

The Annual Latino Health Forum is the agency's signature event. It provides county residents individually or as a member of a Community Based Organization a top quality venue to learn advanced concepts in Public Health. Youth especially are encouraged to attend. Health Career opportunities are emphasized, and scholarships are available for qualifying applicants.

Another venture of the Latino Service Providers is a cooperative project with Santa Rosa Junior College's Shone Farm. In conjunction with the United States Dept of Agriculture, the program partners with local Farmers and Ranchers to mentor students for careers in those professions.

For more on this exceptional community resource, visit their web site at www.latinoserviceproviders.org



20th Annual Latino Health Forum

Living a Healthy Life: Now and In The Future

Thursday, October 11, 2012

7:30am to 4:45pm

Flamingo Conference Resort & Spa

2777 Fourth Street, Santa Rosa, CA

News from Rotary International

Posted by Max Bridges on Jul 09, 2012

Vocational training team shares expertise with Aga Khan University faculty in Uganda



Left: Dr. Yasmin Amarsi, dean of Aga Khan University's School of Nursing and Midwifery, welcomes VTT leader Matthias Oladeinde Shoga to the university's campus in Kampala, Uganda. Right: The team meets staff from the Mpigi Health Center near Kampala.

Members of a vocational training team shared their expertise in nursing education with faculty at Aga Khan University's School of Nursing and Midwifery recently. The training team, the first funded by a Rotary Foundation [packaged grant](#), visited the campus in Kampala, Uganda, 27 February-12 March. Led by physician and Past District Governor Matthias Oladeinde Shoga, the three nurse educators from Nigeria trained their counterparts in teaching practices that promote student learning and improve effectiveness in education. The training covered research techniques, the use of anatomical models, simulated classroom situations, and how to assess students' attitudes through body language.

"To demonstrate their acquired experience, the faculty conducted classes for students with the team in attendance as observers," says Shoga. "The [VTT] experience was enriching for both the team and the university, as we had things to learn from each other."

Maternal and child health

The Foundation entered a strategic partnership with [Aga Khan University](#) last year, creating new opportunities for Rotarians to serve in the maternal and child health area of focus. Packaged grants are available under the Foundation's [Future Vision](#) grant model.

The team also met Dr. Yasmin Amarsi, dean of the school, who describes the launch of the partnership between the university and The Rotary Foundation through the VTT as a "history-making opportunity" to help improve maternal and child health in East Africa. She notes that it was particularly significant that the first VTT came to the university from another African country to forge stronger continental links and to learn from each other's experiences.

Team members also participated in a community service project sponsored by the Rotary Club of Muyenga, assisting the treatment of patients at a health clinic in Kassamu Kyali. The clinic is part of a large, sustainable Foundation grant project active in three areas of focus. It has established a clean water system, a bakery, a goat-breeding program, a vocational center where women sew dresses and uniforms for orphans and free mosquito bed nets for the community, and a solar-powered cold-chain facility that stores vaccines. The effort is sponsored by the Muyenga club and the Rotary Club of Genk-Noord, Belgium.

"This was a revelation -- to see a single project touching so many areas of the lives of the inhabitants," says Shoga.

In addition, team members conducted a prenatal and health education clinic at the Mpiji Health Center, which serves about 120,000 people in an area near Kampala.

Understanding Rotary

As a result of the VTT, team members say they have gained a better understanding of Rotary and have since become involved in service projects with their sponsor clubs.

"One of the team members has shown interest in joining her sponsor club," says Shoga. "All have been invited to join the Rotary Foundation alumni association [and] are enthusiastic about joining."

As for future contacts between the VTT and Aga Khan University, Shoga says the university's faculty are committed to continuing to improve their skills as educators and excited to be part of opportunities that offer outside assistance.

"Our findings of a survey made of students and faculty, as well as recommendations of the team, have been [provided] for future use by the faculty," says Shoga. "The VTT plans to remain connected to the nursing education faculty at Aga Khan University."

- Read about The Rotary Foundation's [strategic partnership with Aga Khan University](#).
- Learn more about the [Future Vision grant model](#).
- Support the work of the Foundation by making a [contribution](#) today



Special Dates for July

Posted by Dave Lorenzen on Jul 01, 2012

Birthday's and Anniversaries for July

Member Birthdays

<u>Member</u>	<u>Date</u>
Taylor, Keith	Jul 04
Holder, Scott	Jul 09
Olsen, Steve	Jul 20
Raby, Del	Jul 21
Andress, Ross	Jul 22
Abramson, Al	Jul 27

Spouse Birthdays

<u>Spouse</u>	<u>Spouse Of</u>	<u>Date</u>
Doris	Petro, Ken	Jul 08
Venus	Childs, Max	Jul 09
Lynn	Olsen, Steve	Jul 17
Kathleen	Amend, Steve	Jul 22
Anderson, Katharine	Seelye, Randy	Jul 24
Carmen	Taylor, Keith	Jul 30

Anniversaries

<u>Member</u>	<u>Spouse Name</u>	<u>Years</u>	<u>Date</u>
Stark, Jon	Terry	50 years	Jul 10
Treleaven, Peter	Marie	32 years	Jul 19

[More News from RI](#)

Posted by Max Bridges on Jul 16, 2012

Japan Recovery Fund helps communities rebuild



Among other projects, the recovery fund replaced nets that had washed away, allowing fishermen to get back to work.

In ghost towns lying in the shadow of Japan's Fukushima nuclear power plant, cows and dogs roam the streets. Buses and cars sit atop buildings, washed there by the tsunami that hit the country's northeastern coast on 11 March 2011. Debris mars the landscape.

When Kazuhiko Ozawa, Rotary Foundation trustee and chair of the Rotary East Japan Earthquake Recovery Fund Committee, talks about the Rotary-led recovery efforts in the region, his smile masks the heaviness he feels. To deal with the new reality, he says, he must persuade himself to be upbeat.

Providing comfort

Many people affected by the disaster are also coping with difficult emotions, and Rotarian projects have begun to help them. Initially, Ozawa says, funding proposals focused on urgent necessities – food, shelter, clothing. With time, the work has shifted from meeting physical needs to offering emotional support; projects have provided help lines, counselors, and libraries where orphaned children can find comfort.

“We found out that people were depressed. Some wanted to commit suicide,” he says. “They had lost hope.”

The Rotary Japan 2011 Disaster Recovery Fund collected nearly \$8 million by the time the fund closed on 30 June. A little over \$1 million went to Matching Grants in the months immediately after the earthquake and tsunami. Since 1 July 2011, the fund has been managed by Ozawa’s committee and has supported more than 160 projects.

The disaster recovery fund covers 25 percent of a project’s cost; clubs and districts are responsible for raising the rest. Ozawa expects that the efforts supported by the fund will have a total impact of \$32 million. (Sister clubs and districts in other countries have funded other projects on their own.) The six committee members, all of whom are Rotarians in Japan, cover their own meeting and travel costs.

Projects have supplied schools with items including radiation counters and, in a city where the tsunami destroyed warehouses full of (now rotting) fish, screens to keep flies out. Rotarians have purchased medical equipment for hospitals and vehicles to deliver supplies, remove debris, and provide transportation.

Getting back to work

They are helping residents get back to work by giving new tractors, greenhouses, and dairy cattle to farmers; building a temporary chamber of commerce in one city to help businesspeople map out their recovery efforts; and purchasing fishing nets to replace those that had washed away. The fishermen were so grateful, Ozawa says, they gave Rotarian volunteers the first fish they caught.

“There are countless examples like this,” he says.

In Japan, Ozawa says, the tradition of Rotary has been a philosophical one.

“You talk about the ideal of Rotary, the object of Rotary, or the vocational ethics, those kinds of things,” he says. “This disaster, although it was unfortunate, has awakened people to what they can do.”

In one city, he knows of four clubs that thought they would disband after the disaster.

“But when they saw people from all over the world contributing money and trying to support them, they changed their minds.”

Watch the video [Seaworthy](#). Read more stories from [The Rotarian](#) or sign up for the [digital edition](#).

Governor's Update

Posted by Max Bridges on Jul 16, 2012



July 2012

Welcome to the New Rotary Term 2012–2013! I'm so pleased to be among an incredible group of Rotary leaders, most notably, the most important people in Rotary this term, your club president. Your president is charged with the task of leading your club for the next twelve months and they are truly up to the task. They've participated in training, submitted goals for membership growth and foundation giving and, along with your Board of Directors, have developed goals to assist your club in continuing service and greater achievement. Please join me in celebrating their opportunity to lead your club! As we go forward, let us remember that our club president's success is dependent upon the support they get from us, their club members, their board members, their assistant governors and those that serve at the district level.

Our district is over 11,660 square miles (give or take an inch ... or a mile). Within our borders we have 2,500 Rotarians, united in service, locally and internationally. We begin a new term or rather, continue our progress. May this year bring us renewed efforts, increased opportunities, stronger alliances within and outside our district borders and celebrations of great achievements.

Let us do so ... together. It takes two my friends.

In the words of Mother Teresa:

***"I can do things you cannot,
you can do things I cannot;
together we can do great things."***

May you, your club and your leadership team have an outstanding year. I am honored to be a part of it.

Yours in Rotary Service,

**Michael R. Juric
Governor,
District 5130**



[Remember the Pictures](#)

Posted by Max Bridges on Jul 12, 2012

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



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.

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Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Mon Jul 23, 2012

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Editor Max Bridges
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Jul 26, 2012
Terry Hilton
Southwest Area Business Association

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DG Michael Juric
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Jul 02, 2012
by Dave Lorenzen

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Santa Rosa Sunrise

We meet Thursdays at 7:15 AM
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101 Fountain Grove Pkwy
Santa Rosa, CA 95403
United States

[Venue Map](#)

[Duty Roster](#)

[District Site](#)

Stories



July 26th Program is...
Posted by Max Bridges on Jul 19, 2012

Terry Hilton, President

South and West Area Business Association (SWABA)

Terry Hilton is a marketing and public relations consultant with over 28 years experience in a variety of industries. In the early 1980's, he worked with sports, film, and political celebrities and his clients included Mohammad Ali, George Foreman, Gene Upshaw, Clint Eastwood, Sylvester Stallone, and Tom Smothers. He is the founder and executive director of the Self Esteem Living Foundation which established the need for a Community/Teen Center in Santa Rosa, founded a youth field trip program to expose youth to government and public service, and founded a Homeless Prevention Initiation Golf Tournament that raises about \$10,000 a year for Homeless Prevention.

Terry is a member of the Sonoma County Office of Education and Community Based Organization Coalition. He is a member of the Sonoma County Task Force on Ganges, and a founder of the Concerned Citizens for Southwest Area Youth. He is the founder of the Southwest Area Business Association, now the Redwood Empire Business Alliance.

[Club Assembly](#)
Posted by Max Bridges on Jul 19, 2012



Jennifer presents the plans and goals for "Her Year"!

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Sonoma County Fairgrounds
Aug 09, 2012 12:00 PM - 04:00 PM

Board Meeting with
District Governor
Jennifer's Home
Aug 15, 2012 04:00 PM - 06:00 PM

Fireside with District
Governor Michael Juric
Jennifer's Home
Aug 15, 2012 06:00 PM - 08:00 PM

Seven Brides for Seven
Brothers Fundraiser
6th Street Playhouse
Aug 23, 2012 08:00 PM - 10:00 PM

August SCARC - Russian
River
Sixth Street Playhouse
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Santa Rosa Sunrise
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May 31, 2013 12:00 PM - Jun 02,
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Mike Kelly

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Linda Hauck

Treasurer
Penny Millar

Past President
Jim Kirkbride

Rotary Foundation
Frank Cercone

Membership
Paul Stathatos



Membership will be a major item as we are in need of new and younger blood! We will strive to add 3 to 5 new members in the coming year with a long-term goal of increasing top 80 members by 2015.

Our Foundation goal will be \$150 per member.

Jennifer provided additional information on:

- RI President's Citation
- District Governor's Premiere Club

Steve Amend updated us on the history and status of SRKSEP

John Jones provided information regarding the Sabalos Surgery Center background and game plan as well as the schedule for future dental and eye glass trips to Nicaragua.

Ross Andress presented an Interact update.

Ezbon Jen described the current schedule for the Centennial Dental Program.

The current balance sheet, operating budget and fund raising budget were presented and discussed.

Service Projects
Doug Shureen

Club Administration
Jim Gray

President Nominee
Harry Coffey

Public Relations
Cindy Gillespie



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District Governor Fireside

Posted by Linda Hauck on Jul 15, 2012

Save the Date for Our Next Fireside Special Guest DG Michael Juric on August 15th



New Blue Badger

Posted by Max Bridges on Jul 19, 2012

Marty Behr



Congratulations Marty!

News from Rotary International

Posted by Max Bridges on Jul 17, 2012

Reducing infant mortality among gastric patients in Egypt



Dr. Nabil Abdel Aziz (second from left) and other medical staff of the Abou El Reesh Children's Hospital in Cairo, Egypt, estimates the new equipment could reduce the gastric mortality rate by two percentage points, saving hundreds of lives each year.

Rotarians in Egypt and the United States are helping doctors at a pediatric hospital in Cairo save the lives of hundreds of premature babies each year through the gift of lifesaving neonatal equipment.

Using a [Rotary Foundation](#) grant, the Rotary clubs of Heliopolis, Egypt, and Minneapolis, Minnesota, USA, purchased several pieces of equipment for the intensive care unit of the Abou El Reesh Children's Hospital, for use in its gastroenterological department.

The hospital treats 1 million patients per year and suffers from overcrowding and lack of equipment. Most of the hospital's patients are from poor or

underserved families. The mortality rate has reached 25 percent among all patients and 5 percent for gastric patients.

Wanting to reduce the number of infant deaths, the Heliopolis Rotarians asked the hospital's doctors how they could help. The club, with its Minneapolis partner club, applied for a Foundation grant and raised funds for the US\$23,000 project, which purchased a defibrillator, ventilator, infusion pump, syringe pump, and diagnostic devices.

The Rotarians also advised hospital staff on how to use and maintain the equipment. They plan to conduct a monthly health session to promote proper sanitation and nutrition. The project falls within Rotary's maternal and child health [area of focus](#).

"Our first objective for this project was to make an impact to improve child and maternal health and reduce child mortality," says Ayoub Mahmoud Ayoub, a member of the Heliopolis club and the Rotary public image coordinator for Zone 20B. "Our second objective was to promote Rotary's good work."

Ayoub says a service project like this can raise awareness of Rotary. In Egypt, the public lacks knowledge, and in some cases is even skeptical, about the organization. Changing that perception, he says, is important.

"Our mission with this project and future undertakings is to show that Rotarians help those in need," he added.

Nabil Abdel Aziz, the head pediatrician in the gastroenterology unit, praises Rotary's efforts in reducing child mortality. He estimates the new equipment could reduce the gastric mortality rate by two percentage points, saving hundreds of lives each year.

"Without the support of Rotary, deaths of infants could have been far higher," says Aziz. "Rotary represents the bright face of humanity. This type of international support and understanding is what Egypt needs now."

"They gave more than just the equipment," he adds. "They have given parents, many who are poor, hope that their children are going to be taken care of."

The intensive care unit is still in need of additional equipment to serve all of its patients in the neonatal unit. Ayoub said the club plans to apply for other Foundation grants and raise more money with international partners to fill some of those needs by 2015.



Special Dates for July

Posted by Dave Lorenzen on Jul 01, 2012

Birthday's and Anniversaries for July

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Kathleen	Amend, Steve	Jul 22
Anderson, Katharine	Seelye, Randy	Jul 24
Carmen	Taylor, Keith	Jul 30

Anniversaries

<u>Member</u>	<u>Spouse Name</u>	<u>Years</u>	<u>Date</u>
Stark, Jon	Terry	50 years	Jul 10
Treleaven, Peter	Marie	32 years	Jul 19



Governor's Update

Posted by Max Bridges on Jul 16, 2012

July 2012

Welcome to the New Rotary Term 2012–2013! I'm so pleased to be among an incredible group of Rotary leaders, most notably, the most important people in Rotary this term, your club president. Your president is charged with the task of leading your club for the next twelve months and they are truly up to the task. They've participated in training, submitted goals for membership growth and foundation giving and, along with your Board of Directors, have developed goals to assist your club in continuing service and greater achievement. Please join me in celebrating their opportunity to lead your club! As we go forward, let us remember that our club president's success is dependent upon the support they get from us, their club members, their board members, their assistant governors and those that serve at the district level.

Our district is over 11,660 square miles (give or take an inch ... or a mile). Within our borders we have 2,500 Rotarians, united in service, locally and internationally. We begin a new term or rather, continue our progress. May this year bring us renewed efforts, increased opportunities, stronger alliances within and outside our district borders and celebrations of great achievements.

Let us do so ... together. It takes two my friends.

In the words of Mother Teresa:

***"I can do things you cannot,
you can do things I cannot;
together we can do great things."***

May you, your club and your leadership team have an outstanding year. I am honored to be a part of it.

Yours in Rotary Service,

**Michael R. Juric
Governor,
District 5130**

Ten lessons learned from the Future Vision pilot



Expanded criteria for the basic education and literacy area of focus will include secondary education

As The Rotary Foundation prepares for the global launch of its [new grant model](#) next July, a number of changes are being made based on feedback from Future Vision pilot districts.

Rotarians can expect to see these improvements in coming months:

1. A user-friendly online system for [district qualification](#) and grant application
2. A streamlined global grant application process with clearly defined expectations and a list of resources to help applicants get started
3. Clear guidelines on how to meet global grant requirements for [area of focus](#) and sustainability
4. Expanded criteria in two areas of focus: basic education and literacy now includes secondary education, and disease prevention and treatment covers prevention of noncommunicable diseases and health promotion; in addition, all areas of focus allow certain types of infrastructure projects
5. The elimination of a requirement that applicants for global grant scholarships provide proof of language testing
6. Adjustments to the composition of vocational training teams, reducing the minimum number of travelers to three and allowing, with Foundation approval, the team leader to be a non-Rotarian
7. Funding for international travel to implement global grant projects
8. An option for a contingency fund of up to 20 percent of the total district grant spending plan
9. A reduction in the minimum budget for a packaged grant from US\$50,000 to \$20,000
10. The addition of a district stewardship subcommittee to ensure careful management of grant funds

The Foundation expects these improvements to help Rotarians develop projects that meet the eligibility requirements for global grants, thus

reducing the time from application through payment.

To start preparing for the transition to Future Vision, consult the transition timelines for [clubs](#) and [districts](#).



Remember the Pictures

Posted by Max Bridges on Jul 19, 2012

Check Out the Pictures from the Weekly Meetings



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](#).

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» [Sabalos Nicaragua Surgery Center Information](#)

» [6th Street Playhouse Fundraiser Flyer](#)

» ["Rotary Basics"](#)

» [Why Become A Rotarian?](#)

» [RI Foundation Benefactor Commitment Card](#)

» [Michael Scott De Shields Application Information](#)

» [Youth Grants](#)

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Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Mon Jul 30, 2012

[Home](#)

Editor Max Bridges

If you have any comments or questions, please contact the editor.

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Schedule of Future Programs

Aug 02, 2012

Barry Cogbill

Solar Sonoma County - Update on Technology, Incentives, and Best Practices

Aug 16, 2012

DG Michael Juric

Official Club Visitation

[View entire list...](#)

News

[Bulletin Archive](#)

Jul 02, 2012

by Dave Lorenzen

Club Events

Rotary Day at the Fair
Sonoma County Fairgrounds
Aug 09, 2012 12:00 PM - 04:00 PM

Board Meeting with District Governor
Jennifer's Home
Aug 15, 2012 04:00 PM - 06:00 PM

Welcome to the Rotary Club of Santa Rosa Sunrise! Established June 30, 1986



Santa Rosa Sunrise

We meet Thursdays at 7:15 AM
Fountaingrove Inn
101 Fountain Grove Pkwy
Santa Rosa, CA 95403
United States

[Venue Map](#)

[Duty Roster](#)

[District Site](#)

Stories



August 2nd Program is...

Posted by Max Bridges on Jul 26, 2012

Barry Cogbill

Solar Sonoma County--An Update on Technology, Incentives and Best Practices



Barry Cogbill (no relation to any past Sheriff) is an energy efficiency and renewable energy consultant. Barry serves on the Board of Directors of Solar Sonoma County. In this capacity, he is a liaison between the local installation community and the Department of Energy, and works with the County of Sonoma to ensure the success of the Sonoma County Energy Independence Program.

Barry got his start in clean energy by installing swimming pool solar heating systems in the early 1990's. He moved into the financial industry in 1992 and has been a Santa Rosa resident since 1999. Barry installed solar on his

[Fireside with District Governor Michael Juric](#)
Jennifer's Home
Aug 15, 2012 06:00 PM - 08:00 PM

[SRKSEP Sayonara Party](#)
Home of Dave & Shauna Lorenzen
Aug 16, 2012 06:00 PM - 09:00 PM

[Seven Brides for Seven Brothers Fundraiser](#)
6th Street Playhouse
Aug 23, 2012 08:00 PM - 10:00 PM

[August SCARC - Russian River](#)
Sixth Street Playhouse
Aug 30, 2012 06:00 PM - 09:00 PM

[September Board Of Directors Meeting](#)
Sonoma Bank
Sep 11, 2012 05:30 PM - 07:30 PM

[Oktoberfest](#)
Sep 21, 2012

[September SCARC - Santa Rosa Club](#)
Sep 27, 2012 06:00 PM - 09:00 PM

[Santa Rosa Sunrise Culinary Classic](#)
Santa Rosa Golf & Country Club
Oct 27, 2012 06:00 PM - 09:00 PM

[District Assembly](#)
Mar 30, 2013

[District Conference](#)
Hyatt Vineyard Creek
May 31, 2013 12:00 PM - Jun 02, 2013 02:00 PM

Directors

President
Jennifer Hembd

President Elect
Mike Kelly

Secretary
Linda Hauck

Treasurer
Penny Millar

Past President
Jim Kirkbride

Rotary Foundation

home in 2003, and that led him back to the clean tech industry. Since then he has become a full time solar advocate and champion of energy efficiency. He is also the co-chair of the North Bay Chapter of Efficiency First, a building performance non-profit agency, striving to make homes more healthy, comfortable and energy efficient. Barry's overarching mission is to inspire property owners to investigate their clean energy options and become part of the clean tech revolution.



Play Ball !!

Posted by Richard Randolph on Jul 29, 2012

It was one, two, three runs we lost to the San Diego Padres.



Despite President Jennifer's robust cheering and support from nearly a dozen Sunrise Giant's fans, the team just couldn't sustain their 8th inning rally. Our hopes began to rise when the slumping Brandon Belt laced a double and Posey scored, narrowing the Padre's 6-1 lead to a mere 3 runs. Our three Steve's: Davis, Herron and Olsen were rooting hard. Even with feme fans Susan Glowacki, Lou Ann Seaman, Cindy Gillespie, Steve D's date Sue and Betsy Randolph chanting "Let's Go Giants", the ninth inning outcome was more bitter than limp garlic fries in a pool of warm beer.

Many thanks to Steve "Home Run Herron" for organizing our outing and transportation connections!! Let's do it again~~ with a Win!

[Link to more photos](#)

News from Southwest Santa Rosa

Posted by Max Bridges on Jul 26, 2012

Terry Hilton, Founder and President

South and West Business Association

Frank Cercone

Membership
Paul Stathatos

Service Projects
Doug Shureen

Club Administration
Jim Gray

President Nominee
Harry Coffey

Public Relations
Cindy Gillespie



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Terry, a marketing and public relations consultant, provided information on past, present and future successes and challenges in the Roseland area. Much positive activity is taking place at present with large projects for development of shopping centers, low income housing and low interest loans expected within five years.

A very successful annual Christmas Program has served as many as 4000 children of need.

Help with raising funds will continue to be a high priority.

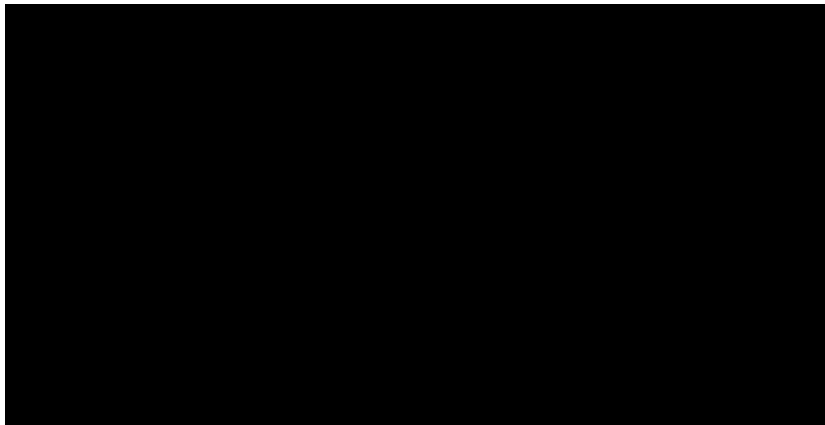


"Spirit of Philanthropy"

Posted by Dave Lorenzen on Jul 26, 2012

Santa Rosa Sunrise and John Dolinsek honored as Outstanding Civic Organization Partner in "Spirit of Philanthropy" by Association of Fundraising Professionals - California Wine Country Chapter for its Partnering with The Ceres Community Project





Each year at the National Philanthropy Day event AFP provides an opportunity for nonprofit organizations, along with businesses and civic groups, to recognize and publicly acknowledge special donors in our midst who through their gifts of time, creativity and resources, make this community a better place.

This year Cathryn Couch, Executive Director of Ceres Community Project, has nominated Santa Rosa Sunrise Rotary & John Dolinsek in the category of Outstanding Civic Organization Partner.

For more information regarding the Ceres Community Project, visit their website at <http://www.ceresproject.org/index.html>

This recognition is on behalf of a nomination from Cathryn Couch, Executive Director of Ceres Community Project. Excerpts from the nomination:

What are the nominee's specific achievements in philanthropy:

The Santa Rosa Sunrise Club, and John Dolinsek, first heard about Ceres Community Project in July of 2007 when Ceres was just four months old – a small volunteer run project to teach teens about healthy cooking while providing meals to individuals and families dealing with serious illness. In January of 2008 I spoke to the whole club about our work, and the club stepped up to partner with us. Since that time, the club has donated \$6,500 to support our work, and individual members have donated at least \$10,000 more. But the club has provided more than just money. One Thursday each month, members of the club arrive at our kitchen and deliver the week's meals to clients all over Sonoma County, from Healdsburg to Petaluma, Sonoma to Bodega Bay. And they've been doing this each week, 52 weeks a year, since February 2008. The Santa Rosa Sunrise Club has also introduced us to other Rotary Clubs throughout Sonoma County, leading to financial support from these clubs as well as individual volunteers and donors.

What impact has the nominee had on the community (financial contributions and/or otherwise?)

Rotary in general is a philanthropic leader in our community. Rotary International has been the leader in wiping out small pox. In Sonoma County, Rotary Clubs donate hundreds of thousands of dollars each year to school and local community groups that are working to improve the lives of people from all walks of life. Rotary's focus on giving back is a model for all of us. Every Rotary member is both a volunteer and a donor. Rotary's Interact program in local high schools gives teens a direct experience of their power to make a difference, helping to build life-long volunteers and philanthropists in the next generation.

What leadership qualities does the nominee possess that promote the "Spirit of Philanthropy"?

Rotary is a beacon in our communities, modeling what true citizenship is all about – being engaged and working with others to improve the people and communities where we live. Rotary members exemplify taking responsibility for making a difference. Members commit to participating and they work hard, outside of jobs and families, to give and raise funds, to volunteer, and to support work that is touching the lives of thousands of people both here in Sonoma County and around the world.

Each November, AFP Wine Country Chapter hosts a National Philanthropy Day luncheon to “Celebrate the Spirit of Philanthropy in Sonoma County” — bringing together donors, volunteers, and professionals from across Sonoma County.

This years event will be held November 6th, 11:30am to 2:00 pm at the Wells Fargo Center for the Arts.

For more information about the Association of Fundraising Professionals, visit their website at <http://www.afpwcc.org/>

District Governor Fireside

Posted by Linda Hauck on Jul 15, 2012

Save the Date for Our Next Fireside Special Guest DG Michael Juric on August 15th



Special Dates For August

Posted by Dave Lorenzen on Aug 01, 2012

Birthday's and Anniversaries for August

Member Birthdays

Name	Date
Lorenzen, Shauna	Aug 05
Aita, Nancy	Aug 08
Lewis, Rick	Aug 08
Kirkbride, Jim	Aug 12

Jen, Ezbon		Aug 28	
Spouse Birthdays			
Name	Spouse Of		Date
Ardys	Jones, John		Aug 03
Lorenzen, Shauna	Lorenzen, Dave		Aug 05
Bob	Aita, Nancy		Aug 10
Kent , Kathy	Dolinsek, John		Aug 10
Behr, Virginia	Behr, Martin		Aug 13
Anniversaries			
Name	Spouse Name	Years	Date
Amend, Steve	Kathleen	39 years	Aug 04
Worthen, Steve	Georgia	37 years	Aug 09
Bridges, Max	Bridges, Dee Dee	42 years	Aug 15
Andress, Ross	Stacy	33 years	Aug 19
Drucker-Andress, Stacy	Ross	33 years	Aug 19
Jones, John	Ardys	36 years	Aug 21
Millar, Penny	O'Rear, Paul	8 years	Aug 21
Olsen, Steve	Lynn	50 years	Aug 25
Floriani, Don	Wendy	29 years	Aug 28
Abramson, Al	Abramson, Robin	14 years	Aug 30
Taylor, Keith	Carmen	60 years	Aug 30

News from Rotary International

Posted by Max Bridges on Jul 23, 2012

Five couples inducted into Arch C. Klumph Society on India Day



Rotary Foundation Trustee Ashok Mahajan salutes Arch C. Klumph Society inductees for their generous gifts to The Rotary Foundation during the India Day induction ceremony on 19 June in Evanston.

The Rotary Foundation inducted five couples from India into the

[Arch C. Klumph Society](#) on 19 June. The society honors those who give at least US\$250,000 to the Foundation. Attendees at the ceremony, held at Rotary International World Headquarters in Evanston, included the consul general of India in Chicago, Mukta Tomar, and several Rotary senior leaders with their spouses.

India is the second-largest Rotary country in the world, with more than 121,000 Rotarians. "As we induct our friends as members of the Arch C. Klumph Society, we salute their generosity in putting India among the top-giving nations to The Rotary Foundation," said Foundation Trustee Ashok Mahajan.

[Sajjan and Chanda Goenka](#)

Sajjan Goenka is managing director of Texport Industries Ltd., which manufactures and exports clothing. A member of the Rotary Club of Bombay West and a past district governor, Goenka called global polio eradication his "utmost desire" and credited Mahajan with inspiring him, his brothers, and his son to contribute to Rotary's effort to wipe out the disease in India. He made his gift to the Foundation in honor of his late parents, Deviprasad Gangabux Goenka and Shivdevi Deviprasad Goenka.

"Because of [Sajjan's] efforts, scores of people in need have been given access to cataract surgeries, thousands of students have been educated in a state-of-the-art secondary school, and ample supplies of blood have been collected," said 2011-12 RI President Kalyan Banerjee. He was referring to medical camps sponsored by the Goenka family foundation, a school established by Goenka in his role as general secretary of a Hindu association, and a blood bank created by the Bombay West club with the help of the family foundation and a Rotary Foundation Matching Grant.

As a district governor in 1982-83, Goenka said, he looked to then-Rotary International director Rajendra K. Saboo (who later served as 1991-92 president) as his "mentor and guru," adding, "I was deeply touched by his philosophy of service and his message that we must always try to enhance the image of the organization to which we belong."

Sudhansu and Mina Bhattacharyya

Sudhansu Bhattacharyya is a cardiac surgeon, and his wife, Mina, is a retired professor of gynecology. "Sharing is a must in today's times," he said. "There comes, in the life of an individual, a stage when he gets an inner drive to give to the society what he has earned from the society. The donor is more blessed than anybody else."

Mahajan referred to Bhattacharyya as "the first doctor to bring cardiac surgery to India. [He] operates on all socioeconomic classes of people, from political figures to film personalities to the very poor, on whom he operates free of charge."

A member of the Rotary Club of Bombay Central, Bhattacharyya said he supports Rotary International because it is a grassroots organization with a diverse membership that "works tirelessly for the uplifting of the community." He praised the Foundation for its transparency and stewardship.

Habil F. and Nafisa Khorakiwala

Habil Khorakiwala chairs Wockhardt Ltd., a global health care enterprise, and also established the Wockhardt Foundation, which operates a fleet of medical vans to provide care in rural and remote areas.

Trustee Mahajan called the Wockhardt Group "one of the finest health care institutes in India" and said that more than 44 million people have received medical care through the Wockhardt Foundation.

A member of the Rotary Club of Bombay North, Khorakiwala also established the Wockhardt HIV/AIDS Education and Research Foundation, known as WHARF, which offers free training for health care providers. Nafisa chairs the organization and assists programs that provide nutrition to HIV-infected children.

Said Habil: "One of the unique contributions that Rotary has made to my life is it has provided a balance. We have been able to create an ethos in our organization that business obviously has to have profit, but that's not good enough; it has to be acceptable to the community and society in which we live."

Rajju and Sandra Shroff

Rajju Shroff chairs United Phosphorous, a leading agrochemical firm in India. He and his wife, Sandra, established the Sandra Schroff Nursing College and the Rajju Shroff Institute of Management Studies, several schools, and a 250-bed hospital. Both are members of the Rotary Club of Vapi.

Banerjee, also a member of the Vapi club, credited Rajju with introducing him to Rotary. He called Shroff "an innovator who is responsible for much scientific progress" in the chemical industry. "He helped develop medical facilities in areas around his fledgling businesses and he helped those areas to grow and develop healthy communities," Banerjee said.

"Rotary has often been a game changer in the lives of young people," said Sandra. She also referred to the polio eradication campaign as a "path-breaking project. I have no doubt in my mind that Rotary leaders such as Kalyan Banerjee have played an important part in getting to where there has not been a case of polio [in India] for the last 16 months."

Surya and Foram Varsani

Foram Varsani, originally from India, is a member of the Rotary Club of Victoria, Mahé, Seychelles. She spoke movingly about her husband, Surya, who died in 2009 at the age of 39. He was an assistant district governor and

a member of the Rotary Club of Golders Green, Greater London, England.

"His passion was the kind that one feels like saluting. He truly lived the motto of Service Above Self," she said, and added that the contribution to The Rotary Foundation is in her husband's memory. "I couldn't believe the energy he had for all the commitments for running three businesses and to spend so much time and effort [to help] Rotary improve, to get more members for Rotary clubs, and to raise more funds."

V.J. Patel, who is Surya's father and a past district governor and Arch C. Klumph Society member, paid tribute to his son. "Surya joined Rotary before he was 25. . . . He had the hope of becoming a district governor. He also enjoyed the taste of giving and became a Major Donor. He had the wish to become an Arch C. Klumph Society member."

- Learn more about [donor recognition](#).
- Your [contributions](#) help The Rotary Foundation advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.



Sunshine

Posted by Stacy Drucker-Andress on Jul 26, 2012

Sunrise Sunshine Report



Eloise Tweeten's father recently passed away. J. Kent Tweeten, MD was 96 years old.

Our thoughts and prayers are with you and your family Eloise.

Keeping in touch with membership when they have health or personal issues is the job of the "Sunshine Committee". Should at anytime a member need help or know of another member that needs assistance, please contact our Sunshine Chair Stacy Drucker-Andress. Email her at Stacy_Drucker-Andress@agilent.com or call at 707-545-6689.

More News from RI

Posted by Max Bridges on Jul 24, 2012

Rotarians carry the Olympic torch



Rotarian Bob Izon carries the Olympic torch through Hereford, England, in May.

In 1958, Bob Izon ran the mile in world-record time in the under-16 age category, becoming the English schools champion.

But the most meaningful run of his life took place in May, when the founding member of the Rotary Club of Hereford Wye Valley, Herefordshire, England, carried the Olympic torch through his hometown.

Izon is one of several Rotarians who have carried the torch on its relay to the new Olympic Stadium in London for the opening ceremony of the 2012 Summer Olympics on 27 July.

"I consider myself very fortunate to have been chosen, as half the bearers are ages 15 to 25," he says. "It gave me a chance to pursue three objectives: inspire the younger generation, publicize Rotary's good works, and show that a diagnosis of Parkinson's disease does not always condemn one to a nonactive life."

Parkinson's disease

Izon was diagnosed with the disease in 1992 but has remained active as a Rotarian, a justice of the peace, and a school board member at St. Paul's Church of England Primary School in Hereford.

The school's students and their parents lined the road on 24 May for Izon's portion of the torch relay. Members of his club bore a huge banner publicizing Rotary and their upcoming charity duck race. During an all-school assembly the next day, students spent more than two hours taking turns holding the torch that had carried the flame and having their photographs taken.

"The atmosphere within the school hall was highly emotional, and quite a few of us were close to tears," recalls Izon. "This was truly the most remarkable week in the 144-year history of the school."

Izon's Parkinson's is now largely under control. In 2003, he participated in a trial procedure at the University of Birmingham Hospital, in which electrodes were placed in his brain, alleviating many of the symptoms.

He has continued to participate in Rotary service projects. Serving as a volunteer dentist on a medical mission to help Vietnamese refugees in Hong

Kong years ago, he says, reminded him that millions lack access to health care.

"Having Parkinson's, being a school governor, being a Rotarian, these have all combined to give me an effective message," he says. "I can say to the kids, don't give in, and they believe it."

Other torchbearers

Ken Logan, a member of the Rotary Club of Braids, Lothian, Scotland, ran his segment of the relay in June. He was nominated in part for his role in an Edinburgh charity that delivers aid to Bosnia, for which he has raised over £10,000 through marathons and long-distance swimming.

Mike Thorn, a member of the Rotary Club of Cheam, Greater London, carried the torch through Kent in July.

"It's an opportunity to be part of history. It's priceless, and it doesn't get much better than this," says Thorn. "It's the nearest thing to running in the Olympics."

Learn more about Rotary and the Olympics on the [website of Rotary International in Great Britain and Ireland](#).



Remember the Pictures

Posted by Max Bridges on Jul 26, 2012

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