



*Santa Rosa Sunrise Rotary*

# The Sunriser



Program Chair: Eve Nighswonger  
Editor: Dave Brown  
Publisher: Linda Hauck  
Sponsor: Eric Simon

Volume 19, Issue 19  
November 1, 2004

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P.O. Box 14953  
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## November 4th Program

### SPECIAL PROGRAM

## Tribute to Our Veterans

**11:30 to 1:30**

**Veteran's Memorial Auditorium  
1351 Maple Avenue, Santa Rosa**

### GOD BLESS THE USA

If tomorrow all the things were gone I'd worked for all my life, and I had to start again with just my children and my wife, I'd thank my lucky stars to be livin' here today. Cause the flag still stands for freedom and they can't take that away.

And I am proud to be an American, where at least I know I'm free. And I won't forget the men who died, who gave that right to me. And I gladly stand up next to you and defend her still today. Cause there ain't no doubt I love this land. God bless the USA.

From the lakes of Minnesota, to the hills to Tennessee; across the plains of Texas, from sea to shining sea. From Detroit down to Houston, and New York to L.A. Well there's pride in every American heart, and its time we stand and say:

That I'm proud to be an American. Where at least I know I'm free. And I won't forget the men who died, who gave that right to me. And I gladly stand up next to you and defend her still today. Cause there ain't no doubt I love this land. God bless the USA.

*Lee Greenwood*

**Program Sponsor — EXCHANGE BANK**

## Announcements and Events

### CALENDAR<sup>CV</sup>

#### VETERANS DAY

November 4th  
(SPECIAL Club Meeting)

#### ENVIRONMENTAL

November 6th  
Contact Doli for details

#### INTERACT PROJECT

November 6th  
Contact Jim McCracken  
for details

#### CENTENNIAL CELEBRATION

February 23, 2005

*The Mood was light*

*The crowd a bit heavier*

*With the big fund raiser be-  
hind us*

*A few members had got a bit  
crazier*

*With Del Raby greeting and  
delivering his pumpkin tales*

*We should all be fortunate  
that Halloweens Icon is not a  
sperm whale.*

President Steve opened the meeting, Susan Glowacki followed with the Inspiration and Del read off the list of guests.

Peter Treleaven reminded everyone of the November 4<sup>th</sup> Veterans Day meeting to be held at the Veterans Hall. Don't forget that this weeks meeting is not at the Fountain-grove Inn, It is at the Veterans Hall.

Ken Petro thanked everyone for their help at the Culinary Fund Raiser. No accurate details yet on what was raised but somewhere between 40 – 50K. Ken P. and Don Floriani were presented with tokens of thanks for their roles.

The early registration deadline draws near for the convention in Chicago.

Janet Ledger from the Chops teen center invited us to attend a fund raiser on November 13<sup>th</sup> from 7 – 11 PM. This is to raise awareness of what

the center has to offer.

There will be tours of the facility and a dance following. \$25.00 gets you in.

John Dolinsek announced the Glenn Oaks project for November 6<sup>th</sup>. Split wood and stacking positions still open. Time 9am to 1pm. Send John an email if you can help.

Carol King needs adult mentors for Kid's Street. This is a once a month commitment to read to the students. Typically these kid's have no one at home to read to them so this fills a big hole in their lives.

November 18<sup>th</sup> we will be host to the district dinner. See Steve Heron if your interested in going.

Lynn Best gave a great craft talk. Lynn gets the Santa Rosa Sunrise Eveready Bunny award for the most start up jobs. He just keeps running and running. Now ready to reinvent himself one more time, we all wish him luck as he begins his next career with Farmers Ins.

Anniversaries: Brian Ron- don and his wife 15 years. Eve Nighswonger, 10 years in Rotary and back from a trip to Kentucky. Brought back some southern slang and a bullet

casing pressed into a flower for Steve. I have never seen a tear in the Prez's eye until this moment.

Linda Hauck gave a high five and \$100 to the Foundation for becoming a new grandma. Congratulations!

Shauna Lorenzen (or Dave) won the Raffle for a cool \$270.00 (will she split it?).

Our guest speaker was Rafael Vazquez speaking on the gang activity here in Sonoma County. He brought us a much different perspective than that of earlier speakers on this topic. A message that was a bit more personal. Much of the attraction that new members are attracted to is the companionship they gain because they do not have it in their homes. His message was one that endorsed educating the gang members is the best way to combat the rising gang level. It was also a reminder of how limited the funding is for non-profits such as Rafael's.

In closing, "The quickest way to double your money is to fold it and put it back into your pocket".

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**Volume 19, No 20  
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**NOVEMBER 11th PROGRAM**

*Program Chair*  
Tux Tuxhorn  
*Editor*  
Eleanore Webster  
*Publisher*  
Linda Hauck

**Edwin Rizo  
Speaks About Cheese and Dairy  
Manufacturing In Nicaragua**

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Our guest speaker is a member of our sister club Club Managua Tiscapa in Nicaragua. Edwin was born in Jinotega, Nicaragua. He attended UC Davis and earned B.S Animal Science and was Alpha Gamma Rho Fraternity. In 1984, he continued on to Cornell University and earned his M.S Animal Science. As a business professional, Edwin combines family tradition with knowledge. He is involved in many different activities:

**Farmer** – Coffee and Cattle in Nicaragua, farming operation that has been in the family for over 4 generations. Farm over 1000 acres of high altitude coffee ( Gourmet Type ), and partner of Marketir Coop ( 6 Nicaraguan Coffee Growers )selling to the best coffee buyers in the world ( Starbucks , Ta Born to Present.

**Quality Control** – Crystal Creamery , Sacramento, CA 1984 to 1986. Involved in all phases of quality control in a well diversified Creamery processing over 175,000 gallons per day

**Pro Milk** – Professional Milking Management , Owner. Consulting firm to dairymen in the central valley, over 120 dairies, specialized in Milking Systems, Bacteria Quality and Mastitis Management, to 1998.

**Rizo Lopez Foods, Inc-** President- 1990 to Present. Partners with brother ( Ivan ) and sister ( Flor Maria) in a Hispanic Cheese Manufacturing and Distribution Company with over \$25 million of sales nationwide. Plant is located in Riverbank and employs over 125 people, all the products are marketed under the Don Francisco Brand ( using Tomas Rizo- Father- Picture as the trademark ).

**GRINSA-** Principal. 2002 to Present . Manufacturing and Distribution Company of Meat and Dairy Products in Nicaragua.

We are pleased to have Edwin join us today. He is a permanent resident of Modesto. He is married to Erika, and they have three daughters: Flor de Maria ( 5 ) Erika Fernanda ( 3 ) and Paula Isabel ( 4 )

**VETERAN'S DAY MEMORIAL  
Special Presentation Recap**

Hopefully you were all able to attend the Tribute To Our Veterans put on by the Rotary

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Kiwanis Clubs of Santa Rosa at the Veterans Memorial Building. The Vets Building was decorated completely in flags and balloons. You could feel the energy as you entered the parking area, with the flags lining the driveway. Once inside, the music, balloons and fire greeted the vets and guests with dignity and warmth.

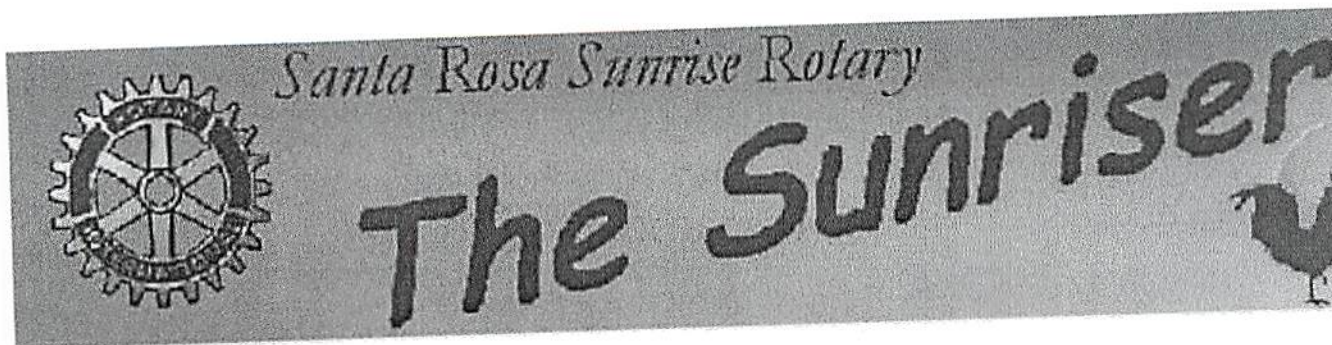
The Program out started with an entrance by the MacIntosh Pipe Band, led by Chuck Jar. This was followed by a Welcome and the Presentation of Colors by the US Marine Corps Guard. This is always an inspiring sight. Col. Harold Swaney, USMC Retired, led the Pled Allegiance and the National Anthem was beautifully played by a brass trio from Santa Rosa Junior College, led by Matt Perez.

Chaplain George Mendes of the USCG led the invocation. This was followed by lunch. Members of the Santa Rosa Sunrise Club were well represented and behaved themselves well as can be expected. This is a good thing, since there were many solid representatives from the City and many veterans present (including John Dolensek's father).

The MacIntosh Pipe Band provided additional entertainment, followed by the Program.

The Program Keynote speaker was General Richard Hearney, USMC Ret. General Hearney retired from military service in 1996 as Assistant Commandant. He is a highly decorated veteran and held command positions at the squadron, air group and air wing level. He served during Desert Shield and Desert Storm as Deputy Commander.

**PROGRAM SPONSOR -- North Coast Bank**



**Volume 19, No 21  
November 13, 2004**

**NOVEMBER 18th PROGRAM**

*Monthly Program Chair*  
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**DAN CONDRON**

**Nietech Corporation and  
COMMUNITYsmart**



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COMMUNITYsmart is the first automated loyalty, rewards and philanthropy program that electronically collects and distributes cash for schools and nonprofits from transaction data generated from debit, credit or cash purchase. Using a patent-pending technology platform developed by Santa Rosa-based Nietech Corporation, COMMUNITYsmart cards are used at over 130 participating local merchants to provide cash rebates to almost 200 schools and nonprofits in Sonoma County. Marketed in conjunction with MasterCard, similar program will be launched nationwide in communities across the United States.

In addition to the program's philanthropic aspects, COMMUNITYsmart also provides retailers and financial institutions a measurable marketing program that generates new and recurring business. Through the Nietech Administrative System (NAS) platform, the company achieves unsurpassed efficiencies via an automated paperless environment that simultaneously lowers administrative costs and maximizes donations to beneficiaries. More information is available at [www.communitysmart.com](http://www.communitysmart.com) or [www.nietech.com](http://www.nietech.com).

**Minutes of Meeting of Nov. 11th**

Without flag, the meeting began with a salute to Del Raby. Jennifer followed with the history of Veterans Day. While we had no visitors, there were lots of guests including Dave and Shauna's son. Unfortunately, this editor was running in the rain while guests were being announced, since she had neglected to get paid which to record notes for this Bulletin.

**Mentoring Program**

Steve Amend made an announcement introducing our new mentoring program. The program is designed to assist sponsors in making new members feel comfortable in the Club, introducing them and answering their questions, and

SERGEANT AT ARMS  
Mike Kelly  
Don Floriani

especially getting them onto committees.

**Sunrise Hosts SCARC**

President Steve announced that the Sonoma County Association of Rotary (SCARC) is being sponsored by the Sunrise Club next Thursday night. The subject will be our Dental Centennial project. The meeting begins at 6:00 PM with cocktails at our normal location, and Esbon Jen is hosting. Del suggests that you be the one he will hit you with his pumpkin.



**Environmental Project Thank You's**

John Dolinsek thanked everyone who participated in the Glen Oaks project, those who pretended to work. Peter Treleaven thanked everyone who participated in the Veterans Day event.

**Culinary Wrap-Up**

Susan announced that about \$63,000 gross was received on the Culinary C auction alone, so thanks to everyone. She will get thank you cards out to those who notify her.



**Carrettes Earn Two Paul Harris Awards**

Dave Lorenzen presented two Paul Harris Fellowship Awards to Ed Carrette's family, his wife Kathryn and his mother in law, Beth. Ed was once again acknowledged as a very special person: we are lucky to have him in the Club. Rene announced the bell ringing for the Salvation Army on December 3rd, at Safeway on Calistoga and Hwy 12. He needs two people every two hours.

**Recognition**

John Jones celebrated his birthday in Australia and thinks he missed out: \$! Since there was no present for President Steve, John felt he better make good and turned the \$50 into \$200 to his Paul Harris. Warren Smith went to dinner on his big day: \$20.00. Anniversaries: Scott Holder's 14 years = \$15.00 (President Steve Math). Larry Martin made a Paul Harris donation in honor of his Uncle who died recently.

High 5's (or 100's): Nancy Aita is happy that her son got engaged and will...



move away: \$100. John Dolinsek was happy that Steve Zwick lost a \$2000 on the World Series: \$5.00. Esbon was justifiably proud that the JC ranked out of 243 national dental educational programs: \$5.00

**Guest Speaker Recap--Ed Rizo**

The Guest speaker was Ed Rizo, who was introduced by Ed Carrette. Ed Rizo born in Nicaragua but currently runs a cheese factory east of Modesto, Rizo Lopez Foods. He warmed up the club by handing out cheese. He showed a video on the cheese making process (with no help from the Sound Technician who couldn't work the computer). Ed explained the different processes for making cheese and the marketing to different cultural groups. Ed started in the coffee business and used the proceeds to start the cheese operations (Ed also brought coffee, but we'll have to share that another day). Finally, Ed concluded the meeting by suggesting that land in Nicaragua is ripe for development: several members of the Club expressed interest.

President Steve concluded the meeting by wisely recommending that no member ever argue with a woman.

**Kids Street Christmas Play**

Kidstreet kids are having their Christmas play on December 4th @5:00 P.M. at Kidstreet. If you have not been to one of their plays you are in for a treat. They have adapted the lyrics of some traditional songs to fit Kids Street and their theme is about turning bad elves into good elves.

Wine and finger foods will be served after the performance. Tickets are limited to 296 and are \$25.00 person. Tickets go on sale Wednesday 11/09/2004 CONTACT: Ross Andress for details.

**VETERAN'S DAY MEMORIAL  
Editorial Perspective**

*Nancy Aita writes:* General Hearney, USMC Ret. gave an excellent presentation. He honored all the branches of the service, and had the first from each branch stand up to be recognized. He then went on to honor the spouses of those that had gone, for keeping the home fires burning, and for coming home to come to after the war.

He spoke about Heroes, and the joy that died. This was in reference to 3000 ball players who went to war and never came home. He spoke about honoring them, and all who served.

It was a very heartwarming and inspiring talk, and made us realize that there are folks, right now, who are dying for our freedom. His hope is that the administration can figure out a way to be done over there - a less messy than is currently happening.

After his presentation, Amazing Grace was played in memoriam of all those that have given their life for our freedom. One of the bagpipers played the theme song from each branch of the service, which was actually quite beautiful, and I'm not a big bagpipe fan.

## Housing Needed for Danish Students

We are looking for host families for students arriving from Randers College spring. They will be arriving on May 13th for two weeks. There are 17 girls boys.

The students will attend class where we work on a project from Monday - Friday the first week and Monday and Tuesday the second week. Appr. starting time each day will be 8.30 - 9.00 and we plan to finish around 15.30 - 16.00 each day. Weekends are off for the students to be with families. If there are families that will have problems during the weekends we are there to assist.

The web site with students profile should be up and running from next week.

## Centennial Anniversary Luncheon Save the Date of February 15th

As you may have heard, the five Rotary clubs in SR are co-sponsoring a luncheon event to commemorate Rotary's Centennial anniversary, featuring past RI President & Director, Rick King as our speaker. This will be scheduled for **Tuesday, February 15th, 2005** between 11:30am and 1:30pm at the Vineyard Creek Hotel in SR. Tickets are \$25.00 each. We would love to see every club member attempt to join us for this event and spots are cordially welcomed to attend.

Prior to printing the tickets for this event, the committee has agreed to invite all members of the five clubs to participate (only if they are willing) in an opportunity to promote their own business/firm on the back of the ticket being a "ticket" sponsor for this event. Secondly, we are looking for event sponsors to help subsidize costs for the event at \$250.00 each. **THE DEADLINE FOR TICKET SPONSORSHIP "BIDS" IS Monday, 11/15/04**

## Interact Creek Clean Up Planned

The Elsie Allen High School Colgan Creek restoration project has been rescheduled for Saturday, November 20th from 10am to 2pm. All Sunrise rotarians, families and friends are invited to join our creek clean-up party.

Best to wear old clothes, gloves and shoes - it can be muddy. Trash 'picker-uppers' are being provided by Alistair Bleifuss from the City of Santa Rosa Public Works Department.

We will meet in front of the Elsie Allen High Administration Building at 10 am sharp. Pizza at Round Table will follow.

Please contact Jim McCracken at 528 8681 (bus.) or 528 9459 (res.) if you can make it.

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