

From: Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]
Sent: Monday, March 05, 2012 4:52 PM
To: Dave Lorenzen
Subject: Santa Rosa Sunriser!! - Mar 05, 2012



Rotary Club of Santa Rosa Sunrise Santa Rosa Sunriser!!

Monday, March 05, 2012

 [Club Web Site](#)

Hello Dave! This email has been generated just for you as a member of our club. We hope you enjoy receiving this newsletter!

Editor: [Max Bridges](#)

If you have any comments or questions, email the editor.

The March 8th. Speaker

by *Bridges, Max*

[Karen Gifford \(founding Board Member\) and Steve Miksis \(Board Member\)](#)

[Worth our Weight \(WOW\)](#)

Future Speakers

Mar 8 2012

[Karen Gifford and Steve Miksis](#)

"Worth our Weight (WOW)"

Mar 15 2012

[Our Own Mike Kelly and Jennifer Hembd](#)

"State of the Local Real Estate Industry--both Property and Lending"

Mar 22 2012

[Our own Eloise Tweeten](#)

"Points of Life"

Upcoming Events

[Celebrating 25 Years of Women in Rotary](#)

Mar 16 2012 - Mar 16 2012

[Progressive Dinner](#)

Mar 24 2012

[Silver Anniversary Charity Golf Tournament](#)

Jun 8 2012



WOW apprentices are young people from 16-24 who have faced major challenges in their lives, including foster care, difficulties with the law, homelessness and significant family disruption. They are provided tuition-free culinary and food service training. The program invites these young people into the greater world of food—sustainable farming, professional

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cooking and access to high-quality food prepared by chefs and food service professionals—as well as providing them with the skills to prepare quality food for themselves. Under the leadership of Executive Director Evelyn Cheatham, WOW employs team based learning and emphasizes responsibility, accountability, and interdependence – skills that support success in any endeavor. The facility is located in Montgomery Village.

Nicaragua 2012

by Bridges, Max



Dental and Eye Care Team Members Share Their Experiences





Twenty two Rotarians and friends travelled by air, land and water to a very remote location Southeast of Rio San Juan in the second poorest country in the western hemisphere to provide greatly needed services to a very appreciative clientele.

Those making this trip for the first time shared there unique and exciting experiences.

The next trip is planned for February 2014.





History of Women in Rotary

by Hauck, Linda

Celebrating 25 Years of Women in Rotary

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"My fellow delegates, I would like to remind you that the world of 1989 is very different to the world of 1905. I sincerely believe that Rotary has to adapt itself to a changing world," said Frank J. Devlyn, who would go on to become RI president in 2000-01.

The vote followed a decades-long effort of men and women from all over the Rotary world to allow for the admission of women into Rotary clubs, and several close votes at previous Council meetings.

In 1950, an enactment to delete the word *male* from the Standard Rotary Club Constitution was proposed by a club in India during the Council. From 1950 to 1989, the Council considered 13 proposals to allow women into Rotary.

In 1977, the Rotary Club of Duarte, California, USA, decided to admit women as members in violation of the RI Constitution and Standard Rotary Club Constitution. Because of this violation, the club's membership in Rotary International was terminated in March 1978.

In a lawsuit filed by the Duarte club in 1983, the California Superior Court ruled in favor of Rotary International, upholding gender-based qualification for membership in California Rotary clubs. But in 1986, the California Court of Appeals reversed the lower court's decision, preventing the enforcement of the provision in the state. The California Supreme Court refused to hear the case, and it was appealed to the U.S. Supreme Court.

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In 1989, at its first meeting after the Supreme Court ruling, the Council on Legislation in Singapore voted to eliminate the requirement in the RI Constitution that membership in Rotary clubs be limited to men.

More than 20 years after the Council's vote, there are nearly 200,000 female Rotarians. Women have served in leadership positions as high as the RI Board of Directors and The Rotary Foundation Board of Trustees. (Watch a [video](#) about women in Rotary from *RVM: The Rotarian Video Magazine*, volume 4, issue 3.)

The first female Council representative served in 1998. The 2010 Council is the first in which a female RI director is serving, as a nonvoting member.

RI President's Message

by Max Bridges



March 2012



My dear brothers and sisters in Rotary,

In the first message I wrote for this magazine, last July, I quoted Mohandas K. Gandhi, who said, "You must be the change you wish to see

in the world.” And in the months since, I have had incredible opportunities to travel the Rotary world and see how Rotarians everywhere are bringing those words to life.

Creating positive change means, at its simplest, using our knowledge and resources to solve a problem. But when we are talking about solving humanitarian problems in a real and lasting way, knowledge and ideas and resources are not enough to ensure results. We have to remember something else that is no less important: sustainability.

A sustainable solution is one that will continue to work even after the Rotarians who proposed and facilitated it are gone. This means that even though the project might have come from Rotary originally, the community will take ownership of it. That, of course, means that when a part breaks on a water pump, there will be a process in place to repair it and to keep that pump functional – carried out by the community, and without further recourse to Rotary.

The first step toward sustainability is understanding the need – for example, the cooking fuel problem common in much of the developing world. In many regions, solar ovens are a wonderful solution: They are inexpensive; they rely on a source of energy that is free, nonpolluting, and inexhaustible; and they are simple to use and maintain.

But before we step into a community and attempt to solve its fuel problem with solar ovens, we have to fully understand its situation – and look beyond the problem we see. Perhaps the local foods need to be cooked at a temperature higher than the solar oven can provide. Perhaps the area is windy, and the solar ovens would blow away. Perhaps it’s traditional in that area to begin cooking before dawn, which, of course, you cannot do with a solar oven. These are issues you simply might not have thought of, but that could soon lead to the solar ovens being used to patch roofs or keep animal feed dry instead of for cooking.

If we are trying to bring about change, it’s not enough to say, “My way is the better way.” We have to be listening and watching, not just talking. We can only help others if we reach out with an open mind – and with the knowledge, the commitment, and the perseverance to deliver on what we promise.

Biking Event May 19, 2012

by Bottarini, Richard

Sonoma County Backroad Challenge





Sponsored by the Rotary Club of Petaluma Sunrise.

Go to the [Backroad Challenge](#) web page for additional information

News from Rotary International

by Max Bridges

Global grant project educates, supports new mothers with HIV



Vocational training team member Rich Casey (far left), of the Rotary Club of Los Altos, California, USA, greets doctors at St. Joseph's Hospital in Monrovia, Liberia, site of the HIV-prevention training workshop.

Fifty doctors, nurses, and home-based health care workers in Liberia are using techniques gained from a Rotarian-sponsored workshop to help prevent transmission of HIV from infected mothers to their children. The techniques are being used to educate pregnant women about HIV and AIDS, treat mothers and their newborn babies with medication, and inform the public about HIV prevention.

With funding from a Rotary Foundation [global grant](#), a vocational training team of two Rotarians and six other health care professionals from District 5170 (California, USA) conducted the weeklong workshop in Monrovia, which ended on 3 February. Workshop participants received resource books, information on diagnosing and treating HIV, and other materials as

well.

Members of the local Rotary Club of Sinkor, Montserrado County, are now helping distribute nutritional supplements to malnourished HIV-infected women and children and are providing transportation for them to public health clinics.

"The general feedback was that the workshop was a complete success, and the participants agreed to take this information and resource materials back to their various places of work and train others," says team member Allan Varni of the Los Altos club.

At work on many fronts

The HIV-prevention workshop is one of several global grant-funded projects and activities that District 5170 has undertaken as a [Future Vision](#) pilot district. Rotarians are providing medical equipment to two hospitals in Guatemala and one in the Philippines, installing a toilet block at an elementary school in Belize, and implementing an "adopt-a-village" project in Uganda, among other efforts.

District Rotarians say the global grants are making it possible to effectively address a number of Foundation [areas of focus](#) in line with the district's goals.

"The Future Vision procedures have made the process of grant funding more efficient and timely," says Roger Hassler, past governor of District 5170. "Rotarians in our district are using the resources of The Rotary Foundation to plan and implement meaningful humanitarian and educational projects around the world."

The district's involvement in global grant projects is producing other benefits as well.

"As we have worked through the steps needed to qualify our clubs and district, smaller clubs have begun to embrace the process and actively seek ways to work with other clubs, both within and outside our district, to create larger, more sustainable projects," says Cecelia Babkirk, chair of the district's grants subcommittee. "I challenge Rotarians to think big about the Future Vision Plan."

For more information:

- Learn more about the [Future Vision Plan](#)
- See a list of [Future Vision resources](#)
- Sign up for the [Future Vision News](#)

Sunshine

by Drucker-Andress, Stacy

Sunrise Sunshine Report





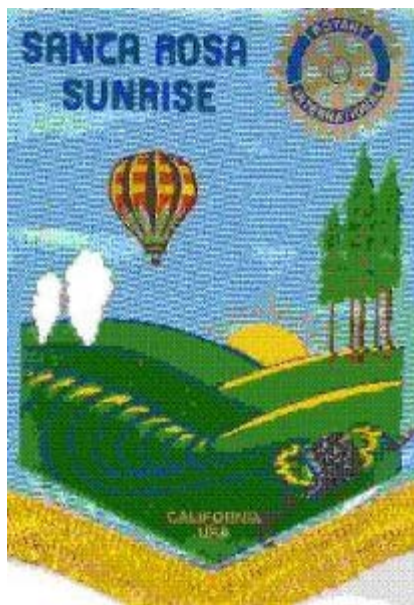
Welcome back Ken, we missed you!
!

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

Help STILL Wanted!

by Bridges, Max

Bulletin Editor Team in Need of Assistance



With Susan Teel moving back to Seattle, your Bulletin Team is in need of another didicated Rotarian or two to assist with the preparation and distribution of the weekly publication.

Those interested this kind of service above self should contact Linda Hauck, Rich Randolph or Max Bridges and we will arrange for some training to get you started on your way to an exciting new experience.

Message from Foundation Trustee Chair

by Max Bridges

Get ready for a simpler, more powerful Foundation with Future Vision



March 2012

I am still occasionally asked why we decided to develop our Future Vision Plan. The question is, if the Foundation wasn't broken, why fix it? The truth is that our Foundation, which has served Rotary and the world so well for over 90 years, was becoming dated. We were reacting to a changing world by adding yet another program or altering our rules, which made the Foundation increasingly complicated and expensive to administer. It was time to face the reality that we must change or see our impact on the world diminish.

We asked over 10,000 Rotarians what changes we should make and then began to work on a Foundation that is simpler and easier to understand, that involves clubs and districts more in spending and stewardship, and that builds more sustainability into our activities.

Just as polio eradication has defined Rotary to the international community in recent years, in the future, our six areas of focus will define us. We will have lifted ourselves above the multitude of little projects that felt good but addressed symptoms, not causes, and too often had a short-term impact. We have demonstrated through our polio efforts what we could do, and we will show the world that there are answers to other major issues, and that Rotary is prepared to lead the way. We can't do it on our own, but we can and will make a difference.

The pilot districts are saying that Future Vision is exciting, leads to greater engagement and enthusiasm, is more efficient, is creating more interaction between clubs, is making Rotarians more aware of opportunities, has scaled up the size of projects, and is leading to greater giving to the Foundation. As chair of our Foundation, I can only agree!

Remember the Pictures

by Bridges, Max



[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**"

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#)

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

Dave's Commitments

From: Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]
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The market is surging—rates are at historic lows, homes are flying off the shelf, low inventory is creating scarcity and this formula historically means prices will be on the rise—OR WILL THEY—Looming foreclosures still exist.

Join us as 34 year Realtor Mike Kelly (President elect, elect) and Jennifer Hembd, (President elect) lending pro, update you as to what is REALLY going on in the Sonoma County RE Market.

Worth our Weight (WOW)

by Bridges, Max

Karen Gifford (Founding Board Member) and Steve Miksis (Board Member)



Karen and Steve provided an overview of the culinary and food service training that WOW provides to significantly challenged teenagers and young adults at their facility in Montgomery Village.

Additional information may be found at the [Worth our Weight web site](#).

History of Women in Rotary

by Hauck, Linda

Celebrating 25 Years of Women in Rotary

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Biking Event May 19, 2012

by *Bottarini, Richard*



Sonoma County Backroad Challenge



Sponsored by the Rotary Club of Petaluma Sunrise.

Go to the [Backroad Challenge](#) web page for additional information

News from Rotary International

by *Max Bridges*

Australian scientist, German association to receive top Foundation alumni awards





*Top: John Skerritt (back left), recipient of The Rotary Foundation 2011-12 Global Alumni Service to Humanity Award, works with a family in Papua, Indonesia, to raise pigs on a healthy diet to help prevent diseases.
Bottom: Rotary Foundation Alumni Deutschland, recipient of The Rotary Foundation 2011-12 Alumni Association of the Year Award.*

John Skerritt, a research scientist who is deputy secretary of the Department of Primary Industries for the state of Victoria, Australia, has been chosen by The Rotary Foundation Trustees as the recipient of the 2011-12 Global Alumni Service to Humanity Award.

Sponsored by the Rotary Club of Carlingford, New South Wales, Skerritt studied as a 1983-84 Ambassadorial Scholar at the University of Michigan in Ann Arbor, Michigan, USA. A member of the Rotary Club of Hampton, he will receive the award on 8 May at the 2012 RI Convention in Bangkok, Thailand.

"An award like this has so many well-deserving candidates. I'm honored and humbled to be recognized," says Skerritt.

Over the past 30 years, Skerritt has led a wide range of training and assistance projects addressing agriculture, medical science, environmental, and public administration issues in India, Indonesia, and other Southeast Asian and African countries.

Skerritt, who manages a staff of 1,250 and an annual budget of US\$250 million, is one of the government's top public policy architects for fisheries, forestry, and agricultural emergencies. In 2010, he led a successful response to a major locust plague in eastern Australia, which otherwise would have caused \$2 billion in damage. And last year, his team helped the farming community in that region recover quickly after unprecedented flooding.

A former Rotaractor and Interactor, Skerritt has received numerous awards for his research and governmental work in agricultural science and development.

"I learned during my Ambassadorial Scholarship how international collaborations are such a powerful way of addressing big issues," says Skerritt. "Whether it's medical, food security, or environmental causes, the basis of my work is to improve the lives of others. Rotary showed me the importance of giving."

German alumni group recognized

Rotary Foundation Alumni Deutschland (RFAD), the alumni association in Germany, has been selected as the recipient of The Rotary Foundation 2011-12 Alumni Association of the Year Award.

"We are thrilled to receive this award, which honors the joint effort of many generations of RFAD presidents and members," says Christoph Saenger, president of the group. "We feel like appreciated members of the Rotarian family, and hope the award will raise the awareness for TRF alumni among Rotarians."

Chartered in 1998, RFAD is dedicated to maintaining and strengthening contact between alumni and Rotary. The group's 270 members organize seminars for participants in inbound and outbound Foundation programs and regularly meet with Rotarians. They support a variety of humanitarian projects internationally and fund their own Rotary scholarship through the Foundation every five years.

In 2010-11, RFAD raised about US\$13,500 to complete a water project in Costa Rica, provide water wells in the Democratic Republic of Congo, and help a school in a tsunami-affected region of Japan.

"This gives our alumni the wonderful feeling to make a difference by, for example, helping an incoming scholar to overcome the cultural shock of arriving in Germany, or by engaging in service projects," Saenger says.

Among other activities, RFAD's International Oktoberfest Alumni Event, open to alumni worldwide, includes workshops on how to improve alumni collaboration and cultural activities.

"The RFAD success story provides evidence that the generous support from Rotarians for young scholars bears fruit," Saenger says. "After being volunteers, Group Study Exchange team members, peace fellows, or Ambassadorial Scholars, these grateful and enthusiastic alumni become a valuable future resource for Rotary."

Sunshine

by *Drucker-Andress, Stacy*

Sunrise Sunshine Report



Steve Olsen returns to Sunrise from successful knee replacement surgery.
Welcome back Steve!

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More News from RI

by *Max Bridges*

Dolly Parton helps Rotarians spread literacy



Dolly Parton signs a book for a child at an event held by her Imagination Library. Rotary International and the Imagination Library are service partners

It can be hard to find books in Canada's vast Yukon. Claire Derome, 2009-10 president of the Rotary Club of Whitehorse-Rendezvous, knows of only one bookstore outside the capital, and in remote areas, access to libraries is also limited. Derome wanted to launch a literacy project that would reach all Yukon communities, and she found one in Dolly Parton's Imagination Library.

Every month, Imagination Library mails an age-appropriate book to each child in the program, until age five. Research showed that up to 85 percent of families receiving books through the program read to their children every day.

Derome, who has a graduate degree in education, did not need more convincing. "The number of books you have at home is a good indicator of future success in school," she says. Her Rotary club worked with the Yukon government and the Yukon Literacy Coalition to bring Imagination Library there, and 900 children are currently enrolled. The Dollywood Foundation and the participating community split the program costs; in Yukon, the Whitehorse-Rendezvous club covers the \$3.60 per child per month.

Dawn Rochelle, president of the Rotary Club of Jacksonville, N.C., USA, was drawn to Imagination Library because she knew that every cent her club raised would help put a book directly into the hands of a child.

Rochelle, who is executive director of the nonprofit Onslow County Partnership for Children, brought her organization together with Rotary clubs and the local United Way to launch Imagination Library in Jacksonville, which, as home to Marine Corps Base Camp Lejeune, has many young military families. At Imagination Library's first local Rotary club presentation, one Rotarian pledged \$10,000 on the spot. So far, 170 children are enrolled in the program. "They're so excited, because they don't have books at home," Rochelle says.

Imagination Library does not have income requirements. "Dolly did not want any child to feel singled out or left out," says David Dotson, president of the Dollywood Foundation. Parton was adamant that the books be new, because of her own experiences growing up with hand-me-downs. And in mailing the books to each young person, she wanted to re-create the joy she felt as a child when the Sears catalog arrived at her

home, addressed to her family.

Imagination Library serves children in the United States, Canada, and the United Kingdom. In 2001, 2,500 children were participating in the program; today they number almost 700,000. Imagination Library and Rotary International teamed up in 2009, and Rotary clubs are involved in the program in roughly 300 communities.

"I don't think we could do it without Rotary's involvement," Dotson says. "If you look at Rotary's presence in the world, it may be that the greatest aspect of our relationship is yet to come."

- Learn how to bring [Imagination Library](#) to your community.
- See Dolly Parton talk about the [reasons she started the Imagination Library](#) in her latest video
- [Listen](#) to a Rotary sponsored literacy webinar featuring David Dotson, president of the Dollywood Foundation.

Remember the Pictures

by Bridges, Max



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Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#)

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The Elder Ed Players Present:

Points of Life

Connecting Families Across Generations

A Collaborative of Professionals and Specialists in

Serving the Needs of a Changing Society

What to do when life happens

- or -

Reality does not have to bite!

Life is not a problem to be solved but an adventure to be lived!

In these funny and informative vignettes, The Elder Ed Players demonstrate the complexities of a changing society.

Our Panelists will then address legal issues, financial matters, finding care, cost of care, family communication,

family life planning and other issues.

SCENE ONE: HELP! MY HAIR IS ON FIRE!

SCENE TWO: DENIAL IS NOT A RIVER IN EYGPT

www.pointsoflife.org

Helping families plan for life's stages, so they can retain and control their lifestyle.

Spring Real Estate and Lender Update

by Bridges, Max

Mike Kelly and Jennifer Hembd



Mike and Jennifer provided a wealth of information regarding news, changes, trends, and projections in the local real estate sales and lending market.

Sales are up 56%, inventory is down to 1.6 months of projected sales, lots of buyers are bidding on limited properties (56 on one property) and interest rates are the lowest in more than 60 years.

However, half of sellers do not buy and closures still loom with more than 900 pending in Santa Rosa.

Why is it so difficult to get a loan? Lender paranoia and increased fees.

Cautious optimism reigns supreme!



Luncheon Celebrates Women Rotarians

by Hauck, Linda

25 Years of Women in Rotary Celebration Luncheon at John Ash



Last Friday, the celebration of Women in Rotary luncheon honored the great accomplishments by women, particularly women Rotarians over the past 25 years, as well as the challenge for women's equality. The meeting was well represented by our local officials, including Mayor Ernesto (Ernie) Olivares, Supervisor Shirley Zane, and Jo Anne Cohn from Michael Allen's office. A most eloquent

presentation was made by Congresswoman Lynn Woolsey. Woolsey has long been an advocate of women's rights and she reminds us there is still work to be done. That work will need to be carried on by our children and grandchildren.



The keynote speaker was our District Governor Maureen Merrill who recounted the history of women in Rotary. The first proposal to strike the word "men" from the Rotary constitution originated from a club in India in 1920. But it wasn't until the Duarte Rotary Club invited three women to join in 1978, and the club was disbanded by Rotary International that this issue came to the forefront. And then in 1987, Rotary "encourages all clubs in the U.S. to give fair and equal consideration to candidates for membership without regard to gender."

In District 5130, seven women have been Rotarians for 25 years, including our club member Vickie Lockner. DG Maureen recognized these seven women for their years of commitment. Maureen also featured some of the key women in the district who have made a significant impact locally, as well as internationally.

More than 125 Rotarians (women and men!) attended the luncheon, and our club had 18 members and guests. Items were raffled to support Rotaract scholarships, and the raffles earned over \$1100. Thank you to Paul Stathatos for his donation from the Hansel Group.

News from Rotary International

by Max Bridges

Rotary honors Prime Minister Cameron for supporting a polio-free world



Andrew Mitchell (left), United Kingdom International Development secretary, accepts the Polio Champion Award on behalf of Prime Minister David Cameron from RI President Kalyan Banerjee.

Rotary International has recognized David Cameron, prime minister of the United Kingdom, with its Polio Eradication Champion Award for his leadership and dedication to a polio-free world.

RI President Kalyan Banerjee presented the award to International Development Secretary Andrew Mitchell, who received it on the prime minister's behalf at a reception at the House of Commons on 14 March.

The award is the highest honor Rotary presents to heads of state, health agency leaders, and others who have made significant contributions to the global polio eradication effort.

"We have a once-in-a-generation opportunity to rid the world of the evil of polio," Cameron said in a statement about the recognition. "The commitment of Britain and the Global Polio Eradication Initiative, with the support of millions of Rotarians, has helped bring this crippling and often deadly disease to the brink of eradication."

India's milestone

"On behalf of Rotary's 1.2 million members worldwide, I am honored to recognize the commitment of Prime Minister Cameron for his outstanding support of efforts to eradicate polio," said Banerjee. "My own country, India, has just surpassed the milestone of a year without polio. We would not be so close to achieving the goal of a polio-free world without the longstanding support and continued leadership of the United Kingdom. We encourage other G8 countries to follow the UK's lead in continuing their support so that the world will soon be polio free."

The United Kingdom has been a strong supporter of the global polio eradication initiative with contributions and commitments totaling more than US\$960 million through 2012.

"It is an honour for the UK and the prime minister in particular to be recognised in this way," said Mitchell. "Britain is at the forefront of the fight against polio and last year alone, Britain helped fully immunise over 45 million children from the crippling disease. None of this would be possible without the public-private partnership of the Global Polio Eradication Initiative and the tireless leadership of Rotary International and its dedicated members. I urge all other countries and organisations to play their part now to achieve our ultimate goal of a world free from polio."

In receiving the award, Cameron joins a roster of distinguished leaders, including India's Prime Minister Manmohan Singh, Chancellor of Germany Angela Merkel, UN Secretary-General Ban Ki-moon, former UN Secretary-General Kofi Annan, and Pakistan President Asif Ali Zardari.

For more information:

- Read " [India is no longer polio endemic](#) "
- Learn about [Rotary's efforts to eradicate polio](#)
- See a [video](#) message about polio eradication
- Read more about Rotarians working to eradicate polio in [Rotary Voices](#)
- Help [End Polio Now](#)

Annual Baseball Outing

by Bridges, Max

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committed to join us this year as evidenced by your check for \$52.00 per person (less than last year), including your ticket and round trip ferry passes. We will be leaving from the Larkspur Ferry dock in the am. Details to follow for those who are participating, as we get closer to the event date.

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Steven R. Herron
(707)524-3102
herrons@exchangebank.com



Message from the DG

by Max Bridges



March 2012

DG Maureen's Notebook

15 Brilliant Weeks Ahead

Thoughts from the Presidential Rev-Up Sessions

Dear Club Presidents,

The uphill sprint continues as we realize that we anticipate a brilliant 15-week future to create - one we'll never have again, with the chance to finish our Rotary Leadership year by giving it all we've got. (Just in time to take a 4th of July week off!)

Almost all of you attended our Presidential Rev-Up sessions. Great discussions ensued, and you inspired me to make the most of every step ahead. **The two biggest ideas:**

- **Your presidential term will be remembered in great part by the high quality of your meetings.**
- **It's a perfect time to renew your focus on individual members**

Lots of talk about focusing on members -- celebrating them, appreciating them, and taking a greater role in improving THEIR relationship with your club. This happens through personal communication AND through your members' experience at weekly meetings. Some highlights of effective practices recommended by your peers and by recent Presidents:

- **Add NEW stuff.** Especially, something that puts the spotlight on members. Member interviews, increased craft talks, Rotary moments, impromptu brainstorming or discussions. Nothing wrong with letting members talk fine-free about their businesses, or trends in their industries and professions.
- **If you have a rolling screen or PowerPoint**, change the look or order of it. Put in short videos, or more member photos and names. These rev up the 'fun' elements in your meeting.
- **If you don't yet have a screen up . . . get one NOW!** This is possibly the best meeting innovation of the last decade, adding focus, pizzazz, and color - with the considerable added benefit of emphasizing your announcements (which easily slide by the attention span) and accomplishments (which can't be repeated too often.)
- **Boldly rev up your speaker list.** (Skip this paragraph if your attendance is super and your meeting speakers consistently great and irresistible.) A continuing frustration for some leaders: the programs get soft; the most common complaints being too many outside NFP's (especially if they're dull) and too many PowerPoint-reading, blah, incompetent speakers. Yikes, so many times I've heard from Past Presidents: "I could have been tougher about the speakers." **Resolve that all of your remaining programs will be terrific** - even if it means cancelling, changing, and demanding! You are waaaay better off with a collection of short craft talks, freewheeling discussions, joke contests and club assemblies than you are with a dull speaker. Ultimately, your year will end better for it.
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Another area of concern was with orientation and ongoing Rotary education. It seems that when this piece is well in place, clubs consistently do well. On the other hand, clubs that let it slip are sure to see an erosion in vitality. Frequently remind your Rotarians of the benefits, advantages and opportunities of their membership - as well as Rotary history, policies and responsibilities. All of this is more effective if framed with the amazing accomplishments of the world's premier service organization - and of your own club.

These upcoming 15 weeks are the future of your presidency . . . and they will finish shaping your legacy. The achievements and lessons of the last 37 weeks, now in the past, will help launch you on this final quarter. I'm with you and wish you the very best.

Thank you for being wonderful presidents. We're having a terrific year and I'm thrilled to be working with you.

Yours faithfully,



Biking Event May 19, 2012

by Bottarini, Richard

Sonoma County Backroad Challenge



Sponsored by the Rotary Club of Petaluma Sunrise.

Go to the [Backroad Challenge](#) web page for additional information

More News from RI

by Max Bridges

Rotaractors lead social media workshop for Rotarians



One of the youth instructors helps out a Rotarian during a social media workshop conducted by District 5890 (Texas, USA).

More than 60 Texas Rotarians gathered in computer labs at a local college in Houston to learn how to set up Facebook and Twitter accounts, upload YouTube videos to their club websites, and download apps like the Rotary Club Locator to their smartphones.

The sessions, part of a workshop sponsored by District 5890, were led by Rotaractors and Interactors.

"Social and digital media are growing at an exponential rate, and for many Rotarians, it's harder than ever to keep up with the strategies, tools, and tactics," says Tommie Buscemi, the district's New Generations committee chair. "Rotaractors are at that age where a lot of this valuable information is second nature to them."

Rotaractor Nathalie Cras, one of the workshop instructors, says that social media has become the most effective recruiting tool, marketing asset, and communication resource for reaching potential members.

"I have found that the majority of our members make their first contact with Rotaract through websites or Facebook pages," says Cras, a member of the Rotaract Club of River Oaks. "Keeping up with these technologies is crucial to securing the next generations of Rotarians."

Facebook tips

Among the Facebook tips that Cras and about 10 other Rotaractors shared at the reverse mentoring workshop were:

- Make sure you have more than one administrator for the page to ensure continuity when one is unavailable.
- Encourage members who follow you on Facebook to use the "share" link for your posts in order to reach a wider audience.
- Set up a Facebook to link to your Twitter account.
- Link to news stories about club activities through Facebook to increase publicity.
- Use a social media dashboard such as HootSuite to manage multiple websites and social media accounts, and to schedule posts in advance. This helps to minimize the workload for administrators.

Buscemi says the workshop was a huge success, and the district is planning another during the current Rotary year.

"These young leaders were so proud of themselves. They were honored that the Rotarians were looking at them as the teachers and had that valuable information that Rotarians could use," says Buscemi."

Rotaractors and Rotarians have much to gain by working together. During World Rotaract Week, 12-18 March this year, Rotary celebrates the contributions of Rotaractors and encourages Rotary clubs to invite them to meetings and to participate in mutual service projects. Here are a few examples of Rotaractors serving their communities:

- The Rotaract Club of Ntinda, Uganda, delivered blankets and mosquito nets to 300 underprivileged children in nearby communities. The club raised funds by organizing a joint Rotary/Rotaract mini-marathon.
- Members of the Rotaract Club of Rieti, Italy, raised funds to install a water well in a village in Balaka, Malawi. Rotaractors and Rotarians then spent 20 days in Malawi and helped install the well.
- The Rotaract Club of Surat East, Gujarat, India, conducted a blood donation drive, collecting more than 1,459 units of blood during a single day.

For more information:

- Listen to a [webinar](#) on New Generations, which featured Buscemi as a panelist.
- Read a transcript from Twitter chats on how [Rotaractors use social media](#) and how Rotary clubs and [Rotaract clubs can work together](#).
- Read more from Rotaractors on [Rotary Voices](#)

Remember the Pictures

by Bridges, Max

[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**"

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#)

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

Dave's Commitments

From: Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]
Sent: Tuesday, March 27, 2012 8:28 AM
To: Dave Lorenzen
Subject: Santa Rosa Sunriser!! - Mar 27, 2012



Rotary Club of Santa Rosa Sunrise Santa Rosa Sunriser!!

Tuesday, March 27, 2012

[Club Web Site](#)

Hello Dave! This email has been generated just for you as a member of our club. We hope you enjoy receiving this newsletter!

Editor: [Max Bridges](#)
If you have any comments or questions, email the editor.

The March 29th Speaker
by Randolph, Richard

John Jones y Amigos y Amigos
Rio San Juan Sabalos Clinic

Future Speakers

Mar 29 2012
[John Jones y Amigos y Amigos](#)
"Rio San Juan Sabalos
Nicaragua Clinic"

Upcoming Events

[Silver Anniversary Charity Golf Tournament](#)
Jun 8 2012

[Take Me Out to The Ball Game!!!](#)
Jul 25 2012

[Oktoberfest](#)
Sep 21 2012

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The 26,000 people of the Rio San Juan have their medical needs taken care of by four remote and poorly equipped and staffed health centers. There are no surgeons available to them and no basic diagnostic equipment such as a sonogram or ultrasound. The closest emergency room is located in the village of San

Carlos. Travel to San Carlos from Sabalos, which is the closest village in the area, takes 3-4 hours by vehicle if at all possible due to the rain and mud, and anywhere from 1.5-2.5 hours by boat. Many patients that need immediate care don't even bother. Those that do attempt the journey oftentimes perish during the travel to San Carlos. Hence our Club's desire to help.

This Thursday's program will further discuss the needs, structural design, arrangements with the Nicaraguan Ministry of Health, logistical concerns, stakeholders and funding strategy.

Points in Life's Turning

by Randolph, Richard

An Ounce of Prevention ~~~~~





Points well taken, Eloise & Cast!! Life can change lanes suddenly, and without notice. The local professionals participating in Points of Life bring an integrated approach to the detours encountered as changes in our health, wealth, longevity and judgment intersect.

Move Specialists, Financial and Legal advisors, Health/Home care providers, Hospice Services, Family Advocates, and other service providers have formed local chapters of this growing California-based organization educate the public about the realities of aging in an "edutaining" format, increase awareness of the network of products and services available to help guide both family member/care providers, and encourage younger generations to plan for the future.

Eloise is President of the Sonoma County chapter and primary contact for booking the cast of Elder Ed Players for presentations to other groups seeking guidance into these increasingly complex, intense scenarios. An ounce of prevention is worth a ton of cure, and laughter is know for it's medicinal properties!

To see more about Points of Life activities, explore their web site: www.pointsoflife.org.

Michael Riel: Blue Badge Craft Talk

by Randolph, Richard

World Traveler to World Class Wines & Corks!



Talk about long shots! Michael is the "real" deal!" Raised in rural Bavaria where the cows outnumbered the people, In 1997 Michael came to the United States from native Germany in a last minute decision in place of China. He did not hesitate at the chance to take his hi-tech savvy to Silicon Valley for what he thought was to be a nine month assignment. Educated in Business with an International emphasis, and experience in Hungary, Austria and Italy - not to mention Germany's Bavaria, Michael needed all the diplomatic charm he could muster on this stint with Siemens, the German technology giant. His chief nemesis turned out to be a colleague, now his spouse. Kerry, as an adversary promised to have Michael both fired and deported! Perhaps Michael's vocational skills at distilling fruit brandies, crafted at an early age, in the old world tradition helped win over Kerry and eventually transformed Michael's careers into the winery management domain, including Paul Hobbs locally and Ken Petro's astounding outdoor tasting garden.

When Michael is not crunching numbers or grapes for his company, M.A. Silva USA LLC, a premium cork and wine bottle producer, Michael enjoys food, wine, hunting SCUBA and motorcycling. Michael, is yours a BMW?

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Biking Event May 19, 2012

by Bottarini, Richard

Sonoma County Backroad Challenge



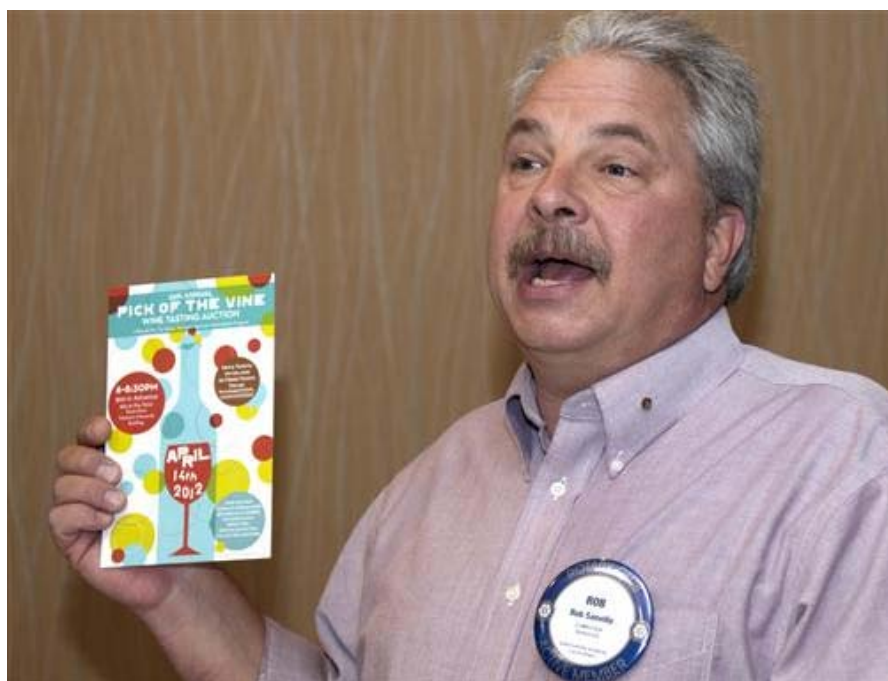
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