



# The Sunrises



Editor Linda Hauck  
Publisher Linda Hauck

District 5130

Santa Rosa Sunrise Rotary Club Newsletter

Volume 17, Issue 46  
June 7, 2003

## JUNE 12th PROGRAM

### Economic & Financial Market Outlook Through 2003

#### SANTA ROSA SUNRISE 2002-2003 Board

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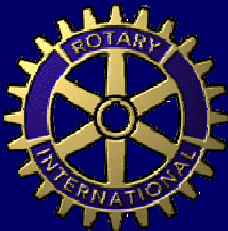
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P.O. Box 14953  
Santa Rosa, CA 95402

Gary Schlossberg is Vice President & Senior Economist of Wells Capital Management.

Mr. Schlossberg analyzes the economic and investment environment for Wells Capital Management (WCM) and for other investment groups within Wells Fargo & Co. In that capacity, he participates in daily conference calls to the organization's investment managers and sales people

throughout the country. He is a member of WCM's Asset Allocation and Fixed Income Strategy committees and also participates in the Asset Allocation and Fixed-Income Strategy committees of the Private Client Services Group. Additionally, he regularly makes presentations to WCM customers and prospects, analyzing conditions in the equity and fixed income markets along with developments in

the foreign exchange and international capital markets. He is quoted in the financial press and appears on business radio and TV programs here, in Japan and in the U.K. Prior to joining Wells Fargo, Mr. Schlossberg worked as a researcher at the U.S. Treasury and Federal Reserve Board covering international economic conditions. He did his graduate work at Pennsylvania State University and is a native of New York.

#### SPEAKER RECAP—Dave Ryan

Today's speaker was Dave Ryan from Upton Financial. Dave spoke about the importance of developing a survivorship plan for small business owners. He stated that 80% of all small businesses fail when the owners leave the business. This affects all of us, because we are either small businesses ourselves or our client's are small businesses.

The number one goal of business owners is to financial security and they hope to continue the business for the good of the community. Eighty percent of business owners want

to transfer their business to the next generation. But 67% of those transfers fail.

Owners often look to their employees to continue the business. It can be done through private equity groups. The Small Business Investment Group (SBIC) is a resource that can provide capital to buyout owners and help to perpetuate the business.

Dave cautions not to follow the "assumptive method" and to really plan what will happen to the business once the owner leaves.

#### **CALENDAR**

##### **Debunking**

June 28th  
Kenwood Depot

##### **Senior Picnic**

July 2 from 10-2 pm  
Contact Hugh Helms

##### **Eyeglass Project**

July 12-20, 2003  
Managua, Nicaragua

##### **CULINARY CLASSIC**

October 11  
Friedman Center

Meetings are held Thursdays at 7:30 a.m. at Fountaingrove Inn in Camelot A.

## Announcements & Events—June 5, 2003



### Something's Cookin'

**Mark this date!!**

**DEBUNKING**  
**June 27, 6 pm**  
Kenwood Depot

Brian Rondon was today's Greeter. Words of inspiration and thanks for the grub from Vicki Lockner. Our no-nonsense Sergeant at Arms was Steve Davis.

Guests today including the De-Shields Scholarship recipient Allison Tillits. Jim Moir's guest was Lou Thornton from Alderbrook Veterinary; Hugh Helms had two guests from Senior Center including Debbie Leona and Lenelle. Peter Hoberg introduced Chris Bordi.

DEBUNKING will be help on June 27<sup>th</sup> from 6 pm on at the Kenwood Depot. Contact Past President Steve Olsen to join the fun.

EYEGLASS PROJECT—John Jones has a good combination of returning volunteers and new volunteer for the Nicaragua trip from July 12-20. We have 3000 pair of glasses that need to be cleaned. Volunteers needed.

Eye glass cleaning, sorting, coding and packaging starts the week of June 9! We had a great sign-up for the six evenings during the club meeting, but could use some more help. We are working from 7-9pm the evenings of June 9, 11, 12, 17, 18, and 19 at 3510 Unocal Place Suite 105. Call or e-mail John Jones if did not sign up but can help. Thanks.

SENIOR CENTER PROJECTS—Hugh Helm thanked a large number of volunteers who helped out last Saturday. Mark your calendar for July 2<sup>nd</sup> for the Senior Picnic. There will be 200 Seniors in Howarth Park. We are paying for the supplies and providing the manpower. Many thanks to Hugh for leading these projects.

GOLF WRAP-UP—John Bly announced our proceeds from the fundraiser are expected to net \$21,000. Ninety percent

of golfers polled said they would attend our event on Monday next year.

DE SHIELDS SCHOLARSHIP—Mike Panas awarded Allison Tillits a scholarship check for \$1,000. Mike described her as "always there to help." A good student and extraordinary individual. Mike also gave us a quick lesson on Hot Dogs and Hamburgers.

EARL BAUM CENTER—Leroy Carlenzoli and team have pour the foundation for the new addition.

Keith Taylor was recognized for being a "Friend of Elsie Allen".



SUNSHINE REPORT—Bob Tidd broke his collar bone in a motorcycle accident. Bob we wish you a quick recovery.

## Recognition

**Michael J. Downey**  
 Vice President  
 Business Development Officer



**SUMMIT  
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500 Bicentennial Way  
 Santa Rosa, CA 95403

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Mike Kelly was celebrating his birthday at the Giants game.

Dave Lorenzen's birthday was being planned by a 9 year old. Shauna was invited to tag along.

Penny Millar remembers her son's birthdays, but has to

drop hints to be sure they remember hers.

Scott Holder is taking Trish to the climbing gym for her birthday.

Ed Carrette aid \$100 to Paul Harris for some excellent media exposure in the Guatemala newspaper.

Jim Moir won the Summer Fun package from the Golf Tourna-

ment. Jim is a two-time winner of the Golf Raffle Prizes!

NEW RETIREES--Mike Panas (after 35 years) and Vicki Lockner (after 39 years) are both retiring and contributed for the recognition. Congratulations!





# The Sunrises



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Volume 17, Issue 47  
June 15, 2003

## JUNE 19th PROGRAM

### SANTA ROSA SUNRISE 2002-2003 Board

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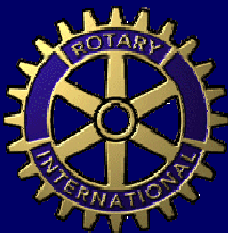
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### CHRIS BAILEY

## Commercial Farming of Exotic Mushrooms



Our speaker next week will be Chris Bailey, Vice President of Gourmet Mushrooms, Inc. Chris is a graduate of Hamilton College, BS Psychology. He studied cultivation, seed manufacture and maintenance, and specialized mushroom growing equipment in Japan, October 1999. Today he is primarily responsible for operations and cultivation at Gourmet Mushroom.

Chris gives us a brief history of their company:



"Established in 1977, company President was the first to grow Shiitake commercially in the Western world (1972, Toronto). Since that time, we have excelled as the "Pioneer in Exotic Mushroom Cultivation," developing new techniques to grow previously uncultivated varieties. Our primary client base is comprised of high-end restaurants and the distributors who serve them. We have begun to establish a retail presence, including Whole Foods, Fiesta, Oliver's, Pacific and Community Markets.

Two years ago we began to shift operations to a new state-of-the-art facility which (thanks to the help of Ken Petro) is now ready to be fully occupied.



I'll discuss the growing techniques of these wonderful mushrooms and talk a bit about their use both culinarily and for health. In my overview of Gourmet Mushrooms Inc.'s 25-year history in Sonoma County, I will also discuss the Life Cycle of a Mushroom; History of Cultivation; Growing Techniques; Mushrooms and Your Immune System; Growing Mushrooms at Home."

## Announcements & Events—June 12, 2003



Randy Seelye was our Greeter today. Special guests included Louis Treleven and Dave Riley from Pennsylvania. Eve's guest was Phillip Metuga from Kenya. Phillip will be job shadowing Leroy Carlenzoli today.

Ken Coker shared some thoughts on "attitude."

John Jones needs a few more people to assist with the eye-glass project. Call John at 542-0272 to volunteer.

Ken Coker, Susan Pearlman and Debra Allard have been working behind the scenes to prepare for the Culinary Classic in October. Ken passed out Auction Item forms—please gather your donations ASAP and provide a detailed write-up of the item. Stay tuned for more on the Culinary Classic!

SRKSEP—Students will be departing on July 8<sup>th</sup> to Japan and back on August 4<sup>th</sup>. There will be a Sayonara part on June 25—members invited. Call Bob Scott for info at 539-4341.

SENIOR PICNIC—Thanks very much to the 16 who signed up for the Senior Picnic, but they expect about 200 to attend, so I'm hoping we can

muster about a half dozen more people to help out. It runs from 10 until 3 at Howarth Park, and you can volunteer for either "shift" (9:45-12:30 and 12:15-3 pm) or stay the whole time. It will be a fun and rewarding experience, and you are encouraged to bring your favorite beverage and a friend. Please contact Hugh Helm if you can help out.



Glasses cleaning time!

## Member Recognition

**Michael J. Downey**  
Vice President  
Business Development Officer



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Max Bridges wife DeeDee celebrated her birthday on Flag Day. Hugh Helm celebrated Christine's birthday with a group of friends.

Tom and JoAnn Eakin went to Hawaii for their 10<sup>th</sup> anniversary—with their boys along, it was not as intimate as the last

time they were there.

Bruce O'Krepie celebrated a special anniversary. Diantha and Bruce took their family on an Alaskan cruise to celebrate their 25<sup>th</sup>.

Steve and Jackie Zwick also went to Hawaii. They are celebrating 36 years together at the Ritz at Half Moon Bay. Steve's two trips were both from last year's auction. AND, Steve is driving a new BMW convertible. Steve is now a Double-Double Sustainer. Thank you for your generosity.

Vicki Lockner's Alumni Association was misinformed that she is deceased. That cost her \$10.

Debra Allard's company is celebrating its 10<sup>th</sup> anniversary this year. She is starting a Paul Harris for Doug.

Ralph Harryman wrote a Letter to the Editor of the Press Democrat so the paper featured him in a follow-up article. Talk to Ralph if you need a great deal on large screen TV!



## CRAFT TALK—Jim Henderson

Jim Henderson grew up in Santa Rosa and graduated from Montgomery High School. Jim's stepfather sparked his interest in architecture as early as the 5<sup>th</sup> grade. Starting with house plan templates and moving on to elevations, Jim headed off to Sacramento State to become a civil engineer. He graduated from University of Arizona then took some time to backpack through Europe. While he was in Europe, he met

some friends who connected him with Dell. Jim started as a project manager and became a facilities manager, managing 750,000 sq. ft. Jim met his wife Mary and, the two of them being tired of Austin, decided to move back to Santa Rosa. Jim has been with TLCD architectural firm for two years now, specializing in healthcare and schools. Jim and Mary are expecting their second child in a month.



## WELCOME NEW MEMBER—Sue Sacks



New member Sue Sacks was inducted today. Her sponsor, Steve Worthen has known Sue for

more than 20 years. She is joining the club under the classification of "Commercial Furnishings".

Sue has been involved with the contract furniture industry for the past 18 years. She has lead sales teams and revamped entire training programs as part of her job. Prior to this, she taught school and was an interior designer. She is also involved in

the community as the chairman of the board of directors for the Bay Area Center for Arts and Technology. This organization runs a learning center for at risk kids, teaching them job skills through art as well as an occupational training center. She and her husband currently live in Healdsburg. We are pleased to welcome her today.

## SPEAKER RECAP—Gary Schlossenberg/Wells Fargo

Gary Schlossenberg is the Vice President of Wells Capital Management Group. Gary packed his 30 minutes with a great many facts about today's economy and the Northern California economy in particular. Gary drew some correlations between the recession in the early 90s and today. Although California is keeping pace with the national average, labor markets continue to deteriorate and the recover is disappointing.

The housing affordability measure continues to be strong and there is some leeway in

that rates that should keep it strong. The boom in refinancing is 30-35% above average. This benefit combined with the 2003 tax rebate checks expected in July bolster consumers. In addition, the dollar is coming down which increases our global competitiveness. There is also a possibility that the Fed will reduce long term interest rates which will have a bigger impact than short term rate reductions. If confidence improves, we may see businesses start to build up.

We should see slow growth this year, probably 2.5% to 3%. The

problem is that this is the time when we normally see the strongest growth as a result of pent up demand. There are some structural weaknesses that are overhanging, including the weak market in Japan and Europe, SARS in Asia and the impacts of deregulation and globalization. We are seeing some relief. The question is whether the stimulus will be enough. We hope that consumers will feel confident to spend and pump money back into the system.

## CALENDAR

### **SRKSEP Party**

June 26th  
Call Bob Scott for info.

### **Debunking**

June 27th  
Kenwood Depot

### **Senior Picnic**

July 2 from 10-2 pm  
Contact Hugh Helms

### **SRKSEP to Japan**

July 8th

### **Eyeglass Project**

July 12-20, 2003  
Managua, Nicaragua

### **SRKSEP Group Returns**

August 4th

### **CULINARY CLASSIC**

October 11


## President's Message

"What lies behind us and what lies before us are tiny matters compared with what lies within us."

Ralph Waldo Emerson



# The Sunriser

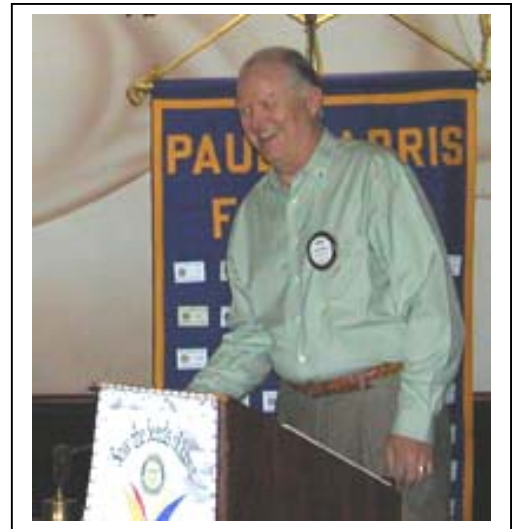


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NEXT MEETING--JUNE 26, 2003

## IT'S A WRAP! President Steve Amend leads his last meeting!

This special year-end meeting will be an opportunity to remember some of the great moments during 2002-2003, and President Steve will acknowledge some of the year's accomplishments.



## Announcements & Events--June 19, 2003

Jerry Johnson lead the pledge and Scott Holden talked about success. Bob Scott arrived early today to be our greeter. Peter Hoberg's guest, Chris Porter is attending his second meeting.

**CULINARY CLASSIC**--To be held on October 11<sup>th</sup> at the Friedman Center. Debra Allard, Susan Pearlman and Ken Coker are leading the charge.

**EARL BAUM CENTER**--Leroy has enlisted the help of Ryder Homes and Healdsburg Lumber and Russ and friends will help paint.

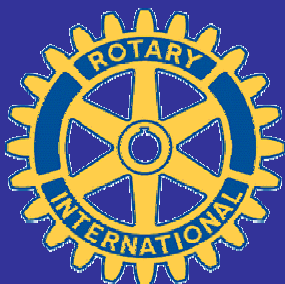
Eleanore Webster needs volunteers for Program Chairs for next year and Linda Hauck is looking for monthly Bulletin Editors and Sponsors. Please email either of them if you can help. Shauna also reminded everyone that Dues are Due.

We are losing a long time dedicated club member, Archie Julian. Archie's job requires him to be out of town on Thursdays and it makes it difficult for him to attend club meetings. Archie will be joining the Healdsburg club.

Bob Scott has 16 students in the **SRKSEP** program who are going to Japan. The Sayonara party will be held on Wednesday, June 25<sup>th</sup>.

**Eyeglass Project**--We have 1500 pair of glasses ready; we need 1500 more. Volunteers are needed for three nights next week.

**SENIOR PICNIC**--Plans are going well for the picnic to be held at Howarth Park from 10 to 3 pm. John Jones is trying to arrange for BBQ pork. BYO drinks. More help is needed.



## CALENDAR

**June 25, 6 pm**

Sayonara Party for  
SRKSEP

Bob and Kathy Scotts  
1601 San Ramon Way  
539-4341

**June 27<sup>th</sup>, 6 pm**

Debunking at  
Kenwood Depot  
6 pm till ?

**July 2<sup>th</sup>**

Senior Picnic  
Howarth Park

**July 8<sup>th</sup>**

SRKSEP to Japan

**August 4<sup>th</sup>**

SRKSEP Returns

**August 10th**

Pinot for Polio

**October 11<sup>th</sup>**

Culinary Classic  
Friedman Center

Randy Seelye is celebrating his birthday in Bath for 5 days. Eleanore is taking Jerry to Reno for his birthday and to celebrate his sister's 60<sup>th</sup> wedding anniversary. Steve and Laura Herron are going to Palm Springs for her birthday.



Dan and Susan Davis will be celebrating their 30<sup>th</sup> wedding anniversary on June 22<sup>nd</sup>. Dan picked one of the last Paul Harris squares. New member, Sue Sacks picked the last number! Stay tuned--President Steve will be picking our winners! The Paul Harris game raised \$1200.

Rolf has just returned from a whirlwind trip including 8 days in Ireland, then on to Sweden and a stop in London to visit Sonya's family.



Al has returned from a trip to Chicago and brought President Steve a hat from Wrigley field. Nancy Aita gave a High \$5--she met a woman whose daughter is going to Japan with SRKSEP. And Al Abramson's son Darren is also going--he is trying to learn Japanese.

Tux paid \$10 for having his camper rebuilt and repairs at Fountaingrove.

Mike Kelly gave High \$5s for his new second cousin. Plus his niece (who is a twin) just gave

birth to twins. Mike gave \$100 to start Paul Harris' for each twin.

Leroy and Randy gave High 5s for the recent RYLA conference.

Ezbon Jen has returned from his trip with 22 students--they cleaned 154 mouths in 4 days. Beginning preparations for Centennial Project. Units will be portable with their own power source.

### SPEAKER RECAP--John Cardino

John is from Gourmet Mushroom in Sebastopol. The founder, Malcom Clark brought mushroom growing technology to North American and has been very successful at shitaki cultivation. Through new automation, they are able to cut 16 manhours to 30 minutes. They developed a bottle cultivation technique about 5 years ago that has greatly improved their process. Using sterilized sawdust and wheat germ, they have reduced a 16 month process to 90 days. In addition to growing mushrooms for chefs and produce wholesalers, they also produce mushrooms for alternative medicinal purposes. To learn more visit their website at [www.gourmetmushroomsinc.com](http://www.gourmetmushroomsinc.com).



Larry Martin generously paid \$50 for the basket of gourmet mushrooms.

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### PRESIDENT'S MESSAGE:

Always bear in mind that our own resolution to succeed is more important than any other one thing.

--Abraham Lincoln