



# The Sunrises

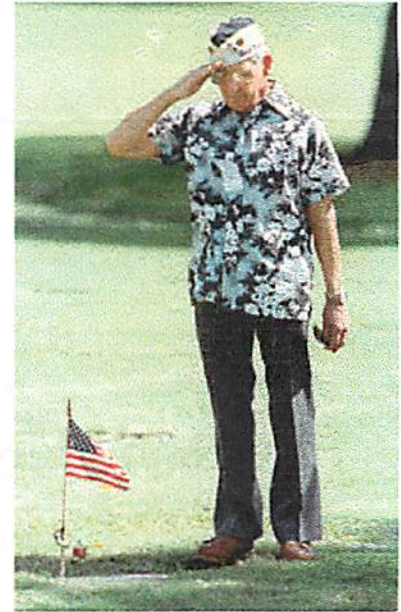
Santa Rosa Sunrise Rotary Club Newsletter

Publisher Linda Hauck  
Volume 17, Issue 18  
November 1, 2002

## NEXT WEEK'S PROGRAM

### 2nd Annual Honor Our Veterans

Thursday, November 7, 2002  
Veterans Memorial Auditorium  
11:30 am-1:30 pm



Please join the Rotary and Kiwanis Clubs of Santa Rosa at a special luncheon as a tribute to America's Veterans. The program will feature a panel of our local veterans, including: Gene Benedetti, U.S. Navy WWII; Henry Trione, U.S. Navy WWII; Bob Vallee, U.S. Marine Corps R, Korea; Ross Liscum, U.S. Marine Corps, Viet Nam. There will be a special performance by Santa Rosa High School Symphonic Band. Santa Rosa Sunrise Rotary's representative is Peter Treleaven.

#### SANTA ROSA SUNRISE 2002-2003 Board

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### Sunrise Club Inducts Two Honorary Rotarians



Jim and Priscilla McCracken



Archie Julian (above);  
Sue Julian receiving award

Rotary International realizes that there are people who are may not be part of Rotary, but they donate their time, efforts and support many of our programs. These people may be recognized as Honorary Rotarians. President Steve recognized two of these outstanding people this week. PRISCILLA McCracken and SUE JULIAN have both been awarded as Honorary Rotarians of Santa Rosa Sunrise Rotary. We thank you for all your efforts and welcome you to Rotary.



## Announcements & Events—October 31, 2002

*MIKE DOWNEY greeted our members and guests today. The pledge was led by NANCY AITA and BRUCE O'KREPKIE shared LARRY MARTIN'S thoughts about growing up and marriage. RUSS LOCK-ERN coordinated October's programs. Thanks to Exchange Bank for sponsoring the newsletter for the month of November.*

JIM McCRACKEN'S guests today included his wife Priscilla, their daughter, Monica and granddaughter Natalie Marie. JON STARK introduced his guest, Peter Kiep of Interfaith Bookstore.

NOVEMBER 9th—Foundation Celebration. The Southern event will be held at Petaluma Fairgrounds, Herzog

Hall. Attire will be casual—Hawaiian Shirts! There will be hors d'oeuvres and wine, plus no host bar. Tickets are \$50. Raffle prizes include second prize is a Paul Harris Award; First prize is \$1000 cash. Contact Dave Lorenzen for information.

NOVEMBER 21st—FIRESIDE John Jones' will be hosting the next Fireside. Details and directions to follow.

BOARD MEETING—NOVEMBER 4th. Board meeting will be held at Steve Worthen's office. Board meetings are held the first Monday of each month.

SUNSHINE REPORT—MERLE HAYES updated the club on our two injured members. LINDA HAUCK is recovering

from her first surgery, but is scheduled for a second surgery. SHAUNA LORENZEN has also injured her knee and may be facing surgery as well. They may be needing help from the club with rides and food. Please also keep the DEBRA ALLARD'S family in your thoughts. She has lost her father-in-law.



Hugh Helm becomes a Paul Harris Benefactor

## Member Recognition

JOHN JONES celebrated his birthday last week enjoying dinner with 20 other CPAs. He also went to a conference in Mexico City. John brought a flag from a club he visited while in Mexico City.

WARREN SMITH was fined for Wendy's birthday dinner at La Gare. Wendy is in Canada.

MIKE PANAS is driving his reconstructed car. His run-in was with a former student. And, JOHN BLY is driving a new Porsche.

STEVE OLSEN has a new room and a new 60" entertainment center.

HUGH HELM was recognized for his pledge to RI as a Bene-

factor. President Steve picked a zero square in the Paul Harris puzzle in his honor and Ross Address paid \$20.

VICKI LOCKNER become a Double Sustainer as thanks for Halloween being over.

DAN LAMBERT has a new website at danieldata.com.

### President's Message

"The only way to differentiate yourself is through service."

JONATHAN TIDD

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## SPEAKER RECAP—Seeds of Learning in El Salvador



Today's presentation demonstrated the good works of St. Leo's church, in conjunction with the Seeds of Learning organization. Dan Lambert and David Carlson participated in a project through

their church, St. Leo's, to build a school in El Salvador. This project was organized by Seeds of Learning, a group that works to provide education to Central and South America by building schools, scholarships and a sister school program.

Executive Director Tania Carlone talked about the need to provide education to rural Central America, especially after the ravages of civil war, plus the efforts to provide cross-cultural awareness. They have build 19 schools and more than 2000 desks in their 12 year existence. They

serve 300 children daily with basic education and vocational training through volunteers and sweat-equity provided by the local recipients.

David Carlson provided an excellent PowerPoint program to share with us the efforts of the group and show us the work involved to rebuild the school at Chalatenango, El Salvador. A team of 15 people, lead by Dan Lambert worked to finish the blue and white classroom for the village. Tania thanked both Rotary for it's contribution and St. Leo's for their efforts that made this project successful.

## CALENDAR

### Sunrise Board Meeting

November 4, 5 p.m.  
Steve Worthen's Office

### Veteran's Day Celebration

November 7, 11:30-12:30  
Veteran's Memorial Auditorium

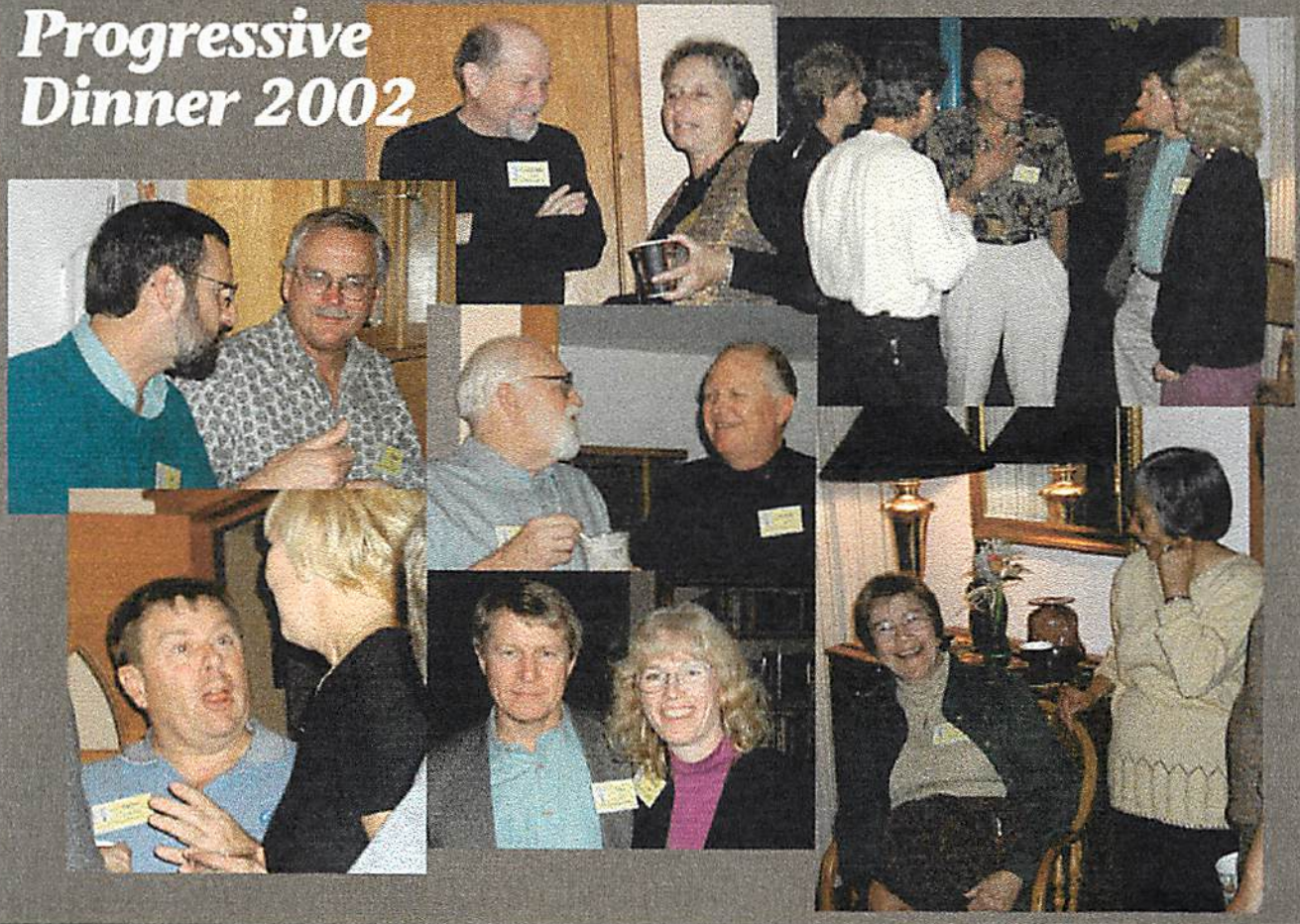
### Foundation Celebration

November 9  
Herzog Hall  
Petaluma Fairgrounds

### Sunrise Fireside

November 21  
John Jones' House

## Progressive Dinner 2002







# The Sunrises

Santa Rosa Sunrise Rotary Club Newsletter

Publisher Linda Hauck  
Volume 17, Issue 19  
November 8, 2002

## NEXT WEEK'S PROGRAM



### Schulz Museum

**Jason Hillyer—  
Director of Education**

In August 2002, the Schulz Museum opened here in Sonoma County. The museum was designed to capture the day-to-day life of Schulz, — and the widespread impact of his life's work.

Jason Hillyer is the Director of Education. He is responsible for developing, implementing,

evaluating, and supervising all aspects of the museum's educational programs.

Prior to joining the Charles M. Schulz Museum and Research Center, Jason spent five years in the visitor programs division of COSI Toledo, a hands-on science center in Toledo, Ohio. Additionally, he worked for the flagship site of the Ohio Historical Society and the original COSI, both located in Columbus, Ohio. Hillyer has a BS in Communication from Ohio University, Athens, where he also completed coursework to earn his state teacher certification.

"Through his work, Mr. Schulz has influenced my life for as long as I can recall. I am humbled and honored to be a part of the museum and eager to help provide to the worldwide host of Schulz fans the opportunity to more closely examine his life and art".

## LAST WEEK'S RECAP

### Veteran's Day Celebration

On November 7th, Rotarians and Kawanians joined together to recognize our Sonoma County Veterans at a special tribute held at the Veteran's Memorial Auditorium.

Our group was scheduled to join with the Veterans out front, at the Heuy, but the helicopter didn't show up because of the rain. Peter Treleaven said it reminded him of the days in Vietnam, waiting for the Huey to show up! But with minor exceptions, the day was celebrated with good energy, good spirit and it gave the veterans the recognition they deserve. The streets were lined with 1,000 small flags as you entered. Gay LeBaron recounted the history of TAPS, as the Marine buglers echoed back and forth from the stage and outside. The Santa Rosa high school choir sang America the Beautiful with enthusiasm, and the audience joined with a full "baritone" accompaniment. Ross Liscum, Gene Benedetti, Henry Trione and Bob Vallee shared their experiences with the audiences.

The tribute was successful because of those who help to organize it. Thanks to Peter Treleaven for representing our club. And the Del Raby, Keith Taylor, Ralph Harryman and Hugh Helm who helped to make it possible.

### SANTA ROSA SUNRISE 2002-2003 Board

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Sow the Seeds of Love



# The Sunrises



Santa Rosa Sunrise Rotary Club Newsletter

Publisher Linda Hauck  
Volume 17, Issue 20  
November 15, 2002

## NEXT WEEK'S PROGRAM

### THE NEW PUBLIC HEALTH George R. Flores, M.D., M.P.H.



Health for the County of San Diego. In that position, Dr. Flores lead collaborative efforts of local government and the community in public health preparedness, border health, disease surveillance and prevention. Previously, Dr. Flores was Public

Health Officer of Sonoma County, where he also served as clinical faculty for the UCSF / Sutter Family Practice Residency Program. Dr. Flores is an alumnus of the University of Utah College of Medicine, the Harvard School of Public Health, Kennedy School of Government, and the Public

Health Leadership Institute. He is past President of the California Conference of local health Officers, and Board of Directors of the National Association of County and City Health Officials. He recently advised the Institute of Medicine on the preparation of standards for Metropolitan Medical Disaster Systems, and is a member of The Institute of Medicine's Committee on Assuring the Health of the Public in the 21<sup>st</sup> Century. Dr. Flores is a founder of the Latino Coalition for a Healthy California, a leading voice for Latino health policy in the State.

Dr. George Flores is a public health policy and programs consultant to the California Endowment, the state's largest health philanthropy, where his focus is on community based approaches to reduce disparities in health status. Until recently, he was Health Officer and Director of Public

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#### President's Message

"Example is not the  
main thing in  
influence others.  
It is the only thing."

ALBERT SCHWITZER

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Next week's meeting will be held at Fountaingrove Inn in CAMELOT A



## Announcements & Events—November 14, 2002

### CALENDAR

#### Sunrise Fireside

November 21, 5:30 pm  
John Jones' House

#### Environmental Project

November 23, 8 am.  
Meet at Safeway  
at Hwy 12 and Calistoga  
Contact: John Dolinsek

#### Sunrise Board Meeting

December 2, 5 p.m.  
Steve Worthen's Office

#### Annual Bell Ringing

December 7th  
10 a.m. to 7 p.m.  
Contact: Brian Rondon

*Today's pledge was led by WARREN SMITH and words of inspiration were provided by STEVE OLSEN. Visiting Rotarians and guests were introduced by DAN DAVIS.*

*Michael Salinger from SRJC Culinary Arts was LU ANN CAMPBELL'S guest, as was Naomi Pierce and Mary Jane Farnsworth of SW Health. PETER WOLF introduced Tom Geary of Social Advocates for Youth. And, Program Chair BRUCE O'KREPKIE introduced our speaker, Jason Hillyer from the Charles M. Schulz Museum.*

PETER TREALEAVEN and HUGH HELM reported on the successful Veteran's Day Tribute. Thanks to all the club members for their support and active participation. We were extremely pleased with the outcome. Lots more people brought veterans this year, thanks to Hugh's involvement with the Senior Center. Particularly thanks go to DEL RABY, KEITH TAYLOR, and RALPH HARRYMAN. We

hosted 14 veterans and NANCY AITA and STEVE AMEND entertained Mary Martin and 6 WAVES.

District Foundation Convention—STEVE OLSEN and RANDY SEELYE represented Santa Rosa Sunrise at this year's Foundation event. They were recognized for our club's giving to Paul Harris and our per capita contributions. DAVE LORENZEN arranged for us to present for \$5,000 to District Governor Terri Clark. PRESIDENT STEVE thanked ED CARRETTE for his generous contributions to the live auction items that help to raise the money.

DAVE LORENZEN announced that this month is Foundation Month. About half of our club members are Double Sustainers. We have raised \$12,000 to go to the Foundation.

DEL RABY—The Progressive Dinner was a great success. We had 9 soup and salad hosts, plus 9 entrée hosts and about 60 participants.

Kathleen and Steve kindly hosted dessert for all. Thanks to everyone for participating.

### UPCOMING EVENTS

Our next Fireside will be hosted by JOHN JONES on November 21<sup>st</sup>, 5:30 pm. John has maps with directions to house.

Salvation Army Bell Ringing—BRIAN RONDON is scheduling ringers for Saturday, Dec 7<sup>th</sup> from 10 to 7. A sign up sheet is being passed around.

Environmental Project at Glen Oaks Ranch. JOHN DOLINSEK is organizing our upcoming November 23<sup>rd</sup> work party meet at 8 am. Meet at Safeway on Calistoga Rd and Hwy 12. We will probably work until about 3 pm. The crew will be clearing brush piles and downed trees. Bring a camera and take photos. President Steve would like to feature our environmental project at upcoming Association dinner. Bring shoes, gloves and lunch.

### Special Recognition

President Steve enjoys spending money and he had the opportunity to hand out several checks today. PETER WOLF introduced Tom Geary from Social Advocates for Youth. Peter and Eve both brought projects to the club. Today a check for \$250 was donated to purchase computers going for SAY. The club has also volunteered to build a storage shed.

LU ANN CAMPBELL presented a check to Michael Salinger

for the Culinary Arts program at Santa Rosa Junior College. Michael thanked the club for the donation which will go a long way to help to equip their new facility.

A check was presented to Naomi and Mary Jane. Club members were invited to an open house at 751 Lombardi Court. They provide medical services and health education to the uninsured.

AL ABRAMSON from Halls Executive Gifts and Award pulled

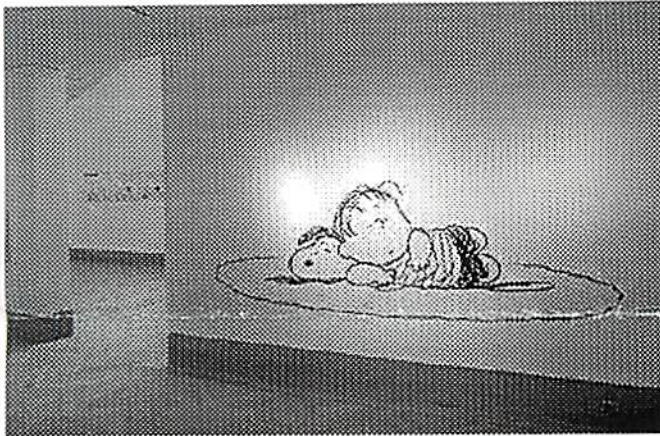
2 Paul Harris squares.

This week's birthdays and anniversaries will be recognized next week, including Ken Petro, Peter Hoberg and Priscilla McCracken. Anniversaries include Mike and Lu Ann Kelly, and Scott and Trisha Holder.

PETER HOBERG recognizing Steve Amend for quote in the Press Democrat last week. Vicki picked two PH squares for Steve—\$15 and \$25.



## SPEAKER RECAP—Jason Hillyer of CHARLES M. SCHULZ MUSEUM



Today's speaker was Jason Hillyer, the Director of Education for the Charles M. Schulz Museum. This is Jason's fourth museum position. Prior to that, he was a stand-up comedian.

The Charles M. Schulz Museum is a 27,000 sq foot building built by the Schulz family as a tribute to Sparky. It is a beautifully designed by DJ Robinson featuring modern architecture.

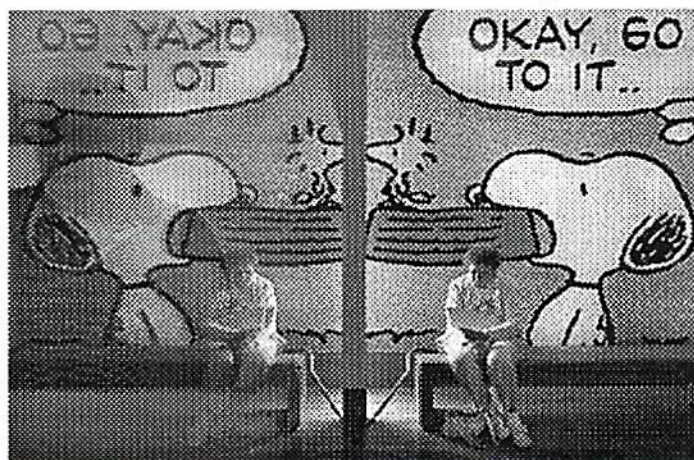
As you enter, you see the huge blow ups of Schulz' figures as you come in to Great Hall. There is a mural that stands two stories tall and is a signature piece of Charlie Brown and Lucy pulling the football. As you come up closer, you see it is 3,588 tiles of comic strips assembled by Japanese artist Yoshiteru Otani. These tiles represent ten years of Schulz' work all together and symbolize the longevity of his career.

Schulz' first published drawing was the Dog Spike—in 1937 in Ripley's believe it or not: a dog who eats nails and razor blades.

The evolution of the puppy is represented in 43 layers of maple veneer. There is also a long table with wood carvings through the years of all the characters.

In the main gallery, original strips are on display. You can see pencil underneath, white out and places where he changed his mind. This is the heart of the expedition. This is a rotating exhibit and original strips will be switched out. There were 17,897 total comics in strip.

Within the gallery is a Tribute to Sparky featuring strips from other cartoonists.



Upstairs.... You will find a recreation of Sparky's studio. His drawing board has a worn part in the center. It truly captures the essence of how the room was. Four bookcases represent his early awards and showcase everything he has won. The signature exhibit is a wall that he painted in 1951 for his daughter's bedroom. Four layers of paint had to be removed to reveal the original mural. The courtyard in the back has bird baths and a tree with kite and string, plus two drinking fountains with holographs.

The museum is open weekdays except Tuesday, noon to 5:30, and weekends 10-5:30. November 26<sup>th</sup> the museum will be open for the 80<sup>th</sup> anniversary of Sparky's birthday.

The education room will ultimately present workshops and lecture series. Of course, come and skate and visit the gift store. And, don't miss the annual ice show. Rotarians—we are looking for volunteers. \$8 to get in; Seniors \$5 and kids \$5. Website: [www.schulzmuseum.org](http://www.schulzmuseum.org)





# The Sunrises

Santa Rosa Sunrise Rotary Club Newsletter

Publisher Linda Hauck  
Volume 17, Issue 21  
November 22, 2002

## DECEMBER 5TH PROGRAM

### SANTA ROSA SUNRISE 2002-2003 Board

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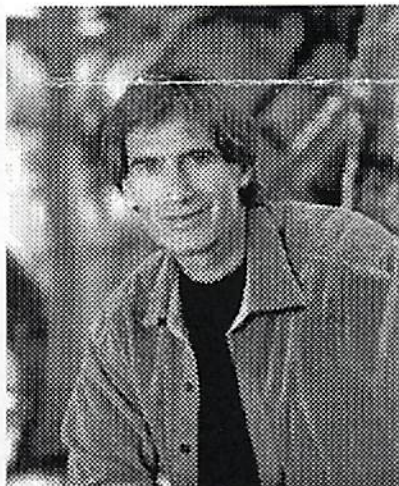
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### ANDREW BERLINER

## Amy's Kitchen and the Organic Industry

1988, shortly after the birth of their daughter for whom the company is named.

Amy's Kitchen manufactures high quality or-

ganic/vegetarian food products (frozen and shelf-stable) under the Amy's name. A variety of nearly 80 products are sold to natural food stores and conventional supermarkets throughout the United States and Canada. Amy's Kitchen

employs over 600 people at its Santa Rosa plant and occupies 140,000 square feet. The company has grown at a rate of at least 20% annually since its inception and continues to grow at that rate.

Andy will discuss the origins and growth of Amy's Kitchen and the corresponding growth of the organic industry. He will also touch on the new organic regulations that have recently gone into effect.

**A**NDREW R. BERLINER is the founder and President of Amy's Kitchen. He was raised in Chicago and graduated from Purdue University.

Andy and his wife, Rachel, started Amy's Kitchen in

### President's Message

"Here is a simple, but powerful rule—  
always give people  
more than  
they expect."

NEILSON BERNELL

### NOVEMBER SPONSOR



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**HAPPY THANKSGIVING—WE ARE DARK NEXT WEEK!!**



## Announcements & Events—November 21, 2002

### CALENDAR

#### CLUB WILL BE DARK

November 28  
Happy  
Thanksgiving!



#### Sunrise Board Meeting

December 2, 5 p.m.  
Steve Worthen's Office

#### Annual Bell Ringing

December 7th  
10 a.m. to 7 p.m.  
Contact Brian Rondon

#### Holiday Party

December 8th  
3 to 7 p.m.  
Steve and Kathleen Amend  
5403 Blue Ridge Trail  
575-3078

#### Sunburst

December 14  
Petaluma Vets Memorial  
Contact Ross Jones

Today's pledge was led by **MIKE KELLY**. Visiting Rotarians and guests were introduced by **MERLE HAYES**. **LEROY CARLENZOLI** started our day with these thoughts, "I started our with nothing and still have most of it left."

We had several special guests today, including new member, **Steve Zwick**. **JERRY JOHNSON** introduced his guest from Dillingham and Murphy, and **DAVE BROWN** introduced Don for his second visit.

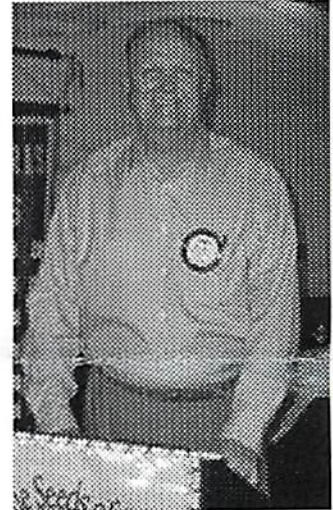
Steve and Kathleen Amend will be hosting a Christmas Open House on December 8th, from 3 to 7. Invitations will be sent shortly.

**SUNBURST**—On Saturday, December 14 volunteers are needed to set up and break down for the Annual Sunburst. It will be held at the Petaluma Vets Memorial Building. They also need a volunteer to be Santa!

**SALVATION ARMY BELL RINGING**—Brian Rondon still needs volunteers to sign up for bell ringing on December 7th. We will be at Yulupa Safeway. If you can't sign up, stop by to support our bell ringers!

**BULLETIN EDITOR SIGN-UP**. Jim Moir requested volunteers to sign-up for editing the bulletin. The editor will take notes from the meeting and write the copy for the weekly bulletin. Linda Hauck will continue to produce and publish the newsletter.

President Steve had the honor of awarding a donation check today for \$1,000. It was presented to Susie Schoop of Family Action. Family Action is a non-profit advocacy group dedicated to improving the lives of children who are suffering. Their focus is on oral health. They provide dental supplies to low income schools.



**NEW MEMBER**—**Steve Zwick** Russ Locker sponsored our newest member today. Russ first met Steve several years ago, while Steve was visiting from Connecticut. Russ invited him to attend Wine and Wheels and introduced him to Rotary. Steve is now retired from Investment Banking. Please welcome Steve Zwick!

## Special Recognition



**DOUBLE SUSTAINERS**—Two members contributed \$203 to Paul Harris. They are Penny Millar and Peter Hoberg. Thank you for your generosity.

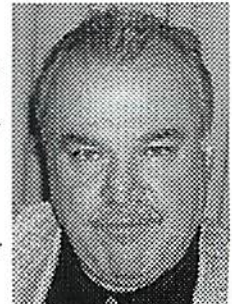
**PETER HOBERG** also celebrated his birthday on November 15th. Peter's family came from the Bay Area to help him celebrate. **KEN PETRO** celebrated his birthday on November 8th. Ken went to Seascape and to Calistoga with his sister, brother and mother.

**DEBRA ALLARD** was fined for her upcoming birthday, plus her anniversary trip with Doug to Hawaii. Debra contributed \$230 for her anniversary.

**SCOTT HOLDER** took Tricia to the French Laundry for their

anniversary. The next day, they toured on the Wine Train. **DAVE** and **SUE BROWN** celebrated 29 years with a special trip to the coast.

And, **MIKE KELLY** celebrated 32 years with Lu Ann. He is giving her jewelry for her birthday on Friday, November 22nd.





## CRAFT TALK—Susan Pearlman



SUSAN PEARLMAN was born in Vancouver, Washington. Her mom and dad met in the service, and she has six brothers and sisters. Her father's career with Hughes Aircraft lead them to Redondo Beach which was a great place to grow up.

Susan's mother was diagnosed with MS, but her dad pushed her to go away to school. Susan went to Spo-

kane, WA and attended Gonzaga University. While there, Susan enjoyed the "rich" college-times of the '60s. She majored in English Lit and Ancient History and took a great interest in hockey.

After college, she worked in Seattle as an ad agency copywriter. Susan worked for a series of creative and industrial designers. Through her experience, she found that she enjoyed organizing business people.

Susan had the opportunity to work for New Zealand Milk for 16 years. She started by auditing their consignment orders and took over customer service functions, order entry, inventory, business processes and logistics. Working for an international company was a

terrific learning experience. And her last assignment was to implement Oracle for the company.

Susan met her husband in Southern California. They lived in the hills above Marysville. They found it too remote when their daughter was born, so moved to Bishop. They moved back to Sonoma County when her daughter turned 10 yrs. Her daughter enjoys the performing arts, but has spend the last 5 years as an emergency RN. Her daughter is married with three sons.

With her 20 year marriage and 16 year job behind her, Susan pursues her desire to grow things—especially begonias. Today, Susan has started a new career with Amy's Kitchen.

## PROGRAM RECAP—GEORGE FLORES, M.D., M.P.H.

Dr. George Flores is a Harvard Grad and is the former Public Health Director of Sonoma County. With the Institute of Medicine, he is addressing the future of Public Health for the Government. His organization is California Endowment.

George is also married to Bruce O'Krepie's daughter.

Dr. Flores' theme is "Healthy People, Healthy Community." His message is that Public Health creates Health. How important is public health?

Today, the economy is causing people to loose jobs and lose their health insurance. There is a reemergence of AIDS and HIV; and people are becoming complacent. We are also faced with the threat of bioterrorism. We are faced with the imminent collapse of our

healthcare systems.

Public health matters to us deeply. It is what contributes to our health. We have an innate responsibility, each of us, to be healthy and to contribute back to society.

The US is falling short of our national goals. And yet, we spend more on healthcare than any other nation—16% of our GNP. We are very close to the bottom on some health issues: We are 37th in infant mortality. We are 37th in cancer. We outspend other countries by 3 and 4-fold, but we waste it through huge misinvestment.

Lack of health has wiped out civilizations in the past. We need to wake up and recognize we are faced with a na-

tional crisis. We need to create health. We are not protecting ourselves. Over half our deaths are preventable. We have been seduced into a fatty diet. We create heart disease—the #1 problem.

What are the conditions to create health? Genetics—technology can bring wonderful improvements. Environment—We need to adequately protect our physical and family environment. Creating stress decreases quality of life. There is pressure on the system due to the increase needs of Baby Boomers.

We need to reform our healthcare system. Private sector needs to drive change. More organization like Rotary need to help. For more information visit <http://www.nas.edu>.