


**From:** Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]  
**Sent:** Tuesday, September 06, 2011 9:16 AM  
**To:** Dave Lorenzen  
**Subject:** Rotary - Santa Rosa Sunriser!! - Sep 06, 2011



## Rotary Club of Santa Rosa Sunrise

### Santa Rosa Sunriser!!

Tuesday, September 06, 2011

 [Club Web Site](#)

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

**Editor:** [Max Bridges](#)

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

#### September 8th. Program Is...

*by Bridges, Max*

#### Future Speakers

**Sep 8 2011**

[Elsie Allen Interact Officers](#)

*"Past Interact Projects and Community Involvement"*

**Sep 15 2011**

[Viveka Rydell, CEO, PDI Surgery Center](#)

*"Dental Care Crisis"*

**Sep 22 2011**

[Jazmin Gudino, Andrea Carrillo, Mr. Rob Burt](#)

*"The Edinburgh Festival Fringe (The Fringe)"*

**Sep 29 2011**

[Jorien Breur, a 3rd year medical student.](#)

*"Service above Self"*

#### Elsie Allen Interact Officers

#### Hector I turbe, Henry Gomez and Kelly-Rene' Bidegain



The officers will be discussing past Interact projects and how they have been involved not only in their own immediate community but throughout Santa Rosa.

They will include past and ongoing projects as well as projects they are undertaking this year. One ongoing project is adopting a secondary school in Sabolos, Nicaragua with the help of John Jones.

Elsie Allen Interact members rarely make mistakes when electing their leaders. One leader is valedictorian for this year (third Interact member-valedictorian in a row) and has spent the past two summers in a Stanford Pre-Medical program, another spent the summer in Nicaragua in an outboard program and one has been president of her FFA club for three years and is well known on campus as a leader. Side note; if you saw the plays that they did for Scotland, she was the doll carrying the umbrella.

#### Upcoming Events

[BOD meeting](#)

Sep 6 2011

[Octoberfest](#)

Sep 23 2011

[Foundation Dinner](#)

Sep 24 2011

[SCARC](#)

Sep 29 2011

[Changed venue: At Santa Rosa Golf and Country Club](#)

Oct 20 2011

[Festival of Brotherhood](#)

Oct 21 2011

[Culinary Classic](#)

Nov 5 2011

[Veteran's Day Lunch meeting](#)

Nov 8 2011

[Dark](#)

Nov 10 2011

[SCARC](#)

#### Sunrise Rotary dental and eyecare mission 2012

*by Jones, John*

#### Rio San Juan Region of Nicaragua

Nov 17 2011
<a href="#">Dark</a>
Nov 24 2011
<a href="#">Holiday Party DG/BOD meeting</a>
Dec 3 2011
<a href="#">DG visit to Santa Rosa Sunrise</a>
Dec 8 2011
<a href="#">Dark</a>
Dec 29 2011
<a href="#">Progressive Dinner</a>
Mar 24 2012



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Tentative schedule for the up coming trip is as follows:

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1. We leave Santa Rosa the evening of Friday February 3.
2. Fly out of SFO early morning Saturday February 4.
3. Arrive in Managua between 930 and 11am (depends on which airline). Then fly to San Carlos and boat down to Sabalos Lodge.
4. Our mission efforts can either start on Sunday the 5<sup>th</sup> or Monday the 6<sup>th</sup>. If we want to do 4 full days of work, then we need to start on Sunday the 5<sup>th</sup>.
5. Leave the river on Thursday the 9<sup>th</sup> and head to San Juan del Sur for three nights of R&R. The other option would be to have a full free day down the river and tour El Castillo (very cute village on the river that has a spectacular fort built in 1650), hike and kayak. Great tarpon fishing on the river too. We could then go back to Managua or Granada for the remaining two free nights.

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Please contact John Jones with questions and for additional information.

**News from Rotary International**

*by Max Bridges*

**Club in Southern California, USA, focuses on the environment**



*A member of the Rotary Club of Morro Bay Eco in California, USA, sets up a bin used to create compost tea for three public golf courses in San Luis Obispo. The composted food waste, landscape byproducts, and grass clippings are used instead of chemical fertilizers.*

Though it's less than a year old, the Rotary Club of Morro Bay Eco, California, USA, is already making a big impact on its community through projects that are reducing waste and increasing recycling.

The club has partnered with an environmental nonprofit agency and the County of San Luis Obispo to compost grass clippings, landscape byproducts, and concession food waste at three public golf courses, turning them into organic fertilizer for the courses.

Club members have also taken the "zero-waste" strategy to community events, where they recycle and compost virtually all the trash generated while educating the public about waste reduction. On another project, club members volunteered to plant native species and improve erosion control around a major creek bed.

John Weiss, president of the club, said its focus on the environment has helped with recruitment, attracting members who would not have been interested in a more traditional format.

"We're appealing to people who are excited about what we are doing," Weiss says. "They are great eco-Rotarians, but they are not people who would join any club. They want to do things, work on projects."

The Morro Bay Eco club received its charter on 16 June.

### **Other eco-clubs**

Weiss, a Rotarian for eight years, was tapped last year by Deepa Willingham, 2010-11 governor of District 5240, to serve as the district's club extension chair, with the mission of chartering at least one new club focused on the environment.

In his research, Weiss read about [two other eco-clubs](#) on the RI website and called Kay Biga, cofounder of the Rotary Club of Duluth Superior Eco, Minnesota, for advice.

Biga's club, chartered in November 2008, has 45 members. It attracts many young professionals, including women, with a focus on environmental service projects, flexible late-afternoon meetings, popular social events, and an affordable dues structure.

"We schedule at least one, and sometimes two or three, service projects a month," says Biga. "We also have a monthly Fun Foods Night, where one of the club members hosts a dinner at home. This has been a terrific monthly fellowship opportunity."

Weiss's club adopted similar ideas, forgoing meals at meetings to keep costs down, emphasizing service projects, and holding only two official meetings a month, limited to one hour. But his club takes a slightly different approach because of its different demographic makeup.

"We have members in their 50s and 60s, and some who are retired. It's not just a youth thing," he says. "The common bond is a desire to get in there and actually do hands-on service."

Weiss's advice to other clubs includes being sensitive to the desires of prospective members.

"The underlying current for all Rotary clubs is Service Above Self," he says. "But how you define service is going to vary for different people. You have to listen and adapt."

Rotarians in other districts also have been expanding Rotary by chartering new clubs:

- The Rotary Club of Juba, South Sudan, chartered in March 2010, recently partnered with the Rotary Club of Bideford Bridge, Devon, England, on a Rotary Foundation Matching Grant project to donate US\$15,000 in anesthesia equipment to a teaching hospital in Juba. The club also supports a local orphanage.
- The Rotary E-Club of District 3170, Goa, India, became one of the newest additions to the e-club fold in April, with 25 charter members. With members from Australia, Bulgaria, Canada, China, India, Malaysia, Norway, South Africa, and the United States, the club meets both online and in person. A recent tree-planting project encouraged members to plant a tree in their neighborhood during the first two weeks of July.
- The Rotary Club of Berlin International, chartered in 2009, is the first club in Germany to target the large international community in the nation's capital. The club, with 31 members from 14 countries, conducts its meetings in English. Among its fundraisers, it organized a campaign in Germany encouraging people to donate in support of polio eradication by texting "POLIO."
- The Rotary Club of Ramallah, the first club chartered in territory under the jurisdiction of the Palestinian Authority, was admitted by the RI Board in May 2010. The 34 members have initiated projects including a winter clothing bank, and are working with the district to develop community parks. Read about the [club's charter celebration](#).

For more information:

- Learn how to [start a new club](#).
- Download the new [Be a Vibrant Club: Your Club Leadership Plan](#) to help evaluate your current practices and provide innovative suggestions.

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## Celebrating 50 Years of Perfect Attendance

by Bridges, Max



## CONGRATULATIONS DEL RABY!



An overflow crowd including several past District Governors and some special guests from Del's past joined Santa Rosa Sunrise Rotary in honor of this amazing historical event.











## RI President's Message

by Max Bridges

### September 2011



My dear brothers and sisters in Rotary,

We have a color for the 2011-12 Rotary year, and that color is green. Why green? Because green is the color of spring, of new life, of bright

leaves bursting forth from spreading branches. And there is no doubt that it is time to “green” Rotary – to lift our deepening pallor of gray and replace it with brighter shades of green.

Overall, in Rotary, only 11 percent of our members are under the age of 40, while 68 percent are over 50 and 39 percent are over 60. It’s not too hard to see where this will lead us in 10, 20, and 30 years down the line, if we don’t do something about it now. It is not enough to simply bring in new members. We need to bring in younger members, who will breathe new life and new vigor into our organization.

How can we be more attractive to younger members, who are so different in so many ways from the young professionals of a generation or two ago? We have to come to them where they are – and for most young people, where they are is on the Internet, on Facebook, on Twitter and e-mail, and on their smartphones. A club that doesn’t have a presence on the Internet simply doesn’t exist as far as they are concerned. A club’s website is its public face – and it has to be a good one.

More than anything, I believe we need to bring back the idea of the family of Rotary. We need to look at all of Rotary as one family: Rotarians, their families, and also Rotaractors, Interactors, Youth Exchange students and alumni, Foundation alumni, and so on. And we need to consider retention as an idea that applies not just to Rotarians, but to the entire family of Rotary.

Too often, we look outward to find new members, and we do not see our own young generation, waiting to be called upon. We must look to them to find the capable and enthusiastic new members who will be the club presidents, the district governors, and the RI senior leaders of tomorrow.

We owe it to our Rotary family – past, present, and future – to make sure that our generation of Rotarians is not the last. We must, in a very real sense, reach within – to embrace our Rotary family, so that we can better embrace all of humanity.

Kalyan Banerjee  
President, Rotary International

### **Discovering Myself**

*by Bridges, Max*

**Ben Nguyen, Past President, Elsie Allen Interact Club**



Ben delighted Sunrisers with details from his life at Dartmouth College and a recent trip to an orphanage in Viet Nam. He is a very impressive young man.



## Message from Foundation Trustee Chair

by Max Bridges

### What will be your legacy?



## September 2011



Years ago, during a visit to New York City , I saw a T-shirt that said, "He who dies with the most wins." It seemed funny at the time, but we all read the stories of people who judge their success by their wealth. The problem is that material possessions often do not bring happiness, for there is always someone who has more.

Most of us, however, want our life to be measured by what we have done. Many Rotarians have expressed their appreciation of fellow Rotarians' service by promising a contribution to our Rotary Foundation that will live on after them. The earnings from their gifts go to our Annual Programs Fund year after year. What better legacy to the world?

By earlier this year, we had almost 8,000 commitments to the Bequest

Society. These represented an expected value of about US\$338 million, a significant share of the almost \$700 million in assets and expectancies in our Permanent Fund.

The first Australian RI president, Angus S. Mitchell (1948-49), foretold the creation of the Permanent Fund in 1992, in a speech that ended with this story from the Talmud: Choni Hama'agel saw an old man planting a carob tree and asked when he thought the tree would bear fruit. "After 70 years" was the reply. "What!" said Choni. "Do you expect to live 70 years and eat the fruit of your labor?" "I did not find the world desolate when I entered it," said the old man. "And as my fathers planted for me before I was born, so I plant for those who will come after me."

We each have that same opportunity by making a bequest to our Rotary Foundation.

Bill Boyd  
Foundation Trustee Chair

[Read the chair's biography](#) .

### Remember the Pictures

*by Bridges, Max*

 **Check Out the Pictures from the Weekly Meetings!**



On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the website's photo journal called "**Meeting Sightings**"

Thanks for all the great pictures Warren and Steve!

[Link to Meeting Sightings](#)

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

**Dave's Commitments**

**From:** Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]  
**Sent:** Monday, September 12, 2011 10:08 PM  
**To:** Dave Lorenzen  
**Subject:** Rotary - Santa Rosa Sunriser!! - Sep 13, 2011



## Rotary Club of Santa Rosa Sunrise Santa Rosa Sunriser!!

Tuesday, September 13, 2011

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"Dental Care Crisis"

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**Sep 22 2011**  
[Jazmin Gudino, Andrea Carrillo, Mr. Rob Burt](#)  
"The Edinburgh Festival Fringe (The Fringe)"



Mission: To maintain a sustainable dentistry resource that will serve the low income children of Northern California who need safe sedation for dental treatment, and to provide prevention education and promote oral health

**Sep 29 2011**  
[Jorien Breur, a 3rd year medical student.](#)  
"Service above Self"



#### Upcoming Events

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Sep 23 2011

[Foundation Dinner](#)  
Sep 24 2011

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Nov 8 2011

[Change of Venue\(see Nov. 8th\)](#)  
Nov 10 2011

[SCARC](#)  
Nov 17 2011

[Dark](#)  
Nov 24 2011

[Holiday Party DG/BOD meeting](#)

Viveka will discuss her organization and address the current dental Care crisis and the need to increase access to care.

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Dec 3 2011

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[Dark](#)

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Mar 24 2012

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### **Elsie Allen Interact Club**

*by Randolph, Richard*

## **Interactor's Impact Campus, Community and Beyond!**

According to a reliable source close to the Elsie Allen High School Lobos, their Interact Club has been on the prowl for 17 years. Nancy Aita provided the correct founding year of 1974, versus 1971 to see how many members were awake and as quick with math as Interactors Henry Gomez, Hector Iturbe and Carolina DeSoto were on all subjects as they presented an energetic review of their club's impact on their campus and community.

Aside from academic excellence, the Interact students excel in Service Above Self. They collected or created over 100 soft toys and personal items for children awaiting Foster Care; organize, teach and tend activities at the Bayer Farm Community Garden; coach CPR students in obtaining Red Cross Certification and prepare holiday gifts for children in Sebalos Nicaragua to mention just a few.

These three young adults are leading efforts to sponsor development of their adopted Miguel Larrynagu School in Nicaragua, in conjunction with other Interact Clubs via an "Empire Project". This school serves as a Carpentry Vocational school. Education's importance is a strong value for these Elsie Allen Interactors: They tutor middle school students in math and science.

Such is the dedication that defines Valedictorians and Co-President Hector is Elsie Allen's this year. To you Hector, Carolina, Henry and all your Co-Interactor's, Santa Rosa Sunrise Rotary says Thank You for setting such an inspiring pace in demonstrating Service Above Self!

### **Message from the DG**

*by Bridges, Max*



#### **District Governor**

Maureen Merrill  
Rotary Club of Windsor  
9482 Vinecrest Rd  
Windsor CA 95492  
707-838-4549

## Governor's Letter

**I had a sense** at the beginning of this Rotary year that we were entering a special place in the life and times of our organization. Now that I've visited about a third of our 46 clubs, I see why that's true. The sheer fun and excitement of our Rotary Club meetings is on the rise. I see lots of laughing, lots of camaraderie, tons of satisfaction in service.

**We're hotter than ever.** Here are some of the awesome things we're up to:

**Growth:** While final figures aren't completely in, it looks as if half of our clubs posted real growth over the last two years. This is significant, as that figure is up from 1/3 in recent years.

**College Connections:** Rotarians in Santa Rosa are exploring the development of a Rotary Leadership Center at the Santa Rosa Junior College - at true pin-and-gown collaboration that could raise our profile enormously, create Rotarians for the not-too-distant future, and contribute to the ethical development of generations of students.

**We've got Rick with "HEARTS ON FIRE" FOUNDATION EVENTS!** Having past Rotary International President Rick King at BOTH of our Foundation Celebration Events, South on Sept. 24 and North on October 15, is a real honor and a real delight. Rick is one of Rotary's most popular and highly booked speakers, but he loves our district and is happy to come. In late July, Rick spoke to a joint Fort Bragg-Mendocino Rotary Special Evening about Rotary, and it looks like those clubs have attracted some new prospects because of it!

**Re-branding:** Added to the excitement of coming 'this close' to Polio eradication, Rotary International is embarking on a two-year rebranding program - a great investment in garnering both internal and external support for the next many decades.

**The hottest leadership ever:** In 24 years of Rotary, I have never seen such adept and responsive leadership at the club level as I've seen this year. Many of our Club Presidents, immediate Past Presidents and other leaders are graduates of our Institute for Leadership and I kid you not one bit when I say it SHOWS. The next event is Oct. 7 & 8 in Santa Rosa. Contact Director PDG Ken Moulton, [kmoult@comcast.net](mailto:kmoult@comcast.net), 433-1512 or feel free to ask me more about why I recommend it to you.

All of which gives you just a glimpse of why I'm even more impressed than I thought I would be as I enjoy my D.G. Visits. As always, Rotarian friends, please be in touch with comments, advice and ideas. I'd be lost without you.

**With challenges, opportunity, talent and spirit at hand, this is a**

**singular moment in time; the absolutely perfect, most promising time ever to be a Rotarian.**

### **More News from RI**

*by Max Bridges*

## **RI General Secretary John Hewko meets with Bill Gates on polio eradication**



*General Secretary and CEO of Rotary International John Hewko (right) met with Bill Gates, co-chair of the Bill & Melinda Gates Foundation, 7 September in Seattle, Washington, USA, to discuss moving forward together to eradicate polio*

General Secretary and CEO of Rotary International John Hewko met with Bill Gates, cochair of the Bill & Melinda Gates Foundation, 7 September in Seattle, Washington, USA, to discuss moving forward together to eradicate polio and continuing to energize Rotarians to see the eradication effort through to the finish.

"The meetings at the Gates Foundation were very productive," Hewko says. "Bill Gates recognized the enormous contribution of Rotary to the cause of polio eradication and the tremendous capacity of Rotarians to continue the fight. We identified several concrete opportunities to work even more closely together to achieve our mutual goal of a polio-free world."

Polio eradication is within reach. The Global Polio Eradication Initiative (GPEI) has made significant steps forward since the launch last year of its new strategic plan and the bivalent oral polio vaccine. Among the four polio-endemic countries, India has reported only one case of the disease so far this year. A recent report by the GPEI Independent Monitoring Board, while noting some concerns in meeting GPEI goals, nevertheless stated that India is "on track to interrupt transmission this year."

Polio cases worldwide decreased almost 50 percent during the first six months of 2011, compared with the same period in 2010.

Rotarians are raising funds for polio eradication as part of Rotary's US\$200 Million Challenge to match \$355 million in grants from the Gates Foundation. The resulting \$555 million will support immunization campaigns in developing countries where polio continues to infect and

paralyze children, robbing them of their futures and compounding the hardships faced by their families.

As long as polio threatens even one child anywhere in the world, children everywhere remain at risk.

Rotarians can help end the disease by providing funding and reminding their communities and government leaders that polio still exists and causes tremendous suffering.

For more information:

- Read "[Polio Eradication Within Reach, Despite Concerns.](#)"
- [Read more about polio](#) and what you can do to help.
- Ask questions of RI General Secretary John Hewko during a [free webinar](#).

## Annual Foundation Dinner

*by Bridges, Max*



## Foundation Celebration Event South



*Keynote Speaker  
Past RI President Rick King*

Don't miss the Rotary District 5130 "Hearts on Fire" Foundation Dinner (South), on September 24th, at the Hyatt Hotel and Spa in Santa Rosa.

This exciting evening out will keep you entertained, fill you with good food and drink, and fill your heart with the joy of being a Rotarian!

Our special guest speaker will be the renowned Rick King, Past President of Rotary International, and a sought-after speaker worldwide. Rick was President of Rotary International in 2001-02, and he will share some of the ways that Rotary has grown, and how that has helped each of us to grow, as well.

There's a reason that those of us who have heard Rick speak, keep going back for more..... he is, simply, that good!

In addition, with three entrée choices, you will be able to tailor your dinner to your tastes, and there will be wines from District 5130 on every table. And, if your club would like to reserve a full table of ten, there will also be champagne and truffles! Your club will also be featured in our Power point presentation, and you will be given a preferential position, along other table sponsors, closer to the front of the room. It's an easy way to show how much your members support the work of the Rotary Foundation.

There will also be a raffle, with great prizes..... the grand prize being an I-Pad!

So, get out your credit card, fill in the online registration form, and join us on Saturday, September 24th, for an evening of Rotary Fellowship that will ignite the fire in YOUR heart, too!

Saturday, September 24 2011  
Hyatt - Vineyard Creek Hotel and Spa  
170 Railroad Street Santa Rosa

Theme: Hearts on FIRE!  
Black Tie Optimal  
\$75 per person

6:00pm doors open  
no host cocktails

Contact Chris Parr-Feldman  
for registration at [parrevents@aol.com](mailto:parrevents@aol.com)

Editor's Note: The comments above regarding Rick King are not an exaggeration--He really is THAT Good!!!

### **Remember the Pictures**

*by Bridges, Max*

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## Rotary Club of Santa Rosa Sunrise

### Santa Rosa Sunriser!!

Monday, September 19, 2011

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**Sep 29 2011**

[Jorien Breur, a 3rd year medical student.](#)

*"Service above Self"*

#### THE FRINGE EXPERIENCE



**Jazmin Gudino, Andrea Carrillo, Mr. Rob Burt**

The **Edinburgh Festival Fringe (The Fringe)** is the world's largest arts festival. Established in 1947, it takes place in Scotland's capital during four weeks every August.

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Nov 5 2011

[Veteran's Day Lunch meeting](#)

Nov 8 2011

[Change of Venue\(see Nov. 8th\)](#)

Nov 10 2011

[SCARC](#)

Nov 17 2011

[Dark](#)

Nov 24 2011

[Holiday Party DG/BOD meeting](#)

Dec 3 2011

[DG visit to Santa Rosa Sunrise](#)

Dec 8 2011

[Dark](#)

Our club, through personal donations and board donation, was the largest single contributor in sending our Interact members to this life changing event. It has changed their lives and they now see the world through other than Roseland colored glasses.

They raised over \$64,000.00 on their own through local performances, radio ads, and just plain begging.

Elsie Allen's drama department, lead by Mr. Burt, was one of only 22 schools in the United State to be invited and one of only two from California, the other being Montgomery High School.

Andrea has been in Interact t for 4 years and is past president, Jazmin has spoken at one of our club meetings and volunteered as translator at our first dental clinic at SRJC.

They will be telling us about their experience.

#### An Ounce of Prevention ~ ~ ~ ~ ~

*by Randolph, Richard*

**\$1:\$32 Return on Investment**



Dec 29 2011

[Progressive Dinner](#)

Mar 24 2012

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Continuing an enlightening theme of wellness resources in Sonoma County, Viveka Rydell, Esq., CEO of Pediatric Dental Institute (PDI) informed members and guests of the outstanding, nationally recognized efforts PDI makes toward corrective and preventive oral health.

Envisioned in 2002 as a widespread unmet need in childhood medical care, the organizational work to establish the Institute took four years to complete before clinical appointments were scheduled. A collaborative, integrative initiative created by former Kaiser Pediatrician Kathy Foster, and supported by county health official Mark Netherda, PDI took form from California's First Five in Sonoma County and partnered with St. Joseph's Health System mobile dental clinic to serve expanding pediatric oral hygiene demand which could not be accommodated within the MediCal benefit structure.

Today the unmet needs continue and new partners such as Santa Rosa Junior College' Dental Hygiene Clinic share in providing services to underserved children. Sunrise Rotary too is participating in the process of offering the ounce of prevention to prevent the high cost of preventable oral/dental health problems. For each \$1 invested in early care and education, upwards of \$32 are saved in subsequent years.

Much remains to be accomplished: Additional Hygienists, community and

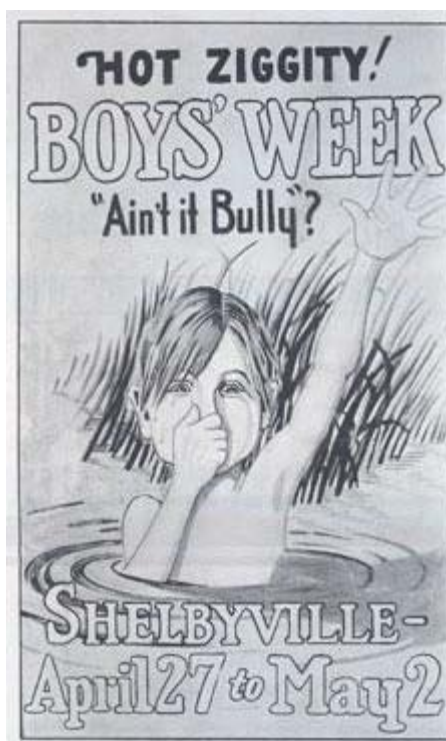
patient education, legislative reform to name a few. It is clear that early, integrative intervention is the effective approach. PDI is a leader in creating and providing such a model. Next time you brush and floss, thank PDI for instilling similar habits before baby teeth are "carried" away!

Additional information may be found at the [PDI web site](#).

## News from Rotary International

by Max Bridges

### Historic Moments: Rotary and Boys' Week



*A 1924 poster advertising Boys' Week in Shelbyville, Tennessee, USA*

In September, Rotary celebrates New Generations Month, reminding clubs of the ongoing need to provide positive influences for youth and equip tomorrow's leaders.

The history of Rotary's work with youth dates back to the 1920s, when many clubs took part in an international event known as Boys' Week.

The first Boys' Week was held in New York City in May 1920 by the Rotary Club of New York and other local organizations. The event was part of an effort to promote youth development in the areas of education, citizenship, health and hygiene, and vocation.

New York club members reported on the success of Boys' Week at the

1920 Rotary convention, hoping that it would become part of the Boys' Work program, which Rotary had established several years earlier with the creation of the Committee on Work among the Boys (later known as the Boys' Work Committee). The program encouraged Rotary clubs to work with other community initiatives and organizations to counter juvenile delinquency, truancy, and poor physical health, with the goal of developing good citizens.

Boys' Week events quickly spread throughout the world. By the mid-1920s, they were being held in almost 600 locations across 25 countries. In 1928, the number of participating cities and towns had grown to about 3,000.

The target audience also grew rapidly. Girls rode on the float sponsored by the Rotary Club of Vicksburg, Mississippi, in a 1924 [Loyalty Day](#) parade held in conjunction with Boys' Week.

By the late 1920s, the United States had established a National Boys' Week Committee, in which Rotary participated. Rotary clubs were encouraged to support their local Boys' Week events as a way to achieve the goals of the Boys' Work program.

In 1934, Boys' Week became known as Youth Week, and in 1936, Boys and Girls' Week.

The RI Board of Directors voted to discontinue Rotary's official sponsorship of Boys and Girls' Week in 1956 in order to support new youth efforts, but it encouraged clubs to continue participating in local youth service initiatives.

Rotary went on to create other programs for young people in the following decades, including [Interact](#), [Rotaract](#), and [Rotary Youth Exchange](#).

In 2010, New Generations Service became Rotary's fifth Avenue of Service. Rotarians recognize the positive change that youth and young adults implement through leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

For more information

- See [Rotary History and Archives](#).
- Learn how your club can get involved in [An Introduction to New Generations Service](#) (PDF).
- Listen to episode 9 of the historic [Rotary Golden Theater Radio Show](#) to hear about the importance of youth service.
- Visit the [Rotary Global History Fellowship](#) site.



*The Rotary Club of Fort Smith, Arkansas, USA, sponsored a float in a 1924 Loyalty Day parade.*

### **Craft Talk**

*by Bridges, Max*

### **Frank Cercone provides an update**



Frank provided Sunrisers with information regarding family, career, new developments in Orthodontics and his plans for the future. To our surprise, we learned that 25% of his patients are adults.

Genuinely content with his career, Frank plans on continuing with his practice "as long as he can".

### Message from the DG

by Bridges, Max



**District Governor**  
Maureen Merrill  
Rotary Club of Windsor  
9482 Vinecrest Rd  
Windsor CA 95492  
707-838-4549  
[maureen@harrismerrill.com](mailto:maureen@harrismerrill.com)



Governor's Letter

**I had a sense** at the beginning of this Rotary year that we were entering a special place in the life and times of our organization. Now that I've visited about a third of our 46 clubs, I see why that's true. The sheer fun and excitement of our Rotary Club meetings is on the rise. I see lots of laughing, lots of camaraderie, tons of satisfaction in service.

**We're hotter than ever.** Here are some of the awesome things we're up to:

**Growth:** While final figures aren't completely in, it looks as if half of our clubs posted real growth over the last two years. This is significant, as that figure is up from 1/3 in recent years.

**College Connections:** Rotarians in Santa Rosa are exploring the development of a Rotary Leadership Center at the Santa Rosa Junior College - at true pin-and-gown collaboration that could raise our profile enormously, create Rotarians for the not-too-distant future, and contribute to the ethical development of generations of students.

**We've got Rick with "HEARTS ON FIRE" FOUNDATION**

**EVENTS!** Having past Rotary International President Rick King at BOTH of our Foundation Celebration Events, South on Sept. 24 and North on October 15, is a real honor and a real delight. Rick is one of Rotary's most popular and highly booked speakers, but he loves our district and is happy to come. In late July, Rick spoke to a joint Fort Bragg-Mendocino Rotary Special Evening about Rotary, and it looks like those clubs have attracted some new prospects because of it!

**Re-branding:** Added to the excitement of coming 'this close' to Polio eradication, Rotary International is embarking on a two-year rebranding program - a great investment in garnering both internal and external support for the next many decades.

**The hottest leadership ever:** In 24 years of Rotary, I have never seen such adept and responsive leadership at the club level as I've seen this year. Many of our Club Presidents, immediate Past Presidents and other leaders are graduates of our Institute for Leadership and I kid you not one bit when I say it SHOWS. The next event is Oct. 7 & 8 in Santa Rosa. Contact Director PDG Ken Moulton, [kmoult@comcast.net](mailto:kmoult@comcast.net), 433-1512 or feel free to ask me more about why I recommend it to you.

All of which gives you just a glimpse of why I'm even more impressed than I thought I would be as I enjoy my D.G. Visits. As always, Rotarian friends, please be in touch with comments, advice and ideas. I'd be lost without you.

**With challenges, opportunity, talent and spirit at hand, this is a singular moment in time; the absolutely perfect, most promising time ever to be a Rotarian.**

#### More News from RI

*by Max Bridges*

### Young Rotarian advocates a new approach to Rotary



*Katie Ischkin, past president and founder of the Rotary Club of South*

*Metro Minneapolis Evenings, Minnesota, USA, talks about attracting younger members to Rotary*

Katie Ischkin, past president and founder of the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, believes in a new approach to Rotary.

Her Rotary club, chartered in June 2010, has already grown to more than two dozen members, including 12 new Rotarians who were recruited in a three-month period. The club has signed up for its first Matching Grant and international service project and has participated in more than 10 community service or hands-on volunteer efforts.

Ischkin recently shared her ideas on how to attract young professionals with RI. As a "proud, young, female Rotarian," she is among only 2 percent of club members worldwide under the age of 30, and only 11 percent under 40.

"We need to focus on generating interest in young people for the future success of Rotary," she said. "We are faced today with the need to grow not just for the sake of numbers but to create strong, young, global leaders who are going to help continue the success of the Rotary organization."

Ischkin advocates a new outlook on membership and a different approach to club structure. As a change management consultant, she said she understands people's fear of change. But she stressed that her approach doesn't mean altering the core pieces of the organization or losing what Rotarians hold dear.

"What does change are what I call surface-level elements," she said. "The pieces that individual clubs have the power to shift and redesign, such as meeting times and locations, program structures, club member involvement, and committee formats."

### **Manage expectations**

Ischkin's club meets in the evening and lowers costs by not having meals. And it doesn't hold a traditional meeting every week: The third meeting of the month is a happy hour/networking event at different locations in the city, and the fourth meeting is a hands-on volunteering opportunity.

"We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled on the city or their career," she says. "We can't be afraid of inviting members who may leave."

Ischkin added that it's important to understand the mindset of the new generation and manage expectations accordingly. Younger people are "always on the go and truly connected," she explained, whether it's through social networking, text messaging, or other means. They face a lot of pressure to be involved in multiple endeavors and to balance work and personal life. As a result, they may be "on call" with their careers, but they are no less dedicated to service.

"When you're trying to recruit younger members or even sponsor and start a New Generations Rotary club, take time with your club and committee to outline what your expectations are and whether they will

align with the younger generation you are trying to attract and work with," she said. "Not every Rotary club can quickly shift gears to attract younger members; it takes time and baby steps."

But for many clubs, she said, "all it takes is opening up your minds and starting to think differently about the future of your club's membership."

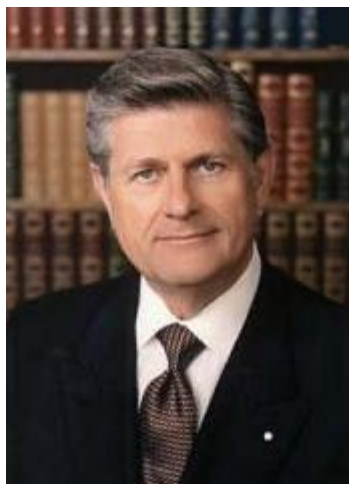
"This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests."

- September is New Generations month. Learn more about how your club can get involved in [An Introduction to New Generations Service](#) (PDF)
- [Find tips](#) for turning New Generations into the next generation of Rotarians.
- [Watch a video](#) about Rotary New Generations programs

### Annual Foundation Dinner

*by Bridges, Max*

### Foundation Celebration Event South



*Keynote Speaker  
Past RI President Rick King*

Don't miss the Rotary District 5130 "Hearts on Fire" Foundation Dinner (South), on September 24th, at the Hyatt Hotel and Spa in Santa Rosa.

This exciting evening out will keep you entertained, fill you with good food and drink, and fill your heart with the joy of being a Rotarian!

Our special guest speaker will be the renowned Rick King, Past President of Rotary International, and a sought-after speaker worldwide. Rick was President of Rotary International in 2001-02, and he will share some of the ways that Rotary has grown, and how that has helped each of us to grow, as well.



There's a reason that those of us who have heard Rick speak, keep going back for more..... he is, simply, that good!

In addition, with three entrée choices, you will be able to tailor your dinner to your tastes, and there will be wines from District 5130 on every table. And, if your club would like to reserve a full table of ten, there will also be champagne and truffles! Your club will also be featured in our Power point presentation, and you will be given a preferential position, along other table sponsors, closer to the front of the room. It's an easy way to show how much your members support the work of the Rotary Foundation.

There will also be a raffle, with great prizes..... the grand prize being an I-Pad!

So, get out your credit card, fill in the online registration form, and join us on Saturday, September 24th, for an evening of Rotary Fellowship that will ignite the fire in YOUR heart, too!

Saturday, September 24 2011  
Hyatt - Vineyard Creek Hotel and Spa  
170 Railroad Street Santa Rosa

Theme: Hearts on FIRE!  
Black Tie Optimal  
\$75 per person

6:00pm doors open  
no host cocktails

Contact Chris Parr-Feldman  
for registration at [parrevents@aol.com](mailto:parrevents@aol.com)

Editor's Note: The comments above regarding Rick King are not an exaggeration--He really is THAT Good!!!

### **Remember the Pictures**

*by Bridges, Max*



**Check Out the Pictures from the Weekly Meetings!**



On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the websites photo journal called "**Meeting Sightings**"

Thanks for all the great pictures Warren and Steve!

[Link to Meeting Sightings](#)

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

**Dave's Commitments**

**From:** Rotary Club of Santa Rosa Sunrise [mailservice@clubrunner.ca]  
**Sent:** Monday, September 26, 2011 9:21 PM  
**To:** Dave Lorenzen  
**Subject:** Rotary - Santa Rosa Sunriser!! - Sep 27, 2011



## Rotary Club of Santa Rosa Sunrise Santa Rosa Sunriser!!

Tuesday, September 27, 2011

[Club Web Site](#)

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

**Editor:** [Max Bridges](#)

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

### September 29th. Program Is...

*by Bridges, Max*

#### Future Speakers

### Jorien Breur, 3rd. year Medical Student at Albert Einstein School of Medicine in NewYork

**Sep 29 2011**

[Jorien Breur, a 3rd year medical student.](#)  
*"Service above Self"*



**Oct 6 2011**

[Our own Scott Holder](#)  
*"Mountaineering Adventures in Alaska and South America"*

**Oct 13 2011**

[Our own Rita Scardaci](#)  
*"The State of Health Care in Sonoma County"*

**Oct 20 2011**

[Shirley Kezer](#)  
*"Her Four Years in a Japanese POW Camp During the Second World War"*

**Oct 27 2011**

[Dr. Susan Cooper](#)  
*"Dental Care for Small Children and Cavity Prevention"*



#### Upcoming Events

[SCARC](#)

Sep 29 2011

[Changed venue: At Santa Rosa Golf and Country Club](#)

Oct 20 2011

[Festival of Brotherhood](#)

Oct 21 2011

[Culinary Classic](#)

Nov 5 2011

[Veteran's Day Lunch meeting](#)

Nov 8 2011

[Change of Venue\(see Nov. 8th\)](#)

Nov 10 2011

[SCARC](#)

Nov 17 2011

[Dark](#)

Nov 24 2011

[Holiday Party DG/BOD meeting](#)

Dec 3 2011

[DG visit to Santa Rosa Sunrise](#)

Dec 8 2011

[Dark](#)

Dec 29 2011

[Nicaragua trip](#)

Feb 3 2012 - Feb 12 2012

[Progressive Dinner](#)

Mar 24 2012



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Jorien was a Peace Corp volunteer when our Rotary Team met her in Nicaragua. She was a dynamic volunteer who helped us at the dental and eye glass clinic. Upon returning to America , she was accepted at her medical school.

She will speak on "Service Above Self".

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**The Fringe**

by Bridges, Max

**Jasmine Gudino, Andrea Carrillo and Mr. Rob Burt**



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Sunrisers were treated to a summary of the great experiences of the Elsie Allen drama class from their participation at the Edinburgh Scotland Fringe Festival. They shared photos and video of the highlights of their trip where they performed several plays including some written by themselves.

#### News from Rotary International

by Max Bridges

### Bangkok convention deadlines approaching; register now and save



Take advantage of one of the lowest registration fees ever, US\$160, by [registering](#) for the [2012 RI Convention in Bangkok, Thailand](#), by 1 December. Celebrate Rotary with your Rotary family and discover new opportunities for service and fellowship in friendly, exotic Thailand, 6-9 May.

Learn more about [planning your trip](#), including reserving your hotel and making travel arrangements. Sign up for RI ticket events, and learn more about [Host Organization Committee events and tours](#).

#### Breakout sessions

Rotary International is now accepting proposals from groups wishing to organize and present a breakout session at the convention. Quality presenters are needed to share their knowledge with fellow Rotarians.

Submit [this form](#), available in English only, to the address listed on the form, or by [e-mail](#), by 12 October.

Breakout sessions are designed to provide attendees with numerous options for learning and sharing. The sessions complement the convention's keynote speakers and plenary sessions, which will inspire you each morning. In addition, afternoon workshops, panel presentations, and interactive discussion groups will provide additional opportunities for fellowship and exchange of ideas.

The breakout sessions will take place during concurrent afternoon time slots on Monday, Tuesday, and Wednesday, 7-9 May. The overall program will support the 2011-12 RI theme, *Reach Within to Embrace Humanity*, and the emphases of *Family*, *Continuity* and *Change*.

A portion of the breakout sessions will be selected through this open call for proposals.

Proposals for breakout sessions to be held in non-English languages will be considered, as non-English breakout sessions may be scheduled depending on convention registration and the availability of interpretation services and equipment.

Questions? E-mail [Norah Webster](mailto:Norah_Webster), Program Development Specialist in the International Meetings Division.

### **Booth applications**

Applications for booths for fellowships, action groups, and projects are due to [exhibitor@rotary.org](mailto:exhibitor@rotary.org) by 28 November. See the [Booths](#) page to find out how to share your projects and passions with your fellow Rotarians.

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### **New Paul Harris Fellows**

*by Max Bridges*

### **Nancy Aita, Peter Hoberg and Jeff Gomer Honor Family Members**



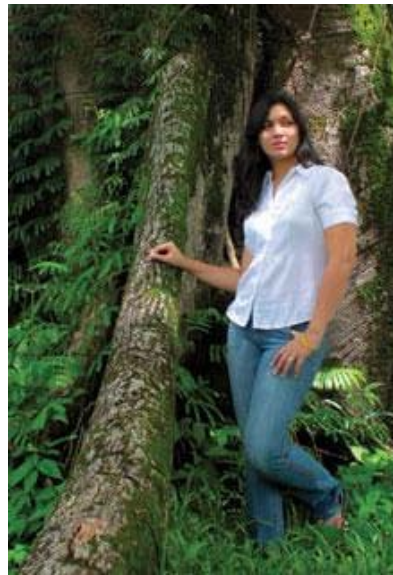
For Nancy, her grandson, Peter his daughter and Jeff, his father.

---

### **More News from RI**

*by Max Bridges*

### **Voice of change**



When Jessica Xavier embarked on a singing career a few years back, one of her first gigs was a Rotary club Christmas concert. She recorded a hit song and appeared on magazine covers and on TV, but then she gave it all up.

"I realized that singing isn't my passion," she says. "Working with kids has always been my dream."

Xavier recently spent a month volunteering in the village of Yupukari, where a nonprofit called Rupununi Learners has set up schools, a cultural center, and a research station devoted to the endangered black caiman, a relative of the alligator. Xavier taught classes, helped write grant proposals, and worked in the library.

Back in Guyana's capital, Georgetown, she runs her own marketing company. Her club is filled with young Rotarians, she says, "and we're one of the most active in terms of outreach."

The club holds an annual career fair for teenagers and organizes two-week medical missions to indigenous communities to screen for diseases such as HIV, cervical cancer, and diabetes. So, even though she still gets stopped on the street and occasionally hears her voice on the radio, Xavier is focusing on others. "Volunteering is an amazing thing," she says. "It's nice to know I can do more than just work for myself."

- Read [more stories from \*The Rotarian\*](#)
- Learn more about [the benefits of joining Rotary](#) from Rotarians like Xavier.

---

## 2011 CULINARY CLASSIC

by McNeany, Pat

**PLEASE SAVE THE DATE FOR THIS WONDERFUL EVENT!!!!!!**

**SATURDAY NOV. 5TH, 2011**

**THE CULINARY CLASSIC WITH CELEBRITY CHEF LISA HEMENWAY**



Stay tuned for more details.....



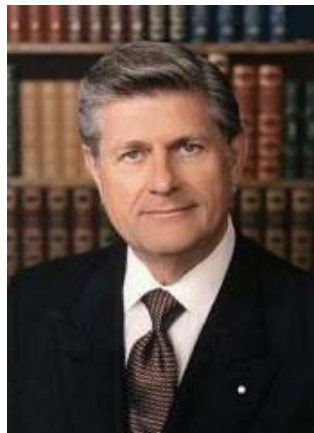
To Pay by Credit Card click here:

<https://srsr.ejoinme.org/MyEvents/CulinaryClassic2011/tabid/311968/Default.aspx>

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by Bridges, Max

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