



From: Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]
Sent: Monday, May 07, 2012 7:21 PM
To: dave.lorenzen@sbcglobal.net
Subject: Santa Rosa Sunriser!! - May 07, 2012

Follow Up Flag: Follow up
Flag Status: Flagged

 <p>Santa Rosa Sunrise</p>	<p>Rotary Club of Santa Rosa Sunrise</p> <p>Santa Rosa Sunriser!!</p>	 Club Web Site
<p>Monday, May 07, 2012</p>		

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 May 10th Speaker is.....
by Bridges, Max

- Future Speakers**
- May 17 2012**
Dr. Mark Doolittle
"Support our Students (SOS) Update"
- May 24 2012**
Mike Purvis, Sutter Health Center
"An update on the new Sutter Hospital"

Yet to be determined



- Upcoming Events**
- BOD meeting**
May 8 2012
- Silver Anniversary Charity Golf Tournament**
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- Take Me Out to The Ball Game!!!**
Jul 25 2012
- Oktoberfest**
Sep 21 2012

Please come join us for another great program!

Gavel's Travels
by Worthen, Steve

Today Sonoma County, Tomorrow the World

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Gavel patiently awaiting arrival of the limo to begin a great adventure. Stay tuned to see where Gavel will be next week!

District Conference 2012

by Bridges, Max

The Heart of Rotary



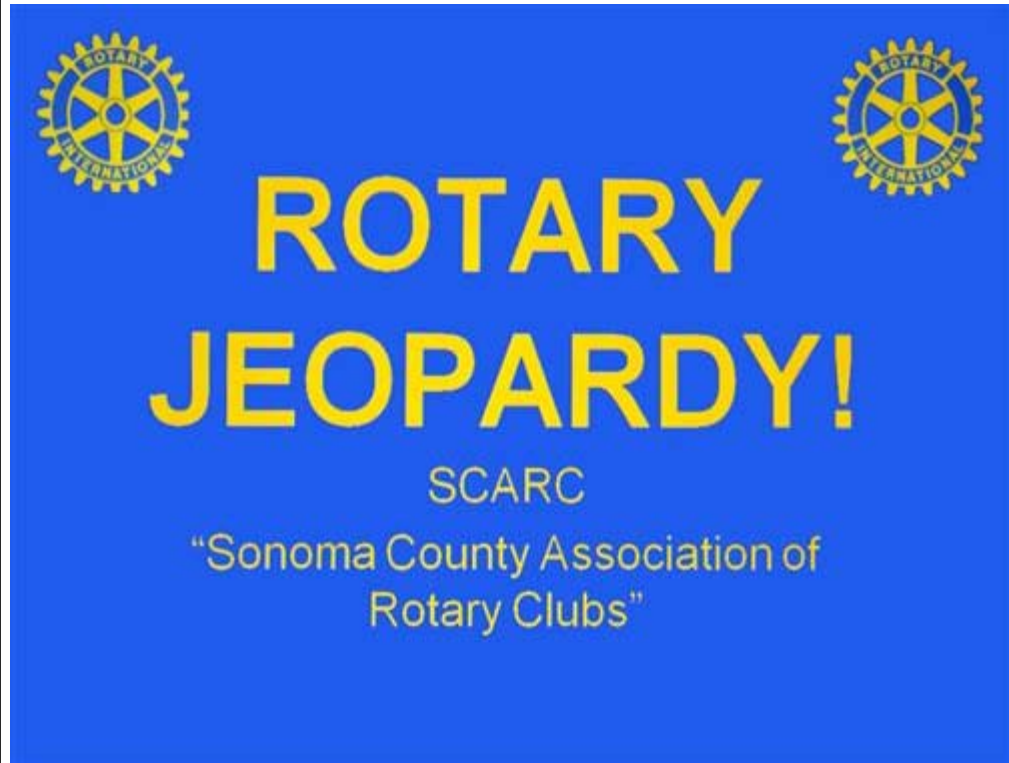
This year's District 5130 Conference will take place at the River Lodge Conference Center in Fortuna, June 14 through 18. Additional information and registration can be found at the [Conference Web Site](#).

Rotary Jeopardy

by Bridges, Max



Santa Rosa Sunrise Hosts the Sonoma County Association of Rotary Clubs (SCARC)



A great time was had by all





[View more photos at this link.](#)

RI President's Message

by Max Bridges

May 2012



My dear brothers and sisters in Rotary,

When we talk about building membership, we all recognize that welcoming a new member into a Rotary club is only the beginning of our task. To turn a new club member into a committed Rotarian, much more is necessary – and the first step is helping that new member to get involved.

Every Rotarian in every club should know that he or she is not only needed but relied upon. Every Rotarian should have a job within the club – a role to play. After all, why are we in Rotary? We are here to make a difference. Yes, we enjoy our Rotary service, but that is not enough if we are to make Rotary a priority week after week, year after year. The knowledge that we are having an impact, that we are changing lives – that is what keeps us going, no matter what other demands may compete for our time. And this is why each one of us, however long we have been in Rotary, must always be striving to grow as Rotarians – to find new ways to help others, and to bring about all the positive change we possibly can. For this, more than anything, is what makes our Rotary service worthwhile.

Whether we are new members or old ones, each of us can find ways to

become more involved in Rotary service – at the club level, the district level, and beyond. Rotarian Action Groups are a wonderful opportunity to put specific expertise or interests to work, in a way that brings Rotarians from every part of the Rotary world together for a common goal. Whether your passion is water and sanitation issues, or microcredit, or blindness prevention – whether you want to volunteer your dental skills or help organize blood drives – chances are there is a Rotarian Action Group for you. And if not, why not organize one yourself? You can learn more about Rotarian Action Groups at www.rotary.org/actiongroups.

Rotary is and always has been an organization based on its clubs. The purpose of Rotary International is not to direct its clubs, but to connect, inform, and support them. Where and how each club, and each Rotarian, chooses to serve, is ultimately the decision of each one alone. So follow your own ambition and your own vision. Open your eyes to the challenges in our world, and use the strength you have through Rotary to find ways to overcome them. Every one of us has so much potential, and can achieve so much, when we *Reach Within to Embrace Humanity*.

Santa Rosa Veterans Administration Outpatient Clinic

by Bridges, Max



Kathryn King



The Veterans Administration (VA) was established in 1930 to serve the needs of disabled veterans. It was expanded in 1989 and became the US Department of Veteran Affairs.

The three services of the VA are:

1. Health Care Administration
2. Veterans Benefit Administration (service connected benefits such as education, home loans and insurance)
3. National Cemetery Administration

In 2012 the Santa Rosa facility has seen a 12% increase in the number of visits over last year, is serving more female veterans than in the past and has added mental health along with medical care.

In rural services areas (Lake, Mendocino and Humboldt counties) the most common problems for vets are hypertension, COPD, diabetes, depression, and congestive heart failure

The VA is now deploying a new device called Home Telehealth, or "Home Buddies" that is an electronic device hooked up via phone lines to a nurse. The device asks simple questions and the answers become part of the patient's medical record. It makes it easier for a nurse to keep track of patients when they cannot get to the doctor easily, especially for the types of illnesses needing monitoring such as those listed above.

The local Clinic needs bus passes for veterans to get to the clinic.

VA benefits are not health insurance. Veterans must be enrolled in the system to get benefits. Being a veteran in and of itself is not enough.



News from Rotary International

by Max Bridges

Thai royalty opens 2012 RI Convention in Bangkok



A royal appearance, and entertainment fit for a king, kicked off the 2012 RI Convention in Bangkok, Thailand, 6 May, where Rotarians gathered to celebrate past accomplishments and future friendships.

Her Royal Highness Princess Chulabhorn represented His Majesty the King at the opening ceremony, thanking Rotarians for their good work around the world.

"I'm truly impressed by the unity of all Rotarians in devoting themselves to charity work in a spirit of selfless benevolence and dedication as befits Rotary's own motto, Service Above Self," said Princess Chulabhorn. "I am confident that your unwavering commitment and good intentions will reap due reward for our common cause."

RI President Kalyan Banerjee presented the princess with a gift of appreciation. Flags of the 200 countries and regions where Rotary clubs serve their communities were presented on stage, followed by a performance of the national anthem of Thailand by Thai pop music star Tata Young.

In his opening remarks, Banerjee said Rotary is stronger today than it was at the beginning of his presidential term.

"I came into this year determined to make a difference, to leave Rotary stronger at the end of my year. And those goals were met," said Banerjee. "But if there is one thing I have learned in this incredible year, it is that the changes that I have seen, the lives that have been touched haven't been because of me. They have been because of you."

Banerjee praised the Rotary projects that he and his wife, Binota, saw during their travels throughout the year, sharing how overwhelmed with pride and joy he was for their great work.

This year, Banerjee visited projects from New York to the newest Rotary country, South Sudan, where Rotarians from several countries are working with the government to build a multimillion dollar hospital.

He also highlighted the recent project partnership agreement between RI and ShelterBox, a grassroots Rotary club-sponsored disaster relief organization.

"We Rotarians pride ourselves on being the first to arrive when help is needed – and the last to leave. By partnering with ShelterBox, we'll be

able to do even more," said Banerjee. "I hope this will be only the first of many project partners, as we look to expand our reach with more volunteers, in more places than ever before."

Youth, social media vital to Rotary's future

Banerjee said the best way to raise Rotary's public profile and ensure its future is to bring in more young people.

"You only have to look around yourselves to realize that this is a problem we have to face," said Banerjee. "Young people have to know what Rotary is, and why they should want to be a part of it."

RI is already using social media like Facebook and Twitter to help spread the word. "More and more clubs of our clubs are using these tools that excite and inspire and that are drawing in new members – especially younger members, who are so key to Rotary's future," Banerjee said.

The opening plenary session also featured a Thai cultural dance performance by Creative Destination Management, and the Bangkok Symphony Orchestra.

In other convention news:

- Bangkok Governor Sukhumbhan Boribhat took part in a dedication ceremony of a new playground at the Queen's 60th Birthday Park. Rotary volunteers and more than 200 children participated in the event. Rotarians from Bangkok and the U.S. contributed \$60,000 and volunteered to build the playground.
- More than 150 Rotaract club members from 23 countries painted, refurbished, and installed water purifiers at a middle school damaged by this year's floods. Volunteers also planted trees in the playground area and organized the school library with 200 books donated by the Rotary Club of Patumwan.

Get the latest [news](#), [photos](#), and [videos from Bangkok](#) and read more about the convention in the [Rotary Voices blog](#).

2012 Rebuilding Together

by Leasher, Olin

Veteran's Transitional Housing



Landscaping of the grounds of the Veteran's Transitional Housing on West Hearn Avenue was our project for this year. Veteran's Transitional Housing will be temporary housing for about 15 people who need a hand transitioning back into the role of a self sufficient citizen. The intent is to provide a self-contained environment including counseling on the skills needed to function in our society. The facility has been developing for about five years and expected to open this summer. Part of the grounds are planned to be used as a vegetable garden as therapy and to provide food for the residents. We spent the day building a "good neighbor" fence to conceal an air conditioner and laying and backfilling the bricks to outline the parking area. About 40 people from various organizations spent a day in the sunshine and made a difference in our community.



[Link to more photos!](#)

Message from Foundation Trustee Chair

by Max Bridges

With our new grant model, we can do more good in the world



May 2012

I recently met with a number of Rotarians who will be responsible for communicating with you in the coming year about our new grant model under the Future Vision Plan. I recognize that we are asking the nonpilot districts to make a considerable leap of faith in the development of our Rotary Foundation for the future. It is difficult to understand and accept the changes when you do not know the details.

Why Future Vision? So that we can do more good in the world and use our resources in the best way possible. We needed to change our Foundation, as we were facing major challenges. We had to simplify. If this meant that we had to move away from some of our “feel good” activities, we were prepared to do so. Doing good was a greater priority, and when we do good, feeling good follows.

This is not somebody else’s plan. The starting point was the responses of the thousands of Rotarians who presented their views. One of the direct results is the six areas of focus. These are where Rotarians want to serve.

Almost all of the pilot districts say their Rotary is stronger because of Future Vision. They like the greater opportunity to make their own decisions with district grants. Sometimes building sustainability into global grants has been a challenge, but the pilot districts understand the importance, and our helpful staff can and do assist.

What do I ask of you? To get your district structure in place so that you are ready for 1 July 2013, and to please be patient as we make our new Foundation as effective and productive as it can possibly be. If you can wait just a little longer, you will enjoy the new opportunities.

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


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Rotary Club of Santa Rosa Sunrise

Santa Rosa Sunriser!!

Monday, May 14, 2012

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by Bridges, Max

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Support Our Students (SOS)

Future Speakers

May 17 2012

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"Support our Students (SOS) Update"

May 24 2012

[Mike Purvis, Sutter Health Center](#)

"An update on the new Sutter Hospital"

May 31 2012

[Dr. Kenneth Lopez, Kaiser Santa Rosa](#)

"How to get the most out of your doctor appointment!"

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Mark will provide an update on the SOS program that has been supported by Santa Rosa Sunrise for many years. We can expect Mark to bring along some of the counselors who will share their stories with troubled youth. As always it will be most inspiring and one of those programs Rotarians love as it shows we are supporting a project that has incredible "legs", continuity of purpose and direct impact upon our students in a positive way.

Gavel's Travels

by Worthen, Steve

Greetings from London



That's Big Ben behind me! Wish you were here, Jim. Any guesses where I will be next week?

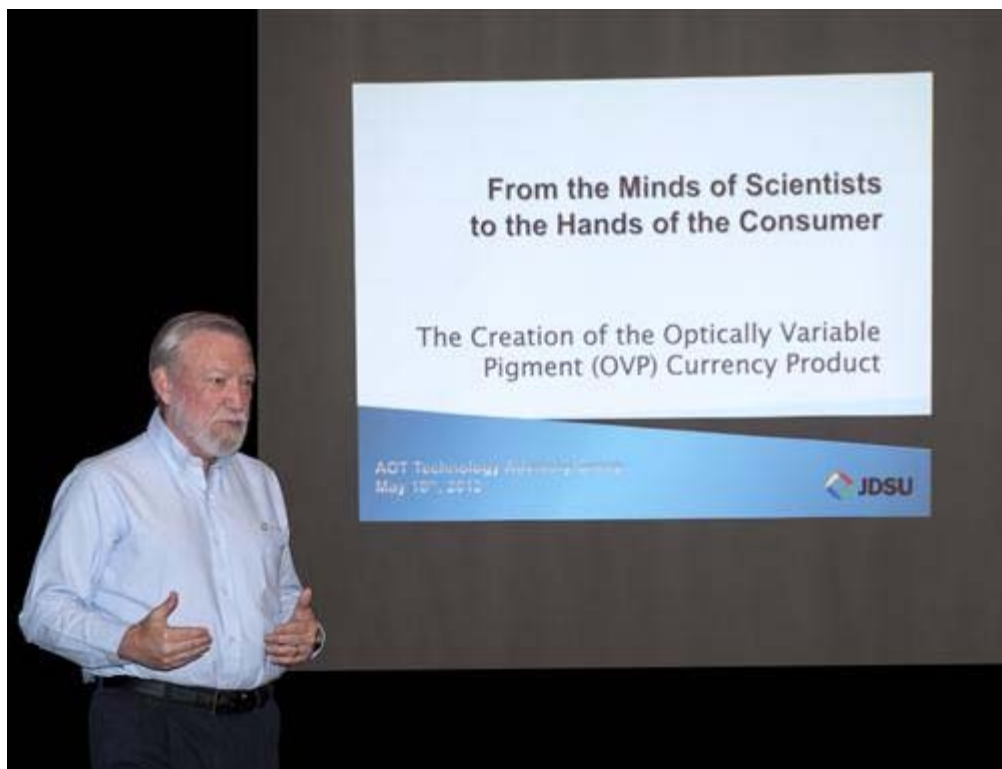
Protecting the World's Currency

by Bridges, Max

Dr. Patrick Higgins



The Creation of the Optical Variable Pigment (OVP) Currency Project



Pat described in great detail how 85% of the currency in circulation world wide came to be protected by products developed in Santa Rosa.

Initiated in 1981 at Optical Coatings and weathering a succession of iterations resulting in both success and failure, the program intended to protect the worlds currency from counterfeiting eventually resulted in a Malta note print trial, a commemorative Thai note and in 1988, circulating currency in Argentina.

Now part of JDSU, the OVP Project protects the currency of 120 countries as well as many pharmaceutical products.

District Conference 2012

by Bridges, Max

The Heart of Rotary



This year's District 5130 Conference will take place at the River Lodge Conference Center in Fortuna, June 14 through 18. Additional information and registration can be found at the [Conference Web Site](#).

Senior Pancake Breakfast 2012

by Bridges, Max

Breakfast on Conjunction with the Senior Fair

Served 160 Seniors and 50 Vendors

The senior fair is a fundraiser for the senior center and the breakfast is a nice added 'perk' for the vendors who participate in the senior fair.



All present clearly had a great time!

[Click here for more photos.](#)

News from Rotary International

by Max Bridges

[Watch videos of 2012 Convention speakers, including the RI President, Trustee Chair and General Secretary](#)

Watch the full videos of 2012 Convention speakers

- [RI President Kalyan Banerjee's welcome address](#)
- [Rotary Foundation Trustee Chair William B. Boyd's address](#)
- [General Secretary John Hewko's address](#)
- [2012-13 RI President Sakuji Tanaka's address](#)
- [RI President Kalyan Banerjee's closing address](#)

Download reports from the convention

- [General Secretary's Report to the RI Convention](#)
- [Treasurer's Report to the RI Convention](#)

Read speeches from the convention

- [Address by Her Royal Highness Princess Chulabhorn](#)

- [RI President Kalyan Banerjee's welcome address](#)
- [Rotary Foundation Trustee Chair William B. Boyd's address](#)
- [Address by John F. Germ, chair of Rotary's US\\$200 Million Challenge Committee](#)
- [General Secretary John Hewko's address](#)
- [2012-13 Rotary Foundation Trustee Chair Wilfrid Wilkinson's address](#)
- [2012-13 RI President Sakuji Tanaka's address](#)
- [Ron D. Burton, RI President-nominee's acceptance remarks](#)
- [RI President Kalyan Banerjee's closing address](#)

Order the [2012 Bangkok Convention Speeches DVD Set](#) from [shop.rotary.org](#)

New Paul Harris Fellow.....

by Max Bridges

Frank Cercone makes presentation to....



Rita Scardaci, for her mother, Mary. Congratulations Rita!

Governor's Word

by Max Bridges

District-wide survey



Effective Community Service, Friendship & Camaraderie tops for our highly satisfied membership; areas for improvement identified

A nice return: More than 630 of our district Rotarians responded, and a couple hundred took time to write enlightening comments.

To our survey question about what the most important aspects of their club membership, you'd expect that "Effective Community Service" would come out right at the top. And it did, with 60% rating it "very important" and 35% "important" – for a whopping total of 95%.

(If you have not yet responded, you may continue to do so for about a week, as we have not yet tallied the club-by-club responses. Clubs with a response rate of 15% or 10 members, whichever is greater, will receive their separate analyses. Here is the link:

<http://survey.constantcontact.com/survey/a07e5rie cijh0d8l5t3/start>)

By far the strongest runner-up, with 81%, was "Make friends/Camaraderie". Interesting that the near-ties for distant third were "International programs and mission" with "Rotary's status in the community". Right behind, at 64%: "Variety of benefits (social, service, local/international info)".

Don't discount the lower-rated items: "business connections/networking" and "leadership development" came in the lowest, but at 37% "important" or "very" important, these aspects are rated high by more than 1/3 of our members. Both reach the mid-60% range once we add those who rate them "somewhat important"

Great news: The rate of member satisfaction with our clubs is sky-high, at a total of 90% -- with 44% satisfied, 46% very satisfied.

The softest spots have to do with the structure piece: as many Rotarians see it, our boards and committees are not efficient and effective, and there is a lower level of satisfaction with the 'clear vision and direction' element.

All of which underlines the three basic elements of a great Rotary Club:

1. Great meetings
2. Solid structure
3. Projects that touch people's hearts

Without all three of these elements in place, a club would not be a place in which meaningful service projects would develop and be sustained, nor could friendship and camaraderie thrive for long.

- **Great meetings.** In the most successful clubs, **content and mood** are king and queen – lively, informational, versatile and engaging. **Programs** cannot be mediocre! If you can't be sure that your presentation is going to be great, cancel it. Be tough: don't allow a parade of NFPs and government agencies unless they *add big value* to your meeting. **Venue** is huge, and it means everything from light to space to décor, comfort, safety, sound, ease of check-in, and *especially, tasty food* (a frequent cause for complaints in our survey).
- **Solid structure.** Talk about a victim of success! If a strong club begins to coast on its victories, the structure that got them where they are can soften up. Committee meetings fade; lone wolves

emerge. This is particularly the case with the most important team, the Membership Committee -- which should count Retention among its charges. But: notice that fundraising or service project teams often maintain enthusiasm and effectiveness for many years. What can we learn from this? Maybe we could time-frame more of our activities. Why not try a 4-month Membership Recruitment/Retention or Membership Appreciation Task Force (same idea for service, youth, and vocational projects) instead of a continuous Membership Committee? Seems to me that people would much rather be part of a Project Team or Task Force than a Committee.

- **Projects that touch hearts.** This speaks for itself and can refer to a project that's down the block or a long jet-ride away. The key is that members get to experience the human effect of our activities. Personal stories of people whose lives are changed through what we do can't help but motivate and inspire us. Build that into meetings and watch as members suddenly find time they didn't know they had to participate. Watch them care. Watch their faces light up.

Our survey responses suggest that this three-element approach to analyzing and building club success would meet the expressed desires of members and shore up areas in which less satisfaction is reported.

You may see the Survey Report by clicking here: [View Survey Results](#). The first section shows the numerical responses; following that are more than 500 comments offered by a few hundred Rotarians who generously took time to add their thoughts. Some comments were edited somewhat with the two "Will it ..." questions of The 4-Way Test in mind. And, many day-making words of high praise were passed along to the praised people, who to this moment blush with gratitude.

Whatever we're doing in your various Rotary roles this 2011-12 year, as of late April we have more than 16% of it stretching waaaaay out in front of us. Lots of time to keep charging for that summit, lots of time to finish off those goals or start new ones, lots of time to create even greater meetings, solidify structure and especially, touch hearts.

Your faithful DG,



-- District Governor Maureen Merrill

Office: 145 Wikiup Drive, Santa Rosa, CA 95403

707.544.7286

More News from RI

by Max Bridges

Rotarians leave Bangkok encouraged to fight poverty and finish the job of eradicating polio



Left: RI President Kalyan Banerjee and RI President-elect Sakuji Tanaka during the closing plenary session. Right: Ron D. Burton, 2013-14 RI president, and his wife, Jetta, are introduced during the fourth plenary.

Rotarians and friends left the 2012 RI Convention in Bangkok, Thailand, energized to keep up the fight against polio and to use their ingenuity to help reduce global poverty.

The four-day event, which drew to a close Wednesday, attracted more than 35,000 attendees from 181 countries and geographical areas and included a celebration of [two major milestones in the global polio eradication effort](#).

Attendees were also treated to a preview of the next RI Convention, which will take place 23-26 June 2013, in Lisbon, Portugal. [Register now](#).

In his closing remarks, RI President Kalyan Banerjee reminded Rotarians that "what's important in Rotary isn't what we say. It's what we do, and who we are."

"There dwells within you the power and spirit that can evoke the energy you may not realize," Banerjee said. "You have to be hungry enough to reach within and release the energy to help you embrace humanity. I believe this is the state we call happiness. I have just given you the prescription for it. Rotary can help you achieve happiness in life that you seek." [Download Banerjee's closing address](#).

Peace through service

Incoming RI President Sakuji Tanaka outlined his plans for his term, which begins 1 July. Tanaka will ask Rotarians to achieve *Peace through Service*.

"Through service we learn that the problems that may seem large to us are really very small," said Tanaka. "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," he said. "We know that every one of us has something to give, and everyone has something to teach." [Download Tanaka's speech](#).

Delegates elected nominee Ron D. Burton, of the Rotary Club of Norman, Oklahoma, USA, as the 2013-14 RI president during the fourth plenary session earlier in the day.

"I am both honored and humbled to accept the nomination of president of Rotary International," Burton said in his acceptance remarks. "I take a tremendous amount of pride in being a Rotarian. To me, Rotary isn't just another service organization. It is something different, something special."

Burton says the best years are still to come for Rotary. He emphasized RI's Strategic Plan as the tool to make that happen.

"The plan is a way to look clearly at who we are, where we are going, and how we should get there," said Burton. "It's a powerful reminder of our goals and priorities, which at their heart are the same as they've been since Rotary was founded." [Download Burton's speech.](#)

Achieving peace

Jose Ramos-Horta, president of the Democratic Republic of Timor-Leste, talked about his country's struggle to achieve peace. He told Rotarians that peace can be difficult but, with the right people in place, it's attainable.

"Peace is a process — sometimes a long one, too long. It can be a formal political process," said Ramos-Horta. "But to be sustained we have to deal with human beings as individuals, as communities, as people with traumas, emotions, and anger, but also with hopes, hearts, and feelings."

Earlier in the session, Banerjee honored clubs and districts with the Changemaker Award and the Presidential Citation.

The Changemaker Award recognizes clubs that made an extraordinary impact during 2011-12 through the Avenues of Service. The Presidential Citation recognizes achievements related to membership development and contributing to The Rotary Foundation.

During the fourth plenary session, General Secretary John Hewko outlined five priorities for the Secretariat to get Rotary on the best footing possible to embark on its second century. These included eradicating polio, implementing the Strategic Plan and Future Vision, finding an effective way to track and demonstrate the value of the service provided by Rotarians, increasing membership, and bringing Rotary into the ranks of major players in the world of global humanitarian assistance and development. [Download Hewko's speech](#)

For more information:

- Get the [latest news, photos, and video from Bangkok](#)
- Read more about the convention in the [Rotary Voices blog](#)
- Download [convention speeches and reports](#)

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by Bridges, Max



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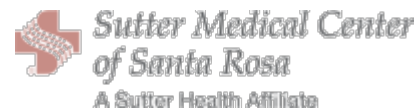
Jul 25 2012

[Oktoberfest](#)

Sep 21 2012

Mike Purvis, Chief Administrative Officer

Sutter Medical Center of Santa Rosa



Mike is responsible for the operation of the current hospital on Chanate Rd as well as overseeing the construction of the new hospital next to the Wells Fargo Center. Mr. Purvis has worked in hospital management and administration for more than 25 years. His presentation will focus on an update on the new hospital, its timetable and what it will bring to the community.

Gavel's Travels

by Worthen, Steve

Ah, Springtime in Paris.

It doesn't get any better than this!

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Wow! Can't wait to see the view from the top! Thanks again, Jim, for the use of your credit card.
Nothing is cheap here!

District Conference 2012

by Bridges, Max

The Heart of Rotary



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Rose Parade 2012

by Tweeten, Eloise



Sunrise combines effort with Santa Rosa East, Santa Rosa West, Santa Rosa, New Generations, Windsor, and Interactors for success!





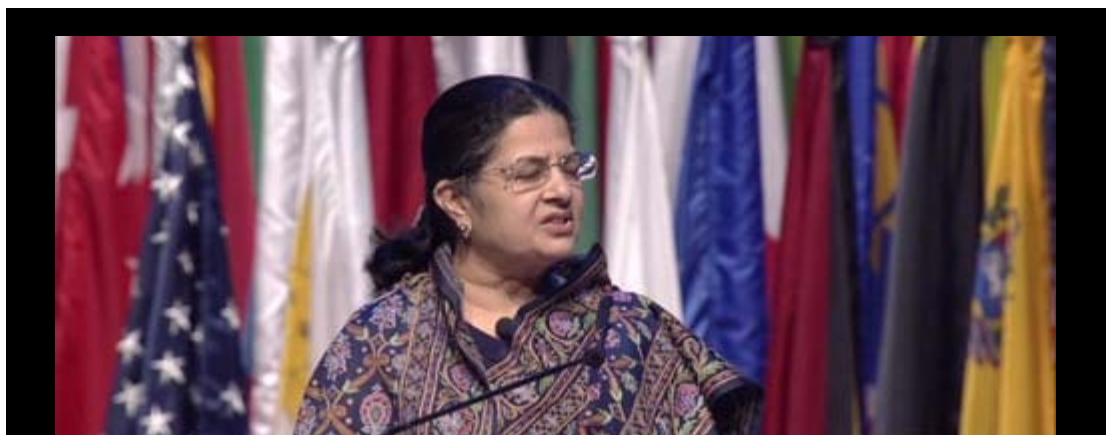
We came in second place in the nonprofit category, with a check for \$400 to help defray expenses. We couldn't have done it without our volunteers and donors of everything from flowers and decorating materials to set-up space! Special thanks go to Leroy Carlenzoli for building-and tearing down- the float frame and to our great band, organized by Rob Sanville and Mike Kelly (other members included Don McMillan and Layne Bowen from the downtown club, and Scott Rosen, a professor at SRJC who played Bass).

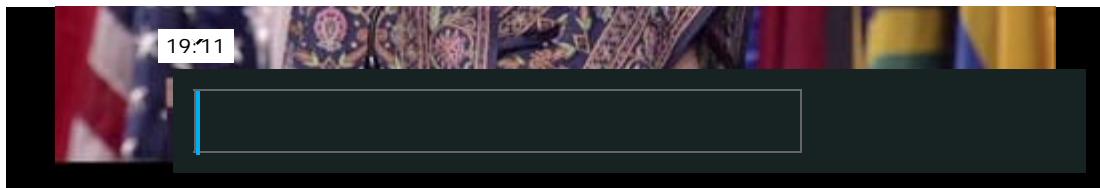
[Link to more photos.](#)

News from Rotary International

by Max Bridges

Indian philanthropist commits another US\$1 million for Rotary's polio eradication efforts





Rajashree Birla address the 2012 RI Convention

Rajashree Birla, of the Aditya Birla Group, has committed an additional US\$1 million to The Rotary Foundation for polio eradication efforts.

Birla, of Mumbai, announced the donation on 8 May at the Arch C. Klumph Society dinner during the 2012 RI Convention in Bangkok, Thailand. Birla's contributions to the Foundation's campaign to eradicate polio, including this commitment, total more than \$6.2 million.

Birla's late husband, Aditya, made the Aditya Birla Group into a Fortune 500 company and one of the largest in India. Today, her son, Kumar Mangalam, is chairman of the board, and she serves as a director.

"Mrs. Birla's presence at the convention, not just for her program segment but all four days, showed the regard she has for Rotary. She is magnanimity, dignity, compassion, humility and tranquility personified," said RI President Kalyan Banerjee. "It is not just the additional one million dollars she gave for Polio eradication but the grace and absolute commitment she reflects we admire and respect her for."

Past RI President Rajendra K. Saboo added that Birla's actions are the embodiment of goodness. "She is not just a generous philanthropist but seeks financial support from others and hands-on serves to get the drops in the mouths of children," Saboo said. "That is what makes her a 'Hero of Humanity.' "

"Aditya Birla was one of India's foremost industrialists and an active philanthropist," said Rotary Foundation Trustee Chair William B. Boyd in introducing Rajashree Birla at the convention. "His widow has continued this work through the family's foundation, introducing education and health care initiatives that improve the lives of underserved populations in rural India. The Birla family is a staunch supporter of the End Polio Now campaign and has contributed generously to [Rotary's] US\$200 Million Challenge fund."

Birla's contribution to the Foundation comes during India's breakthrough year in its fight to be polio-free. The [World Health Organization](#) (WHO) removed India from the list of polio-endemic countries in February, after the country hadn't reported a case of polio since January 2011. To be certified polio-free, India must go until February 2014 without another case of the disease. Continued support is needed to ensure that India and other countries remain polio-free and to stop transmission of the disease in the three remaining polio-endemic countries, Afghanistan, Nigeria, and Pakistan.

Birla, addressing the convention on 7 May, said, "Based on the success of Rotary International's initiatives in India — coupled, of course, with the admirable backing of the government's health departments and institutions like WHO, [UNICEF](#), [CDC](#), and the [Gates Foundation](#) — the day is not far off for us to envisage the elimination of polio in the other three countries where unfortunately its traces remain."

She added, "We owe it to ourselves and to humanity at large to ensure that in these three countries as well, polio becomes an affliction of the past."

An honorary member of the Rotary clubs of Bombay and Mulund, Birla also stressed the need for business accountability and community service. Her Giving to Living campaign encourages corporations to "embed giving into their DNA."

"When a corporation pushes its energies and helps resolve social sector issues through its engagement, it indirectly stimulates its own business development," Birla said. "There is much to be gained when business leaders take giving to heart, and set the mandate of making a difference by caring for people in their community."

For more information:

- [Learn more about Rotary's efforts to eradicate polio](#)
- [See other speeches from the 2012 RI Convention](#)
- [Read more about polio eradication on the Rotary Voices blog](#)

Program Recap-SOS

by Max Bridges



Dr. Mark Doolittle, Director/Supervising Psychologist

Support our Students Community Counseling



Mark gave Sunrise an update on the history, accomplishments and future goals of their program and the services they provide.

Highlights included presentations by a long-time counsellor relating his experiences and one of their clients describing how the program helped him turn his life around and become a role model for others through his accomplishments.

Additional information may be found on the program's [Facebook Page](#).

Governor's Word

by Max Bridges



District-wide survey

Effective Community Service, Friendship & Camaraderie tops for our highly satisfied membership; areas for improvement identified

A nice return: More than 630 of our district Rotarians responded, and a couple hundred took time to write enlightening comments.

To our survey question about what the most important aspects of their club membership, you'd expect that "Effective Community Service" would come out right at the top. And it did, with 60% rating it "very important" and 35% "important" – for a whopping total of 95%.

(If you have not yet responded, you may continue to do so for about a week, as we have not yet tallied the club-by-club responses. Clubs with a response rate of 15% or 10 members, whichever is greater, will receive their separate analyses. Here is the link: <http://survey.constantcontact.com/survey/a07e5riecjih0d8l5t3/start>)

By far the strongest runner-up, with 81%, was "Make friends/Camaraderie". Interesting that the near-ties for distant third were "International programs and mission" with "Rotary's status in the community". Right behind, at 64%: "Variety of benefits (social, service, local/international info)".

Don't discount the lower-rated items: "business connections/networking" and "leadership development" came in the lowest, but at 37% "important" or "very" important, these aspects are rated high by more than 1/3 of our members. Both reach the mid-60% range once we add those who rate them "somewhat important"

Great news: The rate of member satisfaction with our clubs is sky-high, at a total of 90% -- with 44% satisfied, 46% very satisfied.

The softest spots have to do with the structure piece: as many Rotarians see it, our boards and committees are not efficient and effective, and there is a lower level of satisfaction with the 'clear vision and direction' element.

All of which underlines the three basic elements of a great Rotary Club:

1. Great meetings
2. Solid structure
3. Projects that touch people's hearts

Without all three of these elements in place, a club would not be a place in which meaningful service projects would develop and be sustained, nor could friendship and camaraderie thrive for long.

- **Great meetings.** In the most successful clubs, **content and mood** are king and queen – lively, informational, versatile and engaging. **Programs** cannot be mediocre! If you can't be sure that your presentation is going to be great, cancel it. Be tough: don't allow a parade of NFPs and government agencies unless they *add big value* to your meeting. **Venue** is huge, and it means everything from light to space to décor, comfort, safety, sound, ease of check-in, and *especially, tasty food* (a frequent cause for complaints in our survey).
- **Solid structure.** Talk about a victim of success! If a strong club begins to coast on its victories, the structure that got them where they are can soften up. Committee meetings fade; lone wolves emerge. This is particularly the case with the most important team, the Membership Committee -- which should count Retention among its charges. But: notice that fundraising or service project teams often maintain enthusiasm and effectiveness for many years. What can we learn from this? Maybe we could time-frame more of our

activities. Why not try a 4-month Membership Recruitment/ Retention or Membership Appreciation Task Force (same idea for service, youth, and vocational projects) instead of a continuous Membership Committee? Seems to me that people would much rather be part of a Project Team or Task Force than a Committee.

- **Projects that touch hearts.** This speaks for itself and can refer to a project that's down the block or a long jet-ride away. The key is that members get to experience the human effect of our activities. Personal stories of people whose lives are changed through what we do can't help but motivate and inspire us. Build that into meetings and watch as members suddenly find time they didn't know they had to participate. Watch them care. Watch their faces light up.

Our survey responses suggest that this three-element approach to analyzing and building club success would meet the expressed desires of members and shore up areas in which less satisfaction is reported.

You may see the Survey Report by clicking here: [View Survey Results](#). The first section shows the numerical responses; following that are more than 500 comments offered by a few hundred Rotarians who generously took time to add their thoughts. Some comments were edited somewhat with the two "Will it ..." questions of The 4-Way Test in mind. And, many day-making words of high praise were passed along to the praised people, who to this moment blush with gratitude.

Whatever we're doing in your various Rotary roles this 2011-12 year, as of late April we have more than 16% of it stretching waaaaay out in front of us. Lots of time to keep charging for that summit, lots of time to finish off those goals or start new ones, lots of time to create even greater meetings, solidify structure and especially, touch hearts.

Your faithful DG,



-- District Governor Maureen Merrill

Office: 145 Wikiup Drive, Santa Rosa, CA 95403

707.544.7286

More News from RI

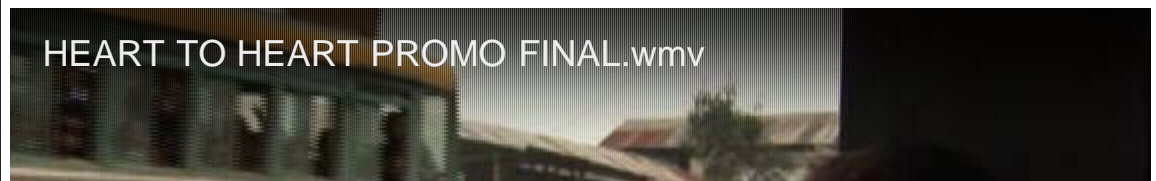
by Max Bridges

Receiving a new heart from Gift of Life



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Watch a trailer to the documentary

The seven-year-old star of an award-winning Indian film earned his role not because of a screen test, but a medical tes

The seven-year-old star of an award-winning Indian film earned his role not because of a screen test, but a medical test.

Rishikanta, who had two holes in his heart, underwent open-heart surgery, sponsored by the Rotary Club of Imphal, in 2009. Last year, his story, titled *Heart to Heart*, won for Best Science and Technology Film in the National Film Awards, India's equivalent to the Academy Awards.

"Miracles do happen," says executive producer Radhesyam Oinam, a member of the Imphal club. At a September ceremony, India's president, Pratibha Devisingh Patil, presented him with the honor.

The genesis of *Heart to Heart* was Imphal Rotarians' decision to document one of their projects: providing treatment to children with congenital heart defects whose families couldn't afford corrective surgery. More than 180,000 babies are born with such defects annually in India, and one-third require treatment within their first year. Members of the Imphal club, located in the far northeastern state of Manipur, raised funds to send children to New Delhi, 1,500 miles away, for surgery. "Pediatric heart care is costly and rare in Manipur," Oinam says. Open-heart surgery costs about US\$5,000 – an impossible sum for a family like Rishikanta's, who survive on \$25 a month.

In September 2009, the first three children underwent operations through the project, and as of August 2011, the club had sponsored 47 recipients. Last year, Gift of Life in Delhi, part of an international organization founded by Rotarians to provide free medical services to children with heart conditions, began sponsoring youth from Manipur. Participating hospitals provide the surgeries at half the usual cost.

The 37-minute film is helping the club spread the word about congenital heart defects. "We had no intention of winning awards or anything of the sort," Oinam says. "We wanted people to know what we were doing."

Vicky Wallace, of the Rotary Club of Lake Elsinore, California, USA, saw a screening in 2009 while she was in Imphal for a district conference. "When the movie was over, several people came forward and committed funds to help with more surgeries," she recalls. "I was never more proud to be a Rotarian."

The film, which was released in 2010, also has increased awareness of Rotary in India. "In Manipur, we are known as 'the heart people,'" says Pramod Kumar Chhabra, president of the Imphal club. "It has improved our image in our state."

The club's relationship with Rishikanta did not end with his surgery. Before the procedure, his illness kept him from attending school, but today, the Imphal Rotarians are sponsoring his education. Chhabra reports that the young student is earning good grades.

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

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 [mailto:service@clubrunner.ca]
Sent: Monday, May 28, 2012 6:07 PM
To: dave.lorenzen@sbcglobal.net
Subject: Santa Rosa Sunriser!! - May 28, 2012



Santa Rosa Sunrise

Rotary Club of Santa Rosa Sunrise Santa Rosa Sunriser!!

Monday, May 28, 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 May 31st Speaker is.....

by Bridges, Max

Future Speakers

May 31 2012

[Dr. Kenneth Lopez, Kaiser Santa Rosa](#)

"How to get the most out of your doctor appointment!"

Jun 7 2012

[No Breakfast Meeting](#)

"Change of Venue for Golf Tournament"

Dr. Kenneth Lopez, Chief

Foot and Ankle Surgery Department

Kaiser Permanente Santa Rosa



Upcoming Events

[Silver Anniversary Charity Golf Tournament](#)

Jun 8 2012

[District Conference](#)

Jun 15 2012 - Jun 17 2012

[Debunking - Save the date](#)

Jun 29 2012

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

Jul 25 2012

[Oktoberfest](#)

Sep 21 2012

Dr. Lopez grew up in Las Cruces, New Mexico, attended New Mexico State University, completed his surgical residency at St Mary's Hospital in San Francisco and joined Kaiser Santa Rosa directly out of residency.

He actively participates on medical mission trips with Healing the Children. The pathology that these missions correct includes everything from clubfoot to congenitally missing bones. The spirit and attitude of these children is most impressive. New life lessons are learned on each trip from a teacher that is usually a five year old. The subject matter being morality, faith, appreciation, acceptance, and maturity.

Kenneth will provide information on getting the most from your medical appointment.

This eBulletin has been generated by **ClubRunner** club communication software. Visit clubrunner.ca for details.

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District Conference 2012

by Bridges, Max

The Heart of Rotary

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This year's District 5130 Conference will take place at the River Lodge Conference Center in Fortuna, June 14 through 18. Additional information and registration can be found at the [Conference Web Site](#).

News from Sutter Medical Center

by Bridges, Max

Mike Purvis, Chief Administrative Officer



Mike provided Sunrisers with an update on the status of the new Medical Center.

Sutter has 24 hospitals and 47,000 employees providing services through Medical Centers, Sutter Pacific Foundation and In Home Care in Northern California.

The new Santa Rosa facility is on schedule, on budget and half way to completion. The project includes a \$284M state of the art hospital and a \$15M medical office building. It is creating 1500 jobs for local contractors and suppliers.

The new hospital will be family centered with all private rooms, new state of the industry equipment and utilize universal care units.

Additional info on the project may be found on [the project web page](#).

Mission Statement

We enhance the health and well-being of people in the communities we serve through a not-for-profit commitment to compassion and excellence in health care services.

News from Rotary International

by Max Bridges

Impassable road can't stop malaria fighters



Physician Michael W. Felz spent several years with his wife and children in Papua New Guinea as a medical missionary in the late 1980s.

"Malaria was rampant, and severe disease was not unusual," recalls Felz, a member of the Rotary Club of Augusta-West, Georgia, USA.

Since 1997, Rotarians Against Malaria in Papua New Guinea (RAM-PNG) has been responsible for the nationwide program to distribute long-lasting insecticidal nets. In addition to providing a physical barrier, the nets thwart malaria by poisoning mosquitoes, which are killed on contact by the insecticide embedded in the fibers.

In May, working with RAM-PNG and with financial support from his club, Felz and a local friend, Andrew Pine, delivered 900 nets to the village of Mamuane in an epic journey that almost ended when a rocky, rutted mountain road became impassable.

"We were fully stuck – in the middle of nowhere, in the dark and chilly downpour, with 100-pound bales of nets that no man could carry on foot to Mamuane in that slick, sticky mud," Felz says.

Pine sent word to his friend Luke Wembi, principal of the nearby Tunda Primary School, and soon after daybreak, a chattering company of 80 barefoot students arrived. Each child shouldered several individual nets wrapped in plastic.

"And off they went, carrying lifesaving mosquito nets up the slopes, over the ridges, between the tall weeds, down the valleys, and through the mud, on the two-hour trek to Mamuane." In December, Pine reported back about the village: "We don't have malaria anymore."

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

2.3

2/3

1,300

830

Millions of mosquito nets
RAM-PNG has delivered in
Papua New Guinea

Proportion of villages in
Papua New Guinea that
have received mosquito
nets

Per capita gross national
income, in U.S. dollars;
most people are subsistence
farmers

Approximate number of
indigenous languages
spoken on the country's 600
islands

Max & Dee Dee Bridges Build Bridge to the Future

by *Randolph, Richard*

With the Bridges is Rotary District Permanent Fund Chair David Mark-Raymond of the Sebastopol Sunrise Club, and our own Foundation Chair, Frank Cercone



Max and Dee Dee Bridges helped advance the future by creating a Bequest to The Rotary Foundation. A provision in their Trust to leave \$10,000 (US\$) for the Foundation's Educational and Humanitarian projects assure their continuity and provide Max and Dee Dee a Legacy aligned with their values.

Additional info on the Bequest Society may be found at [on the bequest web page](#).

News from District 5130

by Bridges, Max

Pinot for Polio

End Polio, Get Paul Harris Fellow Credit, AND Share a Great Pinot

Not since 2003 have we had a Pinot for Polio release from

Rotarian-owned Balletto Vineyards.

Back by popular demand . . . a great wine for a great cause.

Click on this beautiful photo by Jerry Meshulam (President, Sebastopol Sunrise)

to see details and the order form.



-  [Printer-friendly version](#)

Gavel's Travels

by Bridges, Max

Where am I?

Apparently I have been abducted once again and have no idea what is in store for me this week. Thanks again, Jim, for the use of your credit card.

Hope to see you all soon!

More News from RI

by Max Bridges

Polio eradication shifts into emergency mode



Although this child in Chad has been immunized against polio, others in the central African nation -- and those everywhere -- remain vulnerable to the disease until it is eradicated worldwide.

Despite the dramatic drop in polio cases in the last year, the threat of continued transmission due to funding and immunization gaps has driven the Global Polio Eradication Initiative (GPEI) to launch the [Global Polio Emergency Action Plan 2012-13](#).

The plan aims to boost vaccination coverage in the three remaining polio-endemic countries -- Nigeria, Pakistan, and Afghanistan -- to levels needed to stop polio transmission. Health ministers meeting at the World Health Assembly in Geneva adopted a resolution on 25 May that declared "the completion of polio eradication to be a programmatic emergency for global public health."

Polio eradication activities have resulted in several landmark successes since 2010. India, long regarded as the nation facing the greatest challenges to eradication, was removed from the list of polio-endemic countries by the World Health Organization (WHO) in February. Outbreaks in previously polio-free countries were nearly all stopped.

During that same time span, however, polio outbreaks in China and West Africa due to importation from Pakistan and Nigeria, respectively, have highlighted the continued threat of resurgence. Failure to eradicate the disease could lead within a decade to paralysis of as many as 200,000 children per year worldwide.

"Polio eradication is at a tipping point between success and failure," says Dr. Margaret Chan, director-general of WHO. "We are in emergency mode to tip it towards success -- working faster and better, focusing on the areas where children are most vulnerable."

Eradicating polio would generate net benefits of US\$40-50 billion globally by 2035, with the bulk of savings in the poorest countries, based on investments made since the [GPEI](#) was formed, savings from reduced treatment costs, and gains in productivity.

"We know polio can be eradicated, and our success in India proves it," says Rotary International President Kalyan Banerjee. "It is now a question of political and societal will. Do we choose to deliver a polio-free world to future generations, or do we choose to allow 55 cases this year to turn into 200,000 children paralyzed for life, every single year?"

Global emergency action plan

The GPEI's emergency action plan was developed in coordination with new national emergency plans. The plan builds on India's success and outlines a range of new strategies and initiatives to better support polio eradication efforts, including:

- Intensified focus on the worst-performing areas of Nigeria, Pakistan, and Afghanistan to increase vaccination coverage by the end of 2012 to levels needed to stop transmission
- New approaches tailored to each country to tackle persistent challenges and improve polio vaccination campaign performance
- Heightened accountability, coordination, and oversight to ensure success at every level of government and within every partner agency and organization
- A surge of technical assistance and social mobilization capacity

Full funding of new plan critical

Already, funding shortages have forced the GPEI to cancel or scale back critical immunization activities in 24 high-risk countries, leaving more children vulnerable to the disease and polio-free countries exposed to the risk of reintroduced transmission.

"All our efforts are at risk until all children are fully immunized against polio -- and that means fully funding the global eradication effort and reaching the children we have not yet reached," says UNICEF Executive Director Anthony Lake. "We have come so far in the battle against this crippling disease. We can now make history -- or later be condemned by history for failing."

Full implementation of the emergency action plan is hindered by a [funding gap](#) of nearly \$1 billion through 2013.

"We are all responsible for creating a polio-free world while we still can," says Chris Elias, president of global development at the Bill & Melinda Gates Foundation. "Achieving this goal is a critical step in protecting all children from vaccine-preventable diseases."

Working in emergency mode

Since the start of 2012, the GPEI has moved its operations into emergency mode. The U.S. Centers for

Disease Control and Prevention (CDC) has activated its Emergency Operations Center, UNICEF has officially activated an Interdivisional Emergency Coordinating Committee operating directly under the deputy executive director, and WHO has moved its polio operations to its Strategic Health Operations Centre.

Such measures are reserved for responding to global health emergencies, such as the H1N1 pandemic and the 2004 Indian Ocean tsunami -- and will generate a massive surge in technical capacity, real-time tracking of program performance, and immediate implementation of corrective action plans as necessary. In March, The Rotary Foundation Trustees reaffirmed that polio eradication is the Foundation's urgent priority. In addition, Rotary senior leaders have launched a series of one-on-one meetings with the heads of state of the polio-endemic countries.

"We need everyone's commitment and hard work to eradicate polio and cross the finish line," says Dr. Thomas Frieden, director of CDC. "It won't be easy, but together we can eradicate polio forever and for everyone."

- Read a [statement of support by Dr. Robert Scott](#), chair of Rotary's International PolioPlus Committee, for the World Health Assembly's consideration of a resolution that would declare polio eradication a global emergency for public health.
- See an [infographic](#) illustrating how close the world is to eradicating polio and what's needed to finish the job.
- Read more about polio eradication on the [Rotary Voices](#) blog.



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Remember the Pictures

by Bridges, Max

Check Out the Pictures from the Weekly Meetings





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Dave's Commitments