



Santa Rosa Sunrise Rotary - Sunrises!!! Mike Kelly, President



Mon May 05, 2014

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Our own Peter Hoberg Vocational Service Refresher

What exactly is Rotary's Vocational Service again? How does it relate to the other avenues of service? What can each of us do to bring our special skills into service for the club and the community? What is Rotary Means Business, and how does it relate to Vocational Service?

Peter Hoberg is District 5130 Vocational Chair and will attempt to address these questions and (of course) share some nerd notes as well at this week's regular Thursday meeting.

Peter is currently a project manager at Enphase Energy, a solar equipment manufacturer in Petaluma, California. His education is in electrical engineering and most of his professional career has been in high-tech applications, marketing, and business development roles, including 20-plus years at Hewlett-Packard and Agilent Technologies. Peter is a past president of Santa Rosa Sunrise Rotary, and currently serves on the board of the Anova Center for Education, a local K-12 school serving children with special need. Peter lives in Santa Rosa with his wife Molly, has four adult children, and enjoys bicycling the beautiful country roads of Sonoma County.

The May 1st. Program Summary.....
Posted by Richard Randolph on May 01, 2014

Steven Campbell Making Your Mind Magnificent

by Dave Lorenzen



2014 Hiking Schedule

Club Events

May 2014 DUAL Board Meeting
 Interiors Inc. Board Room
 May 13, 2014 05:30 PM - 07:30 PM

District Conference--
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 Double Tree Hotel - Rohnert Park
 May 16, 2014 08:00 AM - May 18, 2014 01:00 PM

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After working in hospital administration for 20 years, Steven Campbell acquired his Masters and went on to pursue his greatest love...teaching, where he was a college professor and educational dean for another 20 years. After writing his third book, [Making Your Mind Magnificent](#), he now conducts Seminars around the nation on changing what we say to ourselves about ourselves. These include such organizations as hospitals, drug abuse programs, weight loss programs, Head Start Programs, and hospitals, just to name a few. He also hosts a two-hour weekly radio program titled [Making Your Mind Magnificent](#) on <http://kows107-3.org/>.

Steven likes to think of himself as a "Seasoned Adult", and backed up that description with a dramatic presentation of neuroanatomy, and the seasoning effect our experience has on our learning potential. With 100 billion brain cells, our capacity to continually connect past and present memory-learning into the future can lead to possibilities beyond 100 billion to the 10th power. Steven discovered this exponential leap after being asked/assigned to teach math, his previous nemesis subject. Applying what is now accepted as a "Cognitive" approach to his anxiety towards math, he broke barriers of his fear and discovered how to enhance his learning by engaging his brain in a more positive partnership.

"What we say to ourselves we believe." If we say we can't, we won't. Being more willing to be a healthy skeptic of our apprehensions, Steven implores us to use our brain's creative capacity to guide us to success. With affirmative guidance, our RAS, aka cerebral Reticular Activating System will mediate between our left (informational hemisphere) and right (intuitive) side and meld the two into a creative pathway towards our goals. What if we at first don't succeed? "Failing doesn't make us failures. Did we stop trying to walk after our first fall? Will we ever stop stumbling? Only when we stop walking." Citing Thomas Edison's ten thousand tries to discover a functional light bulb filament, Steven reminded us Edison's reply: "I found 9,999 ways not to make one!" Steven sums up his theory succinctly: "We walk into what we want." What do you want??

[News from Rotary International](#)

Posted by Max Bridges on May 05, 2014

Rotary special to a father in failing health

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Ann Patchett is the author of nine books, including "Bel Canto," "State of Wonder," and most recently, "This Is the Story of a Happy Marriage." She has won the PEN/Faulkner Award, England's Orange Prize, and the Book Sense Book of the Year. She was named one of Time magazine's 100 Most Influential People in the World.

Dave Mars owned a commercial printing company in Los Angeles. He was the one who asked my father to join the Wilshire Rotary club in 1982.

"How did you know Dave Mars?" I ask.

My father mulls over this for a while but doesn't come up with anything. My stepmother, Jerri, goes back to the filing cabinets in the office off their bedroom and miraculously returns with a handful of small Rotary pamphlets, actual facebooks, each one containing about 30 pages of black and white photographs of the men in the club, along with their names and their jobs. We look through 1982 and, sure enough, there's Dave Mars.

In 1982, my father was a captain in the Los Angeles Police Department. "I had to be in some sort of service club," he tells me. "Required." The idea was that knowing people in the community was a good way of finding out where the problems in that community were. It was also a good way to meet the people who might be helpful in solving the problems you were dealing with as a police officer in Los Angeles. My father and I have talked about the riots in L.A. We've talked about the famous homicide cases he worked on – Sharon Tate, Bobby Kennedy. I think it would be nice to talk about something he actually liked for a change. "So, that first time you went to Rotary," I say. "Did you like it?"

He gives his head a small shake. "It was like going to a fraternity house, and I wasn't a member of the fraternity."

My father was 50 the year he joined the Wilshire Rotary Club of Los Angeles. I was a sophomore in college. He did 100 pull-ups every morning, 100 push-ups, more sit-ups than there are stars in the sky. He logged hours on his NordicTrack and stationary bike. I'm 50 now, and my father is 82. He is in a wheelchair, the outcome of a neurological disease called progressive supranuclear palsy. It's like Parkinson's, but it's worse. His voice, along with everything else, has grown weak. To hear him, one needs to turn off all other distractions, sit close, listen.

"Rotary got better," he says. It wasn't long before he made friends – Russ Johnson and Mike Reed, Al Woodill and Ake Sandler. There wasn't as much time for friendship in those days. Being a captain in the Los Angeles Police Department was no small thing. My father wore two service revolvers under his suit jacket. He had a terrific wife, a nice house, two daughters in college. The unexpected benefit of the service club requirement was that once a week he got to go to the Ambassador Hotel and have a nice lunch with a group of guys he liked. He became a member of the fraternity. I start flipping through the other years of Wilshire Rotary pamphlets on the kitchen table. I find Frank Patchett. I notice that year after year it was a group of guys, only guys. I mention this.

"A woman could come to a meeting as a guest," my father remembers. "If she went up to a table and said, 'May I sit here?' half the time the answer was no. If she didn't ask first, if she just sat down, the guys would stand up and go to another table."

In Los Angeles? In the 1980s?

"Late '80s," my father says. "We didn't get our first woman member until 1989." In 1992, he became president of Wilshire Rotary. One of the club members said to him, "If you let another woman become a member, I'll turn in my resignation." My father asked for his resignation. While he was president, the club accepted two more female members.

"He was thinking of the two of you," Jerri says, referring to me and my sister. She reaches over to pat my hand, something my father can no longer do.

My father wanted my sister and me to live in a world where women were safer than they had been before, where women were promoted fairly in their jobs, and where women could sit down to lunch at a service club without having the men at the table get up and move. All in all, I think he did a remarkably good job. My sister, Heather, joined Rotary in 1992 in Mankato, Minn. She said her daughter Lauren was the first baby born to the club. When she moved to South Carolina, she joined Rotary again, and when she moved to east Tennessee, she joined the Rotary Club of Greeneville.

By 1999, my father and stepmother had retired from their jobs in Los Angeles. They moved to Fallbrook, Calif., an agricultural community two hours south of the city. The only people they knew when they moved there were Mike and Beth Reed, who had retired to Fallbrook before them. Mike and my father had been friends through Wilshire Rotary.

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"I remember they invited us to their Christmas party," Jerri says. "It was our first invitation to anything in Fallbrook. We were so happy to go. We didn't know a soul there." Soon after that, Mike invited Dad to be a member of the Rotary Club of Fallbrook.

I ask my father about the difference between the two clubs. "I don't remember doing service projects in Wilshire," he says. I remind him that in Los Angeles in 1982, that club was made up of men like him, and that no one had the time to paint the houses of low-income families or pick up trash on the side of the road, things that the Fallbrook Rotary club, with a healthy contingent of retired members, has made a priority. Once a year, the members host a giant lobster supper fundraiser to make sure there's money to meet project needs in their community.

Rotary, which back in Los Angeles had met my father's professional obligations at the busiest point in his life, now meets his needs in a much more basic way. Every Thursday, Jerri drives him to the Grand Tradition in Fallbrook, a fancy event and garden center with a good restaurant. Members at every table flag him over to join them as Jerri pushes his wheelchair through the room. Dad's friend Connie Fish, who was one of the first women to join the Fallbrook club, stands in line to get him his lunch. She'll feed him his lunch too, unless someone else asks to do it.

In January of this year, my sister's husband, Bill, died unexpectedly. It was, for all of us who loved him, a nearly unbearable loss. Because traveling across the country wasn't possible for my father, he and Jerri stayed in California, their hearts broken for my sister and for themselves, being so far away from her. But that week they went to Rotary, and when they told their friends what had happened, their friends prayed. The week after that they prayed for Bill and for my sister, and the week after that they prayed again. Rotary members sent cards. They sent donations to the charity my sister had chosen. They stood by my father and Jerri.

I was with my sister in Tennessee and stood by her in the receiving line after the funeral, where again and again strangers shook my hand and offered me their condolences. "I know your sister from Rotary," they said.

I am thrilled that Rotary International is making such progress in its fight against polio, but it must be said that Rotary is also providing a service too ineffable for campaign slogans. It has been a source of friendship, and when something deeper than even friendship is called for, it has been family. The global effort and the Thursday lunch exist side by side, the shared information of businesspeople and the plate brought to the table. It seems to me that this is the most extraordinary accomplishment of all.

This story originally appeared in the May 2014 issue of [The Rotarian](#).

By Ann Patchett



* [Special Dates for May](#)
Posted by Dave Lorenzen on May 01, 2014

Birthdays and Anniversaries for May

Member Birthdays

Name	Date
Tweeten, Eloise	May 04
Riel, Michael	May 07
Gray, Jim	May 19
Banks, Peter	May 21
Zwick, Steve	May 21
Stathatos, Paul	May 30

Spouse Birthdays

Name	Spouse Of	Date
Harryman, Kathy	Harryman, Ralph	May 19

Anniversaries

Name	Spouse Name	Years	Date
Sanville, Rob	Sanville, Betsy	37 years	May 15, 1977
Waggener, Kelly	Lehman, Jason	10 years	May 15, 2004
Behr, Marty	Behr, Ginny	28 years	May 18, 1986
Herron, Steve	Herron, Laura	18 years	May 25, 1996



* [This week's "Rotary Foundation Thought"](#)
Posted by Dave Lorenzen on May 05, 2014

This week's "Rotary Foundation Thought"

May 5, 2014

.....[is about Matching Grants.](#)

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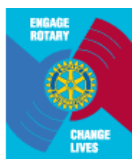
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.....and how one project brought clean water and hope for a better future. Matching Grants assist Rotary clubs and districts in carrying out humanitarian projects with clubs in other countries. A recent Foundation Matching Grant allowed Rotarians in India to provide 36 hand-pump wells to rural villages in Andhra Pradesh state where there is a severe shortage of water. Access to clean water will improve the quality of life for those living in these villages by helping to prevent disease and alleviate poverty. Every Rotarian, every project, and every contribution makes a difference every year.

This Week's Rotary Foundation Thought" is a weekly article posted in the weekly bulletin from the Rotary Club of Santa Rosa Sunrise. For a listing of all past articles, go to the [Sunrise Website > Committee Pages > International Service > Foundation Thoughts](#), or click on this [weblink](#).



* RI President's Message
 Posted by Max Bridges on May 01, 2014

May 2014



Dear fellow Rotarians,

I've had a unique opportunity to be a part of the polio eradication campaign from its very beginnings, more than a quarter century ago, to where we are now, which is truly "this close" to the end.

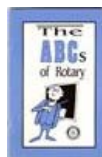
None of us knew back then how long eradication would take, or how many obstacles we'd meet along the way. I'm not sure how we would have felt about taking on the challenge if we had known. But there is one thing I know for sure: that every single day of the last 29 years has been worth it. Because over those years, we have saved millions of children from being paralyzed by polio. There's no way to put a price tag on that. And today, we are closer than ever to a world in which no child will be paralyzed, ever again.

It's been a long race to the finish line. That line is now in sight. But we'll only cross it if we keep moving forward. And the only way to do that is with the help of every single Rotarian, everywhere in the world.

The first thing we need is your voice, and your advocacy. Think ahead to World Polio Day, on 24 October: What can your club and district do to raise awareness? Write letters to your elected officials, hold a purple pinkie fundraiser, plan an event with a local school. If you or someone you know has a story to tell about polio, share it at www.endpolionow.org/stories. The most important thing is to keep the momentum going. Let your community, and the world, know that the fight against polio is at its most critical stage yet.

I'm glad to report that the End Polio Now – Make History Today campaign is going well. Rotary met the terms of the new agreement with the Bill & Melinda Gates Foundation and received US\$70 million in matching funds in January, which will be fully committed in this calendar year. We have four more years of this agreement remaining, during which the Gates Foundation will match two-to-one every dollar Rotary spends on polio, to a maximum of \$35 million per year. I encourage all of you to do what you can to help us make the most of this opportunity. I know that together, we can engage Rotary to end polio – and change the world, forever.

Ron D. Burton
President, Rotary International



* Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on May 05, 2014

These short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, U.S.A. That was well before their author, Cliff Dochterman, became president of Rotary International for the year 1992-93. Originally called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. Later, in response to requests from other Rotary clubs, the articles were reprinted in collected form. Now, President Cliff has brought the collection up to date in keeping with one of the emphases of his



year in office as R.I. president - to help Rotarians learn more about the colorful history of their organization, its customs and traditions, and the current status of its global programs.

This Week's articles are about "Polio Plus" and "Paul Harris Fellows"

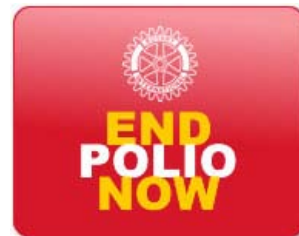
POLIO PLUS

PolioPlus is Rotary's massive effort to eradicate poliomyelitis from the world by 2005. It was launched in 1985 with the goal of raising US\$120 million to immunize the developing world's children against polio for five years. The PolioPlus fundraising campaign that concluded in 1988 raised a record \$247 million, and by 2005, Rotarians' contributions to the global polio-eradication effort will exceed \$500 million. Of equal significance has been the huge volunteer army mobilized by Rotary International. Hundreds of thousands of volunteers at the local level are providing support during National Immunization Days and mobilizing their communities for immunization and other polio-eradication activities.



In 1988, Rotary joined the World Health Organization in committing itself to the eradication of polio by 2005, Rotary's 100th anniversary. Rotary works with the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), the U.S. Centers for Disease Control and Prevention (CDC), national governments, and others, making this effort the world's most extensive public/private health undertaking. As a result of the efforts of Rotary International and its partners, almost two billion children have received oral polio vaccine and are protected from poliomyelitis. WHO declared the Americas to be polio-free in 1994, the Western Pacific region in 2000, and the region of Europe in 2002. As of 2002, the number of polio cases had been reduced by 99 percent since 1985. Efforts are focused on eradicating the virus in the 10 remaining polio-endemic countries - all in Africa and South Asia.

Achieving eradication will be difficult (only one other disease, smallpox, has ever been eradicated) and expensive (estimated total cost is nearly \$3 billion). It requires polio-endemic, high-risk, and recently endemic countries to carry out National Immunization Days to immunize all children under the age of five, continuing routine immunization of children worldwide, systematic reporting of all suspected cases, rapid response to outbreaks, and establishment of laboratory networks. In 2002, a \$275 million funding gap was identified as the most significant obstacle to global eradication. To help fill that gap, Rotary launched a new polio eradication fundraising campaign called Fulfilling Our Promise: Eradicate Polio, which seeks to raise \$80 million during the 2002-03 year.



No other nongovernmental organization has ever made a commitment of the scale of Polio-Plus. It may be considered the greatest humanitarian service the world has ever seen. Every Rotarian can share the pride of that achievement.

In 2012 India was declared polio free and the last 3 countries to have children vaccinated are Pakistan, Afghanistan and Nigeria. There are problems with civil war issues in all three countries.

PAUL HARRIS FELLOWS

Undoubtedly, the most important step to promote voluntary giving to The Rotary Foundation occurred in 1957, when the idea of Paul Harris Fellow Recognition was first proposed. Although the concept of making US \$1,000 gifts to the Foundation was slow in developing, by the early 1970s it began to gain popularity. The distinctive Paul Harris Fellow medallion, lapel pin, and attractive certificate have become highly respected symbols of a substantial financial commitment to The Rotary Foundation by Rotarians and friends around the world. By 2002, some 813,000 Paul Harris Fellows had been added to the rolls of The Rotary Foundation.



The companion to the Paul Harris Fellow is the Rotary

Foundation Sustaining Member, which is the recognition presented to an individual who has given, or in whose honor a gift is made, a contribution of \$100, with the stated intention of making additional contributions until \$1,000 is reached. At that time, the Sustaining Member becomes a Paul Harris Fellow.

A special recognition pin is given to Paul Harris Fellows who make additional gifts of \$1,000 to the Foundation. The distinctive gold pin includes a blue stone to represent each \$1,000 contribution - from \$2,000 to \$6,000. Red stone pins signify gifts of \$7,000 to \$9,000. Paul Harris Fellow Recognition provides a very important incentive for the continuing support needed to underwrite the many programs of The Rotary Foundation that build goodwill and understanding in the world.

Cliff Dochterman's "ABC's Of Rotary" can be found in it's entirety at the [Santa Rosa Sunrise Rotary Club Website](#), or a complete copy of the "ABC's" can be downloaded in pdf [from this link](#).

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

Posted by Max Bridges on May 01, 2014



May 2014



Rising to the challenge.

We have seen that when Rotarians are motivated, they will rise to a challenge. Not long ago, we reached the US\$200 million milestone through Rotary's Challenge for polio eradication, in response to grants from the Bill & Melinda Gates Foundation. We not only met our goal but exceeded it, raising \$228.7 million.

Now we have a new opportunity. The Gates Foundation has agreed to match, two-to-one, every dollar that Rotary spends on polio eradication over the next five years, up to \$35 million per year. But before we spend this money, we will have to raise it.

The decision to accept this offer was not made lightly. We know that we have already asked Rotarians for a great deal, and they have been so generous already.

We are "this close" to interrupting transmission of the wild poliovirus worldwide. This is an incredible achievement, but we still have much work to do to make a polio-free world a reality.

For decades, we have been working to get the number of polio cases down, year by year. Every year that had fewer cases of polio than the one before was a good year. But now we are in a new stage – the final battle of our war against polio. Now there is no such thing as "good enough." There cannot be a single case of polio left anywhere in the world.

This means that every outbreak, however small, must be met with a massive response. We can do this only if we have the resources. And that is why we cannot wait to raise this money – to End Polio Now and make history today.

D. K. Lee
Foundation Trustee Chair

* [Remember the Pictures](#)

Posted by Max Bridges on May 01, 2014



Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)



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

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

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



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Mon May 12, 2014

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

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[Filling an important need in the North Bay](#)



Aurora Santa Rosa Hospital

Aurora Santa Rosa Hospital is a 95-bed inpatient mental health hospital and day treatment program. It is the only hospital of its type all the way to the Oregon border and one of only a few in the North Bay area. Join us for an informative presentation about the hospital.

In this presentation you will learn:

- scope of services
- background on Aurora
- what the need is in our community
- who and why somebody might need the services
- what you can do to get somebody help
- how to access services at the hospital
- and, myths vs truth about mental health



The May 8th. Program Summary.....
Posted by Richard Randolph on May 08, 2014

Vocational Service

Sunrise Rotarian Peter Hoberg, aka District Vocational Service Chair provided a most informative, and insightful overview of Rotary's direction on this Avenue of Service.



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DARK MEETING - change of venue - golf tournament
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2014 "Best Winery Chef's" Fundraiser
 Nov 08, 2014 06:00 PM - 11:00 PM

Bliss, as Peter's presentation revealed, is the area of intersection between four domains of our activity: What we WANT- What we HAVE to offer, what is NEEDED and what you are PAID to do. Where all these overlap is where our PASSION and FULFILLMENT are to be found.

While hard to "pigeon hole" any of the above domains precisely, Peter reminded us that our entry to Rotary was through our vocational classification. Vocational Service is our avenue to leverage our skills and interests beyond our workplace, and into our community and the wider world's needs.

Summarizing the Objects of Rotary, Peter clarified the link between our career calling and Rotary's "Service Above Self" motto, and mantra: He/She Benefits Most Who Serves Best.

Peter further prompted our overt understanding of Vocational Service with a brief open discussion.

Why mention Peter & Nerd in the same sentence? His own, self description, complete with real life examples. What do armadillo's and human share? Susceptibility to Hansen's Disease, leprosy. How does a whale kill a shark? A jolting head butt to the gut from below! What is a twit? A pregnant goldfish;) Peter's penchant for nerdy factoids did prevent dozing! His grasp of Rotary as the Avenue for applying your career creatively and altruistically gave us all a connection to Paul Harris, founding member of Rotary International, over 100 years ago!



Could this be Peter's new business??

[News from Rotary International](#)
 Posted by Max Bridges on May 08, 2014

Howard Buffett wants to end hunger by 2046

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Santa Rosa
Sunrise Rotary
Foundation

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- » [Partners of Santa Rosa Sunrise Rotary](#)
- » [What Are My Make Up Options?](#)
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- » [Latest "Rotarian Magazine"](#)
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- » [2014 Fireside at Children's Museum](#)
- » [2014 Vicki's Garden](#)



How a billionaire's son ended up on the front lines in the battle to end hunger.

Howard Buffett is on deadline. In 2006, his father, U.S. investor and philanthropist Warren Buffett, challenged him to do something great in the world – and gave him \$1 billion to do it. So he gave himself 40 years to spend every penny in a bold attempt to end global hunger. After a second stock gift in 2012 and favorable returns, he has about \$3 billion now. An Illinois farmer, Buffett spends part of the year in the cab of his tractor and the rest of his time leading the Howard G. Buffett Foundation. He's barreled headfirst into his task, visiting more than 100 countries to research the scope of the issue. So far, his work has funded research into drought-tolerant crops, supported the mapping of food insecurity in America, and will pull nearly 50,000 Central American farmers out of poverty.

The Rotarian: How does your experience as a farmer tie into your foundation? I understand there's research happening on your farms.

Howard Buffett: We're working with a lot of different universities to learn. For example, we are trying to figure out how to grow rice and corn with significantly less water. That will help in water conservation, and it also will help in areas of the world where you have less water. We're looking at different farming systems in terms of carbon release, in terms of yield, in terms of soil erosion. We have plots in South Africa, in Illinois, and in Arizona. We're doing a study on African agricultural productivity based on a number of issues, including political restraints and productivity of soil. We'll have that out in 2014, and it will contradict some of the mainstream thinking that Africa can feed the world. We'll go in-depth in 10 countries and talk about the things that have to happen if these countries are even going to feed themselves. Our plan is to challenge the status quo.

What has been your biggest success so far?

We've had huge success with something called P4P, or Purchase for Progress, with the World Food Programme. We'll pull close to 50,000 farmers across four countries in Central America permanently out of poverty. We train farmers in business and production methods, and then WFP guarantees that it will buy from those farmers for things like school feeding programs and emergency relief. WFP buys thousands of tons of food. Because they guarantee they'll buy it, we don't have to worry about what happens if we train all these farmers and they can't sell something. When we walk away from this program, most of those farmers will be in the marketplace. In fact, almost half those farmers are already selling to other entities. They don't need us anymore. That's the beauty of the program.

Rotary is also shifting toward more sustainable projects. How do you think Rotarians could help with your efforts?

I've actually thought about how great Rotary would be in eastern DRC because when you're trying to rebuild a society, what's the first thing you do? You have to build camaraderie. You have to build trust. You have to build a social conscience. Rotary clubs do that.

You decided that your foundation would go out of business in 40 years – is that to maintain a sense of urgency?

If you think that way, you're going to act differently. We will go out of business in 40 years from 2006. That's set in stone.

What do you hope to accomplish by then?

I hope we will have shaken up the conversation, challenged people, and challenged processes. I hope we help people think about issues differently and even change the mindset a little bit – like that it's OK to fail.

Your dad calls you the Indiana Jones of philanthropy. What drives you to work in some of the world's most dangerous places?

- » [2014 Nicaragua](#)
- » [2013 "Best Winery Chefs"](#)
- » [2013 Veteran's Day Lunch](#)
- » [2013 Steel Lane School Garden](#)
- » [2013 Day at the Races](#)
- » [2012-13 Meeting Sightings](#)
- » [2013 Debunking of Jennifer Hembd](#)
- » [2013 Golf Tournament](#)
- » [2013 Kagoshima West 50th Anniversary](#)
- » [2013 Interact Camping Trip to Point Reyes](#)
- » [2013 Golf Tournament](#)
- » [2013 "Rebuilding Together" Project](#)
- » [2013 "Third Thursday" Socials](#)
- » [2013 Senior Center Crab and Pasta Feed](#)
- » [2012 Veteran's Day Lunch](#)
- » [2012 Culinary Classic](#)
- » [2012-13 Dental Clinics](#)
- » [2012 SRKSEP](#)
- » [2012 Giants Game Fellowship](#)
- » [2012 DG Visit Fireside](#)
- » [2012-13 Hiking Trips](#)

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Rotary International News

- » [Convention blog helps Rotary members keep pace, connect](#)
- » [How Rotary Ideas is changing the landscape of crowdsourcing](#)
- » [Howard Buffett wants to end hunger by 2046](#)
- » [Peace Corps and Rotary kickoff historic collaboration](#)
- » [Rotary supports WHO's recommendations on recent polio transmission](#)

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- » ["Rotary Basics"](#)
- » [Why Become A Rotarian?](#)
- » [2011-12 Service & Activity Report](#)

I want to understand the full picture of hunger, and conflict is a main cause. Nearly 60 percent of the hunger in Africa is caused by conflict.

But why is alleviating hunger so important to you that you'd risk your own life by going into a conflict zone?

People are living in these circumstances. That's their life. I get to go home. When you start doing things in areas that are difficult, you find people who are so committed, and you feel like, "Well, if they're not giving up, I can't give up."

Adapted from an interview in the April 2014 edition of The Rotarian

Vanessa Glavinskas



* [Special Dates for May](#)
Posted by Dave Lorenzen on May 01, 2014

Birthday's and Anniversaries for May

Member Birthdays

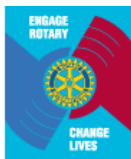
Name	Date
Tweeten, Eloise	May 04
Riel, Michael	May 07
Gray, Jim	May 19
Banks, Peter	May 21
Zwick, Steve	May 21
Stathatos, Paul	May 30

Spouse Birthdays

Name	Spouse Of	Date
Harryman, Kathy	Harryman, Ralph	May 19

Anniversaries

Name	Spouse Name	Years	Date
Sanville, Rob	Sanville, Betsy	37 years	May 15, 1977
Waggener, Kelly	Lehman, Jason	10 years	May 15, 2004
Behr, Marty	Behr, Ginny	28 years	May 18, 1986
Herron, Steve	Herron, Laura	18 years	May 25, 1996



* [RI President's Message](#)
Posted by Max Bridges on May 01, 2014

May 2014



» [RI Foundation Benefactor Commitment Card](#)

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

» [Youth Grants](#)

» [Sabalos Nicaragua Surgery Center Information](#)



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Dear fellow Rotarians,

I've had a unique opportunity to be a part of the polio eradication campaign from its very beginnings, more than a quarter century ago, to where we are now, which is truly "this close" to the end.

None of us knew back then how long eradication would take, or how many obstacles we'd meet along the way. I'm not sure how we would have felt about taking on the challenge if we had known. But there is one thing I know for sure: that every single day of the last 29 years has been worth it. Because over those years, we have saved millions of children from being paralyzed by polio. There's no way to put a price tag on that. And today, we are closer than ever to a world in which no child will be paralyzed, ever again.

It's been a long race to the finish line. That line is now in sight. But we'll only cross it if we keep moving forward. And the only way to do that is with the help of every single Rotarian, everywhere in the world.

The first thing we need is your voice, and your advocacy. Think ahead to World Polio Day, on 24 October: What can your club and district do to raise awareness? Write letters to your elected officials, hold a purple pinkie fundraiser, plan an event with a local school. If you or someone you know has a story to tell about polio, share it at www.endpolionow.org/stories. The most important thing is to keep the momentum going. Let your community, and the world, know that the fight against polio is at its most critical stage yet.

I'm glad to report that the End Polio Now – Make History Today campaign is going well. Rotary met the terms of the new agreement with the Bill & Melinda Gates Foundation and received US\$70 million in matching funds in January, which will be fully committed in this calendar year. We have four more years of this agreement remaining, during which the Gates Foundation will match two-to-one every dollar Rotary spends on polio, to a maximum of \$35 million per year. I encourage all of you to do what you can to help us make the most of this opportunity. I know that together, we can engage Rotary to end polio – and change the world, forever.

Ron D. Burton
President, Rotary International

[More News from RI](#)

Posted by Max Bridges on May 09, 2014

[How Rotary Ideas is changing the landscape of crowdsourcing](#)



Students at Libis Talisay Elementary School in Caloocan City, Philippines with their newly distributed eyeglasses.

Lina Aurelio and Peter Audino had something the other one wanted. [Rotary Ideas](#) helped them find each other.

Aurelio's club was looking for \$3,000 to buy eyeglasses for needy children in the Philippines. Audino's club, located in the United States, had exactly that much money earmarked for an international service project.

"We searched Rotary Ideas for a project that fit our budget, one we thought would be effective if supported," says Audino, international projects committee chair for the Rotary Club of Hyannis in Massachusetts. The eye project in the Philippines met their criteria so they contacted them. "We're very happy with our choice," he adds.

More than 300 schoolchildren at two elementary schools in Caloocan City received eye exams and new glasses because of the partnership forged through Rotary Ideas. It marks the first project to be fully funded and completed using Rotary's crowdsourcing platform.

Rotary Ideas helps clubs connect for funding, volunteers, partnerships, and in-kind donations. Where once they had to rely on Rotary to make this connection -- either through ProjectLINK or by phone or email -- clubs can now post their needs and find projects to support themselves. More than 83 projects have been featured on Rotary Ideas since it launched in August 2013.

And unlike other crowdfunding sites, such as Kickstarter and Indiegogo, Rotary Ideas emphasizes partnerships over simply funding.

"Most crowdfunding tools are only about getting money," says Kristin Brown, service connections manager at Rotary International. "With Rotary Ideas, we're expanding that concept to provide a platform for matching clubs to donors, volunteers, and partnerships."

Throughout the eye project, Aurelio, who serves as Foundation chair for the Rotary Club of Sampaguita-Grace Park in Makati City, sent Audino and his club updates and photos showing students taking eye exams and wearing their new glasses. Both Audino and Aurelio agree they will continue to use Rotary Ideas to find support for their own projects as well as to help other clubs.

"Rotary Ideas helped us show Rotarians abroad the urgent needs of children whose parents can't afford to pay for eyeglasses," says Aurelio, whose club has posted other projects on Rotary Ideas with similar success. "We're thankful for this new website," she says.

- If you have questions, contact the Ideas team at social@rotary.org
- [View our video tutorials to learn how to use Rotary Ideas](#)
- [Learn more about crowdsourcing and Rotary Ideas during breakout sessions at the 2014 Rotary Convention in Sydney](#)

By Daniela Garcia

Rotary News

9-May-2014



* This week's "Rotary Foundation Thought"

Posted by Dave Lorenzen on May 12, 2014

This week's "Rotary Foundation Thought"

May 12, 2014

.....[is about the Permanent Fund.](#)



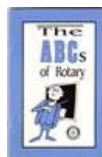
When reflecting on our personal estates and the legacy we want to leave, have we thought about how much we can afford to give away? Trustee Louis Piconi shares these inspiring remarks: "Rotarians of today are leaving a legacy to the children of the world when we, Rotary, join our world partners in the celebration of the certification of the eradication of polio from the world. More importantly, and I do mean more importantly, is the fact that the Rotarians of today and tomorrow have the opportunity to leave their own legacy of 'doing good in the world' for future educational and humanitarian service programs. Do we dare dream that Rotarians of today not only make it a habit of making an annual contribution each and every year, but leave a percentage of their estate or a one-time significant gift to The Rotary Foundation's Permanent Fund? This should be the dream, goal and reality of all Rotarians. We need just look and see and feel and touch the wonderful programs and projects we are continually completing that help the world know a more humane society and a more peaceful world."

will you?

Include The Rotary Foundation in your estate plans to forever be a part of Rotary's legacy of doing good in the world.

Receive a special invitation to join the Bequest Society by contacting 847-866-3100 or plannedgiving@rotary.org. Thank you.

This Week's Rotary Foundation Thought" is a weekly article posted in the weekly bulletin from the Rotary Club of Santa Rosa Sunrise. For a listing of all past articles, go to the [Sunrise Website > Committee Pages > International Service > Foundation Thoughts](#), or click on this [weblink](#).



* Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on May 12, 2014

These short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, U.S.A. That was well before their author, Cliff Dochterman, became president of Rotary International for the year 1992-93. Originally called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. Later, in response to requests from other Rotary clubs, the articles were reprinted in collected form. Now, President Cliff has brought the collection up to date in keeping with one of the emphases of his year in office as R.I. president - to help Rotarians learn more about the colorful history of their organization, its customs and traditions, and the current status of its global programs.



This Week's articles are about "Citation For Meritorious Service And Distinguished Service Award" and "Public Relations Of Rotary"

CITATION FOR MERITORIOUS SERVICE AND DISTINGUISHED SERVICE AWARD

Two very special awards of recognition occasionally are presented by the Trustees of The Rotary Foundation to Rotarians who render outstanding service to the Foundation. The Rotary Foundation Citation for Meritorious Service recognizes significant and dedicated service by a Rotarian to promote Foundation programs and thus advance the Foundation's goal of better understanding and friendly relations among people of the world.

The second award, called The Rotary Foundation Distinguished Service Award, is presented to a Rotarian whose outstanding record of service to The Rotary Foundation is on a much broader basis and spreads beyond the district level and continues over an extended period of time. The Distinguished Service Award acknowledges the efforts of a Rotarian who has already received the Citation of Meritorious Service, for continuing to promote international understanding.

Both of these select awards are presented for exemplary personal service and devotion to the Foundation rather than for financial contributions. No more than 50 Distinguished Service Awards are granted by the Trustees in any one year, and there is only one recipient of a Citation for Meritorious Service in any district each year. A recipient of the Citation for Meritorious Service is not eligible for nomination for a Distinguished Service Award until four full years have elapsed.

It is a very proud distinction for any Rotarian to be selected for one of these high levels of recognition by The Rotary Foundation Trustees.

PUBLIC RELATIONS OF ROTARY

Historically, Rotarians perpetuated a myth that Rotary should not seek publicity, but rather let our good works speak for themselves. A 1923 policy stating that "publicity should not be the primary goal of a Rotary club in selecting an activity" of community service was frequently interpreted to mean that Rotary clubs should avoid publicity and public relations efforts. Actually, the 1923 statement further observed that "as a means of extending Rotary's influence, proper publicity should be given to a worthwhile project well carried out".

A more modern public relations philosophy was adopted in the mid-1970s that affirms that "good publicity, favorable public relations, and a positive image are desirable and essential goals for Rotary", if it is to foster understanding, appreciation, and support for its Object and programs and to broaden Rotary's service to humanity. Today, most Rotarians recognize that active public relations is vital to the success of Rotary. A service project well carried out is considered one of the finest public relations messages of Rotary. It is essential that Rotary clubs make every effort to inform the public of such projects. As Rotary clubs and districts consider effective public relations, it is important to remember that when Rotarians think of Rotary, we think of our noble goals and motives. But when the world thinks of Rotary, it can only think of our actions and the service we have performed.

Cliff Dochterman's "ABC's Of Rotary" can be found in it's entirety at the [Santa Rosa Sunrise Rotary Club Website](#), or a complete copy of the "ABC's" can be downloaded in pdf [from this link](#).



* Message from the Foundation Trustee Chair

Posted by Max Bridges on May 01, 2014

May 2014



Rising to the challenge.

We have seen that when Rotarians are motivated, they will rise to a challenge. Not long ago, we reached the US\$200 million milestone through Rotary's Challenge for polio eradication, in response to grants from the Bill & Melinda Gates Foundation. We not only met our goal but exceeded it, raising \$228.7 million.

Now we have a new opportunity. The Gates Foundation has agreed to match, two-to-one, every dollar that Rotary spends on polio eradication over the next five years, up to \$35 million per year. But before we spend this money, we will have to raise it.

The decision to accept this offer was not made lightly. We know that we have already asked Rotarians for a great deal, and they have been so generous already.

We are "this close" to interrupting transmission of the wild poliovirus worldwide. This is an incredible achievement, but we still have much work to do to make a polio-free world a reality.

For decades, we have been working to get the number of polio cases down, year by year. Every year that had fewer cases of polio than the one before was a good year. But now we are in a new stage – the final battle of our war against polio. Now there is no such thing as "good enough." There cannot be a single case of polio left anywhere in the world.

This means that every outbreak, however small, must be met with a massive response. We can do this only if we have the resources. And that is why we cannot wait to raise this money – to End Polio Now and make history today.

D. K. Lee
Foundation Trustee Chair



* [Remember the Pictures](#)

Posted by Max Bridges on May 08, 2014

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

[Link to Meeting Sightings](#)



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

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

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



Santa Rosa Sunrise Rotary - Sunriser !!! Mike Kelly, President



Mon May 19, 2014

[Home](#)

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

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



Santa Rosa Sunrise

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Santa Rosa, CA 95403
United States

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Schedule of Future Programs

May 22, 2014
[Elsie Allen Interact Club](#)
[Elsie Allen Interact Club - Update](#)

Jun 05, 2014
[Peter Banks](#)
[Climate Change](#)

Jun 12, 2014
[Eileen Morris](#)
[C.O.T.S. Reduced Risk Tenancies: a win-win for landlords and tenants](#)

Jun 19, 2014
[Angie Howard](#)
[Rotary Youth Exchange](#)

Jun 26, 2014
[President Mike Kelly](#)
[President's Message](#)

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News

[Bulletin Archive](#)
Oct 01, 2012
by [Dave Lorenzen](#)

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



2014 Hiking Schedule

Club Events

NO SCARC MEETING THIS MONTH
May 29, 2014

[International Convention - Sydney, Australia](#)
Jun 01, 2014 08:00 AM - Jun 04, 2014 08:00 PM

[June 2014 DUAL Board](#)

Stories



The May 22nd. program is.....
Posted by Max Bridges on May 15, 2014

[Elsie Allen Interact Club](#)



Club members will provide an update on their activities, accomplishments and plans for the future.



[Aurora Santa Rosa Hospital](#)
Posted by Max Bridges on May 15, 2014

[David Drum](#)

[Director of Business Development](#)



David provided information on the Fulton Road facility that provides mental health treatment for adolescents, adults and seniors via inpatient treatment, partial hospitalization and intensive outpatient programs.

As the only hospital of its kind North of the Bay Area, it draws patients from a very large area.

[News from Rotary International](#)

- Meeting**
Interiors Inc. Board Room
Jun 10, 2014 05:30 PM - 07:30 PM
- DARK MEETING - change of venue - golf tournament**
Jun 12, 2014 07:30 AM - 08:30 AM
- Annual Fun-Packed Golf Tournament--Oakmont**
Oakmont Golf Course
Jun 13, 2014 11:00 AM - 08:00 PM
- NO SCARC MEETING THIS MONTH**
Jun 26, 2014 06:00 PM - 09:00 PM
- The Debunking of President Mike!**
Heron Hall - Laguna de Santa Rosa
Jun 28, 2014 04:30 PM - 09:00 PM
- 2014 "Best Winery Chef's" Fundraiser**
Nov 08, 2014 06:00 PM - 11:00 PM

Posted by Max Bridges on May 14, 2014

A global thirst for water



© Louisa Bertman, all rights reserved.

Braimah Apambire will be a featured speaker at this year's World Water Summit held by the Water and Sanitation Rotarian Action Group (WASRAG) on 30 May in Sydney, Australia. Apambire is director of the Center for International Water and Sustainability at the Desert Research Institute in Reno, Nevada, USA.

Growing up in northern Ghana, a particularly arid region of a parched land, Braimah Apambire saw how a lack of access to water can sap a community's vitality – and how something as simple as a catchment or pump can transform lives. Apambire, director of the Center for International Water and Sustainability at the Desert Research Institute in Reno, Nev., USA, will be a featured speaker at the Water and Sanitation Rotarian Action Group (WASRAG) World Water Summit on 30 May in Sydney, Australia.

THE ROTARIAN: How did you get involved in water issues?

APAMBIRE: In my village, Zuarungu, we do not have a lot of rainfall. In the dry season, three or four months of the year, we had to walk several miles to get water. My sisters, mother, and aunts would fetch the water; the boys were responsible for driving the cattle about 4 miles to and from a reservoir in the morning and evening. That affected our schooling. When I was about 12, the Canadian International Development Agency drilled about 2,600 wells in the region. I could see the change in peoples' lives. My mother and aunts, for example, had time to go to the village market to sell food. I got my bachelor's degree in geology and worked for a hydrologist installing water systems, and then I went to Canada for my master's degree. [Apambire also holds a PhD in hydrology from the University of Nevada, Reno.]

TR: How acute is the lack of access to safe water?

APAMBIRE: An estimated 740 million people globally do not have access to what we call improved water sources. About two billion people do not have access to safe drinking water that has been tested for chemicals and microbes. An estimated 88 percent of childhood illnesses are related to contaminated water and poor sanitation, and about 5,000 children die every day from that and poor hygiene practices.

TR: What advances are helping to improve access to water?

APAMBIRE: We're seeing more cell phone- and Internet-based technology to monitor water systems. Rainwater harvesting also has received a lot of attention. But even with the technology, you need to have the sanitation framework. If the village gets access to water, no matter how safe, you may still end up with behaviors that contaminate the water source. The community needs to know the link between contamination and disease.

TR: How crucial are partnerships, such as the ones fostered by WASRAG?

APAMBIRE: In developed countries, water is still taken for granted. In the United States, we each use about 100 gallons a day – showering, drinking, and watering lawns. You turn on the tap and you're not even aware you're wasting it. In Africa, the average is about 5 gallons of water a day, and many people don't even have that, or if they do, it's often contaminated. I've seen Rotary building capacity and strategies around water. WASRAG has good projects that work with local people, using appropriate technologies and building sustainability. Because Rotarians are influential, they are bringing that attention. They also focus on where the need is, among the poorest of the poor.

This story originally appeared in the May 2014 issue of [The Rotarian](#).

[Share your thoughts on this interview in the Rotarians Worldwide discussion group.](#)

By Brad Webber

Donate Your Car!



Santa Rosa Sunrise Rotary Foundation

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- » [Partners of Santa Rosa Sunrise Rotary](#)
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Rob Sanville
- Service Projects
Doug Shureen
- Club Administration
Jim Gray
- President Nominee
Eloise Tweeten

* [Special Dates for May](#)
Posted by Dave Lorenzen on May 01, 2014



Birthday's and Anniversaries for May

Member Birthdays

Name	Date
Tweeten, Eloise	May 04
Riel, Michael	May 07
Gray, Jim	May 19
Banks, Peter	May 21
Zwick, Steve	May 21

Public Relations
Merle Hayes

Stathatos, Paul May 30

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2013 Senior Center Crab and Pasta Feed

2012 Veteran's Day Lunch

2012 Culinary Classic

2012-13 Dental Clinics

2012 SRKSEP

2012 Giants Game Fellowship

2012 DG Visit Fireside

2012-13 Hiking Trips

Spouse Birthdays

Name	Spouse Of	Date
Harryman, Kathy	Harryman, Ralph	May 19

Anniversaries

Name	Spouse Name	Years	Date
Sanville, Rob	Sanville, Betsy	37 years	May 15, 1977
Waggener, Kelly	Lehman, Jason	10 years	May 15, 2004
Behr, Marty	Behr, Ginny	28 years	May 18, 1986
Herron, Steve	Herron, Laura	18 years	May 25, 1996

[More News from RI](#)
Posted by Max Bridges on May 16, 2014

Rotary project creates cookbook for the visually impaired



A participant receives instruction chopping ingredients during a cooking course for the visually impaired in Izmir, Turkey.

A woman with a black apron is stirring tomatoes into a pan of vegetables in Bursa, Turkey. Visually impaired, she is being helped by an assistant, who is a spouse of a Turkish Rotary member.

Elsewhere in the kitchen, other cooks and Rotary spouses are preparing meatballs, slicing and peeling eggplants, and measuring out cookie dough. At a table in an adjacent dining area, a man is reading a recipe from a Braille cookbook.

The cookbook, "Good Smells From the Kitchen," has enabled many members of the Library of Turkey for the Visually Disabled to enter the kitchen with new confidence.

"For the first time I made lentil meatballs," says Süheyla Karayalçın, a book recipient. "I had never done it before. I let others taste it, it was nice. I am very excited to have a special recipe book for us [people with visual impairments]."

The activity is part of a project by Rotary members in western Turkey, who have partnered with the library to produce the country's first cookbook for the visually impaired, printed in Braille and recorded on audio CD. Several dozen copies of the book have rolled off the library's presses and have been recorded in the library's studio, and given free to library members. Additional copies are printed as Rotary members secure funding and line up new sponsors.

Günes Ertaş says fellow Rotary club members came up with the idea after they had helped the library purchase Braille machines and other equipment through Rotary grants. Ertaş's wife, Figen, collected more than 100 recipes.

"We asked for recipes from Rotary spouses living in the areas from Canakkale to Fethiye," Figen says. "We asked them to empathize with persons with visual impairments before sending recipes. There would not be any sentences like 'add flour until the mixture comes together'; the recipes would be precise. We did not want to have measures in grams. Instead we asked for adjustable measures like tea cups and spoons."

A committee made up of a food engineer, a dietitian, several recipe contributors, and library users tested each recipe before selecting 100. Bursa chef Omur Akkor cooked each recipe with his eyes closed and made further adjustments.

"I came across an interesting description to dice a carrot in the book," says Karayalçın. "It says slice like a backgammon dice since not everybody may know what a cube is, but everybody knows the size of a backgammon dice. I usually do not spend much time in the kitchen, but thanks to this book I am more interested in cooking."

The recipes are divided into categories including soups, salads, starters, vegetables, main dishes, desserts, pastry, and bread. While the cookbooks were coming off the library's printers, Rotary spouses recorded the recipes for the audio version in a recording studio.

Four cooking courses were held in Izmir and Bursa to give library members a chance to practice the recipes. They were each given a free copy of the book and cooking utensils. Another course was organized by Rotary spouses in Balıkesir in December for children with visual impairments and their mothers.

The cookbook won first place among all Turkish entries in the Gourmand World Cookbook Awards in the categories of Best Innovative Cookbook and Best Charity Cookbook. It now advances to the world finals in Beijing. Günes says he and his wife plan to attend the award ceremony in May.

RSS

Rotary International News

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- A global thirst for water
- Convention blog helps Rotary members keep pace, connect
- How Rotary Ideas is changing the landscape of crowdsourcing
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The project has also been featured on Turkish television and was selected by the Sabanci Foundation as one of its [100 changemaker projects](#). Günes says Rotary members continue to seek new sponsors to print additional copies of the cookbook, which costs \$150. The name of sponsors are included on an inside page.

"This book is the first of its kind in Turkey," Günes says. "That's what makes this project special. That and a lot of people were involved. It shows what can be done in Rotary through collaboration."

Read a [blog post about the project from Günes Ertas](#)

By Arnold R. Grahl

Rotary News

16-May-2014

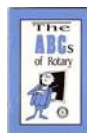
[Paul Harris Fellow](#)

Posted by Max Bridges on May 15, 2014

Jim Moir



Jim accepts for daughter, Leslie



* Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on May 19, 2014

These short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, U.S.A. That was well before their author, Cliff Dochterman, became president of Rotary International for the year 1992-93. Originally called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. Later, in response to requests from other Rotary clubs, the articles were reprinted in collected form. Now, President Cliff has brought the collection up to date in keeping with one of the emphases of his year in office as R.I. president - to help Rotarians learn more about the colorful history of their organization, its customs and traditions, and the current status of its global programs.



This Week's articles are about "The RI Web Site" and "Use Of Rotary Marks"

THE RI WEB SITE

Since the late 1990s, Rotary International has been using the Internet to communicate with its members and to showcase Rotary's many programs and activities. The official RI Web site at www.rotary.org also allows members to conduct Rotary business online - from ordering publications to making contributions to The Rotary Foundation to registering for the RI Convention and other meetings.

Club officers can enter the site's Business Portal and make changes to their club's membership information. Using the Where Clubs Meet function, members can easily identify places to do make ups. The site's Download Center offers an array of publications and forms, making it more convenient and less expensive for Rotarians to access Rotary materials. Language communities provide essential Rotary information in eight languages and link to official language sites maintained by Rotarians around the world.

The RI Web site offers a vast amount of information - including the latest Rotary news.

A visit to www.rotary.org will be enlightening to all Rotarians.

USE OF ROTARY MARKS



The Rotary International emblem and the word "Rotary" are among the many words and logos used as trademarks and service marks by RI and by Rotarians and Rotary clubs around the world and collectively referred to as the "Rotary

marks." The Rotary marks are registered in more than 40 countries, which enhances the association's exclusive use of the marks and strengthens RI's position to prevent misuse by unauthorized individuals and entities. The RI Board of Directors has developed guidelines for the use of the Rotary marks by Rotarians, Rotary clubs and districts, and other Rotary entities, which appear in the Rotary Code of Policies and the Manual of Procedure.

It is the privilege and responsibility of all Rotarians to wear and use the Rotary marks with pride. Following the Board's guidelines for use of the Rotary marks will help to ensure that they are not misused and that they will always be preserved for the use and benefit of Rotarians.

When used by themselves, the word "Rotary" and the Rotary emblem normally refer to the entire organization, Rotary International, and its ideals and principles. When using the word "Rotary" or the Rotary emblem in connection with or in the name of an activity, clubs, districts, and other Rotary entities should add their name as a further identifier in close proximity to and in equal prominence with any Rotary marks. This will ensure that full recognition is given to your club or district. Clubs or districts should not use the Rotary marks in connection with activities that are not under their control or in the name of any organization that includes non-Rotarian individuals or groups.

When naming a club or district foundation activity, separate the words "Rotary" and "Foundation" with at least one other word - for example, the Rotary Sedona West Foundation or Chicago Rotary Club Foundation.

When using the Rotary marks, clubs and districts should not alter, modify, or obstruct them in any way or reproduce them in any way other than their complete form. The Rotary emblem may be reproduced in any one colour; if it is to be reproduced in more than one colour, it must be done in the official colours of blue and gold. Rotarians are encouraged to purchase merchandise bearing the Rotary marks only from authorized licensees of RI to ensure that the marks are reproduced correctly and that they are not being used by unauthorized vendors. Rotarians are also encouraged to wear the emblem as a lapel button, but the emblem should not be used on business stationery, business cards, or on the doors or windows of Rotarians' business premises.

The Rotary emblem should not be used for any commercial purpose. The Rotary marks are the symbols of the Rotary clubs and the service they provide and should be used only to identify clubs and their members, projects, and programs. It is therefore not permissible to use the Rotary marks in a political campaign or in connection with any other name or emblem not recognized by Rotary International. Rotary entities wishing to use the Rotary marks for sponsorship or partnership purposes should contact their Club and District Administration representative at the RI Secretariat for the most current RI Board guidelines. The Rotary marks can be downloaded from the RI Web site at www.rotary.org.

Cliff Dochterman's "ABC's Of Rotary" can be found in its entirety at the [Santa Rosa Sunrise Rotary Club Website](#), or a complete copy of the "ABC's" can be downloaded in pdf from [this link](#).



* This week's "Rotary Foundation Thought"

Posted by Dave Lorenzen on May 19, 2014

This week's "Rotary Foundation Thought"

May 19, 2014

.....is about the District Simplified Grants.

A dictionary may not be your first choice for an exciting read, but for many students, it's the key to unlocking a world of amazing information. Using District Simplified Grants, Rotary clubs in Southwest Florida, USA, distributed dictionaries to every third grader in District 6960. Clubs worldwide use these grants to support short-term humanitarian projects in their communities. One club, one grant, one Rotarian can bring wonder to the eyes of a child.



This Week's Rotary Foundation Thought" is a weekly article posted in the weekly bulletin from the Rotary Club of Santa Rosa Sunrise. For a listing of all past articles, go to the [Sunrise Website > Committee Pages > International Service > Foundation Thoughts](#), or click on this [weblink](#).

Rotary Hike

Posted by Jim Moir on May 19, 2014

Nine Rotarians and spouses tour Petrified Forrest.

April 19, 2014



On Saturday, a group of 9 rotarians and spouses spent about 3 hours wandering through the Petrified Forest , learning from docents about the giant petrified redwoods as well as listening to a bit of music, hearing from an actor playing the part of Robert Louis Stevenson and eating and drinking.

The next Rotary hike will be June 21 at the Laguna de Santa Rosa.

Additional photos of this trip and all the 2013-14 hiking trips may be found at: [2013-2014 Hiking Trips](#)



* Remember the Pictures

Posted by Max Bridges on May 15, 2014

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

[Link to Meeting Sightings](#)



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

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

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



Santa Rosa Sunrise Rotary - Sunriser !!! Mike Kelly, President



Mon May 26, 2014

[Home](#)

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



Santa Rosa Sunrise

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

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

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Schedule of Future Programs

Jun 05, 2014
Peter Banks
Climate Change

Jun 12, 2014
Eileen Morris
C.O.T.S. Reduced Risk
Tenancies: a win-win for
landlords and tenants

Jun 19, 2014
Angie Howard
Rotary Youth Exchange

Jun 26, 2014
President Mike Kelly
President's Message

[View entire list...](#)

News

[Bulletin Archive](#)
Oct 01, 2012
by Dave Lorenzen

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



The Program for May 29th. is.....
Posted by Max Bridges on May 22, 2014

Randy Seelye

"Return of the Electric Car (Talk)"



A lot has happened in the world of electric cars since past president Randy Seelye spoke to the club a year ago about owning and driving electric cars. Randy returns Thursday to focus on the technology that is predicted to grow to 7 percent of worldwide vehicle sales by 2020. Come armed with your questions.



[The May 22nd. program summary.....](#)
Posted by Richard Randolph on May 22, 2014

Elsie Allen Interact Club



2014 Hiking Schedule

Club Events

NO SCARC MEETING THIS MONTH
May 29, 2014

International Convention -
Sydney, Australia
Jun 01, 2014 08:00 AM - Jun 04,
2014 08:00 PM

June 2014 DUAL Board Meeting
Interiors Inc. Board Room
Jun 10, 2014 05:30 PM - 07:30 PM



DARK MEETING - change of venue - golf tournament
 Jun 12, 2014 07:30 AM - 08:30 AM

Annual Fun-Packed Golf Tournament--Oakmont
 Oakmont Golf Course
 Jun 13, 2014 11:00 AM - 08:00 PM

NO SCARC MEETING THIS MONTH
 Jun 26, 2014 06:00 PM - 09:00 PM

The Debunking of President Mike!
 Heron Hall - Laguna de Santa Rosa
 Jun 28, 2014 04:30 PM - 09:00 PM

2014 "Best Winery Chef's" Fundraiser
 Nov 08, 2014 06:00 PM - 11:00 PM

Donate Your Car!



Santa Rosa Sunrise Rotary Foundation

Club Links

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

Directors

- President
Mike Kelly
- President Elect
Harry Coffey
- Secretary
Linda Hauck
- Treasurer
Penny Millar
- Past President
Jennifer Hembd
- Rotary Foundation
Jon Stark
- Membership
Rob Sanville
- Service Projects
Doug Shureen
- Club Administration
Jim Gray
- President Nominee
Eloise Tweeten
- Public Relations
Merle Hayes

Kudos to the Elsie Allen Lobos Interact Club!

Three members of our sponsored, very active Interact Club at Elsie Allen High School provided a recap of their 2013-2014 year. Outgoing President, senior Esther Septimo who will be attending Rensselaer Institute of Technology in Rochester New York next year presented a professional PowerPoint of the club's activities: Beach Clean Up, Breast cancer Awareness, STEM - Science Technology, Engineering & Math tutoring at Cook Middle School, helping at the Senior Center Crab Feed, writing Valentine letters to county Nursing Home residents, adopting a school in Nicaragua, and organizing a clothing drive for children at the County Emergency Foster Care Center. All this and the members excelled in academics. Esther was this year's recipient of Sunrise Rotary's Michael Scott DeShields scholarship award. Marady Chimm, next year's President has been accepted in Art Start, a Sonoma County creative arts program. Susan Cruz plans on organizing another successful Fashion Show, with a special feature giving healthy attention to "Body Issues."

This year Sunrise Rotary granted \$10,000 in scholarships between eight Elsie Allen students.

Sunrise Rotarians Ross and Stacey Drucker-Andress accepted Elsie Allen High School's Volunteer of the Year Award in behalf of Sunrise Rotary. Ross and Stacey have hosted over 100 Interactors at their home. The honor is all theirs!



Ride for Rusty
 Posted by John Dolinsek on May 22, 2014

A Very Special Request from John Dolinsek



On Saturday, September 20, I will participate in the third annual Ovando Gran Fondo bike ride. The ride starts and ends in Ovando, Montana and covers 55 miles of dirt roads through spectacular scenery and private ranchland not otherwise open to the public. I am riding to honor & pay tribute our former member & my dear friend Russ Lockner. All proceeds donated to me will be listed in honor of Rusty.

The Ovando Gran Fondo is a benefit ride for the Missoula Symphony Association to raise awareness and funds for the orchestra and chorale. The Symphony enriches the lives of Western Montanans through a five-concert series featuring local musicians and nationally-recognized soloists. One of the most popular events the Orchestra presents is the annual Symphony in the Park, a FREE concert that attracts more than 5,000 people!

The Symphony also provides numerous outreach activities for the Missoula community, such as youth concerts for area 4th graders, an annual family concert and an instrument "petting zoo." For most of these kids, these activities are their first experience with orchestral instruments, and many of them are inspired to play music after participating.

To make these events happen, the Symphony relies on donations and fundraising events such as the Ovando Gran Fondo ride. As a ride participant, **I have pledged to raise \$5,000 to support the Symphony's efforts and am asking you to help me reach my fundraising goal.** There are several ways you can donate:

Donate online. Visit my personal fundraising page at <http://www.firstgiving.com/OGF/2014>. Go to the Fundraisers tab scroll to my name & make your donation.

Charge your donation. Call the Missoula Symphony office at 406.721.3194 and charge your Visa, MasterCard or Discover credit card. **Please indicate that you are supporting my ride in honor of Russ Lockner.**

Mail your donation. Make a check payable to the Missoula Symphony Association and send it to them at P.O. Box 8301, Missoula, MT 59807. **Please indicate that you are supporting my ride in honor of Russ Lockner.**

The Missoula Symphony is a 501(c)(3) organization, so your donation is tax deductible. You will receive written acknowledgement of your donation after the event.

Thank you so much for your support!

John Dolinsek in honor of and for Russ Lockner

[News from Rotary International](#)
 Posted by Max Bridges on May 20, 2014

New Ugandan club takes on challenges of a growing economy

Photo Journals

- » [Meeting Sightings](#)
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- » [2014 Fireside at Children's Museum](#)
- » [2014 Vicki's Garden](#)
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- » [2013 Kagoshima West 50th Anniversary](#)
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- » [2013 Golf Tournament](#)
- » [2013 "Rebuilding Together" Project](#)
- » [2013 "Third Thursday" Socials](#)
- » [2013 Senior Center Crab and Pasta Feed](#)
- » [2012 Veteran's Day Lunch](#)
- » [2012 Culinary Classic](#)
- » [2012-13 Dental Clinics](#)
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- » [2012 Giants Game Fellowship](#)
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Members of the Rotary Club of Nkumba, Uganda, help to refurbish a water well, resulting in a 40 percent increase of water flow.

Despite three years of strong economic growth and a burgeoning middle class, the central Ugandan city of Entebbe is still mired in high poverty rates, inadequate health care, and water insecurity.

In 2010 the United Nations established the Regional Service Centre Entebbe, which is a logistical launch pad for UN missions in Central Africa. The permanent UN hub brought tens of thousands of military and civilian personnel and their families to the area. While the economic boost created a growing consumer class, it's failed to trickle down to the poorest citizens.

When Michael Muriithi moved there about a year ago, he knew a Rotary club could address the disparity.

"There are still large and immediate challenges facing our communities," says Muriithi, formerly a member of the Rotary Club of Kumpala East. "This is where Rotary is at its best, finding solutions to these problems."

Instead of joining the Rotary Club of Entebbe, Muriithi worked with its members to establish a new club that would address concerns of one of the city's largest villages, Nkumba.

Muriithi began recruiting members in early 2013. "I called my friends and colleagues and asked if they were interested in starting a new club. Once they saw how much impact we could have on the community, they not only joined but began to spread the word to their friends. It wasn't hard -- they were excited to get started," says Muriithi.

After months of provisional status, the Rotary Club of Nkumba was officially chartered in December, becoming the 75th Rotary club in Uganda. Muriithi serves as the 40 member-club's inaugural president. The club has a young base with the average age of 35, according to Muriithi.

Members decided to focus their activities on improving health care in Nkumba and the surrounding area.

Earlier this year, the club raised more than \$2,000 to dig and construct a new latrine pit for Nkumba's Kitala Health Centre after the old one was closed due to unsanitary conditions. The center is the only public medical facility in the area, serving a population of almost 600,000, most of whom can't afford private health care, according to the club.

At the start of the project, the club had the option of paying a company to do the demolition of the old latrine or doing it themselves. The decision was easy. "We made a promise to be a hands-on club, so along with other volunteers, did the work ourselves," he says. "This built camaraderie among our members. It also increased Rotary's visibility to the public."

They constructed latrines for women and for men, as well as one for staff. The club estimates the latrine pits will last up to 20 years. During the construction, the club also handed out new clothes and blankets to every new mother in the facility.

Club members also turned their attention to clean water. They funded and facilitated the rehabilitation of a major water well, resulting in an increase of 40 percent more clean water. Muriithi says they are planning on improving four more wells by the end of the year.

"I'm proud to be a part of this new adventure and excited at what we can achieve," he says. "But our success will only be defined by the work we do. This club is made of the people who are dedicated to making a change. That's the Rotary way."

By Ryan Hyland

Rotary News

20-May-2014



*** Special Dates for May**

Posted by Dave Lorenzen on May 01, 2014

Birthday's and Anniversaries for May

Member Birthdays

Name	Date
Tweeten, Eloise	May 04
Riel, Michael	May 07
Gray, Jim	May 19
Banks, Peter	May 21
Zwick, Steve	May 21
Stathatos, Paul	May 30

Spouse Birthdays

- » ["Rotary Basics"](#)
- » [Why Become A Rotarian?](#)
- » [2011-12 Service & Activity Report](#)
- » [RI Foundation Benefactor Commitment Card](#)
- » [Michael Scott De Shields Application Information](#)
- » [Youth Grants](#)
- » [Sabalos Nicaragua Surgery Center Information](#)

Name	Spouse Of	Date
Harryman, Kathy	Harryman, Ralph	May 19

Anniversaries		Years	Date
Name	Spouse Name		
Sanville, Rob	Sanville, Betsy	37 years	May 15, 1977
Waggener, Kelly	Lehman, Jason	10 years	May 15, 2004
Behr, Marty	Behr, Ginny	28 years	May 18, 1986
Herron, Steve	Herron, Laura	18 years	May 25, 1996

Grecian Holiday

Posted by Richard Randolph on May 26, 2014



Sunrise Travelers Sample Grecian Sites



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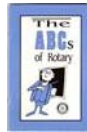


Sunrise Rotarians Steve Amend and wife Kathleen, Rotarian Rob Sanville and spouse Betsy along with solo member Dicksie Tamanaha traveled to the Aegean Sea with their recent cruise coup from our Club's Best Wine Chef's Culinary Classic fund raiser.

Dicksie captured over 1000 images of the trip and a few select ones are shown here. Restored Roman period ruins, mosaic ceilinged churches, rocky road remnants and canine encounters filled their itinerary. No mention has been made so far of their personal, not luggage weight, however Dicksie did send a

self-induced "I will pack light" reminder to herself, repeated 100x's for future guidance!

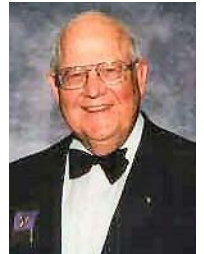
Be sure to ask Dicksie, Rob & Steve about their journey. A Club program on the odyssey may help generate interest in a future adventure!



* Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on May 26, 2014

These short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, U.S.A. That was well before their author, Cliff Dochterman, became president of Rotary International for the year 1992-93. Originally called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. Later, in response to requests from other Rotary clubs, the articles were reprinted in collected form. Now, President Cliff has brought the collection up to date in keeping with one of the emphases of his year in office as R.I. president - to help Rotarians learn more about the colorful history of their organization, its customs and traditions, and the current status of its global programs.



This Week's articles are about "The ABCs Of Rotary" and "Organizing New Clubs and Extending Rotary"

THE ABCs OF ROTARY

- **Special Rotary Observances** - In the annual Rotary calendar several months and weeks are designated to emphasize major programs of Rotary International.
- **January is Rotary Awareness Month.** This is a time to expand knowledge of Rotary and its activities among our membership and throughout the community.
- **February** is designated as **World Understanding Month.** This month was chosen because it includes the birthday of Rotary International, 23 February. During the month, Rotary clubs are urged to present programs that promote international understanding and goodwill, as well as launch World Community Service projects in other parts of the world.
- **World Rotaract Week** is the week in which 13 March falls. It's a time when Rotary clubs and districts highlight Rotaract by joining in projects with their Rotaract clubs.
- **April** is set aside as **Magazine Month.** Throughout the month, clubs arrange programs and activities that promote the reading and use of The Rotarian magazine and the official regional magazines of Rotary.
- **June** is **Fellowships Month**, a time to increase interest and membership in one of the dozens of Rotary Fellowships and celebrate the ideal of service through common hobbies and professions.
- **July** is **Literacy Month**, a time for clubs to develop their own literacy projects, as well as raise awareness of Rotarians' efforts worldwide to eradicate illiteracy.
- **August** is **Membership and Extension Month**, a time to focus on Rotary's continuing need for growth, to seek new members and form new clubs.
- **September** is **New Generations Month**, when Rotary clubs of the world give special emphasis to the many Rotary-sponsored programs that serve children and young people.
- **October** is **Vocational Service Month.** During this period, clubs highlight the importance of the business and professional life of each Rotarian and emphasize the Rotarian practice of high ethical standards.
- **November** is **Rotary Foundation Month.** Clubs and districts call attention to the programs of The Rotary Foundation and frequently cultivate additional financial support for the Foundation by promoting contributions for Paul Harris Fellows and Sustaining Members.
- **World Interact Week**, the week in which 5 November falls, is a time for sponsoring Rotary clubs to plan joint projects with their Interact clubs.

Each of these special times serves to elevate the awareness among Rotarians of some of the excellent programs of service to be found in the world of Rotary.

ORGANIZING NEW CLUBS AND EXTENDING ROTARY

Steady growth in new clubs is extremely important in extending the worldwide programs and influence of Rotary International. In fact, in recent years, new clubs have been the impetus in supporting membership increases. New Rotary clubs may be established anywhere in the world where the fundamental principles of Rotary may be freely observed and wherever it can reasonably be expected that a successful club can be maintained. For example, many of the new clubs formed since 1990 have been in the emerging democracies in Eastern Europe. The RI Board of Directors must approve the extension of Rotary into countries where clubs have not previously existed.

A club must be organized to serve a specific "locality" in which there are enough business or professional persons of good character engaged in leadership, proprietary, or management positions and where there are opportunities for Rotary service. A minimum of 40 potential classifications is necessary for a proposed new club, and from that list a permanent membership of at least 20 members must be enrolled.

District governors are responsible for approving and monitoring the formation of new clubs. The governor appoints a special representative to guide the organization of a new club, with the first step being to conduct a survey of the

locality to determine the potential for a new club. Among the requirements for a new club is the adoption of the Standard Rotary Club Constitution, a minimum of 20 charter members with clearly established classifications, election of officers, payment of a charter fee, weekly meetings of the provisional club, and the adoption of a club name that will distinctly identify it with its locality. A provisional club becomes a Rotary club when its charter is approved by the RI Board of Directors.

It is a great opportunity and special duty of all Rotarians to assist and cooperate in organizing new clubs. New clubs strengthen Rotary's longterm viability and its commitment to humanitarian service throughout the world.

Cliff Dochterman's "ABC's Of Rotary" can be found in it's entirety at the [Santa Rosa Sunrise Rotary Club Website](#), or a complete copy of the "ABC's" can be downloaded in pdf from [this link](#).



* This week's "Rotary Foundation Thought"
Posted by Dave Lorenzen on May 26, 2014

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.....is about Polio.



The goal of polio eradication remains elusive, with four countries still polio-endemic. In recent years, some in the scientific community have raised a difficult question: Can the world eradicate polio, or should we try to contain it? According to an article by Harvard researchers, controlling the disease would be far more costly than eradicating it. The developing world can save more than \$1 billion a year by eradicating, while switching to a control strategy would condemn 10 million children to polio over the next 40 years alone. We must not lose sight of our vision of a world without polio. We must finish our work and hold true to our promise to the children of the world.

This Week's Rotary Foundation Thought" is a weekly article posted in the weekly bulletin from the Rotary Club of Santa Rosa Sunrise. For a listing of all past articles, go to the [Sunrise Website > Committee Pages > International Service > Foundation Thoughts](#), or click on this [weblink](#).



* Remember the Pictures
Posted by Max Bridges on May 22, 2014

Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)



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

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

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

