



# Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Mon Sep 03, 2012

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*Editor Max Bridges*

*If you have any comments or questions, please contact the editor.*

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## News

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

## Club Events

[Cullinary Committee Meeting](#)  
Interiors Inc  
Sep 05, 2012 05:30 PM - 06:30 PM

[Rotary Hike - Shell Beach to Pomo Canyon](#)  
Sep 08, 2012 10:00 AM - 05:00 PM

[September Board Of Directors Meeting](#)  
Sonoma Bank  
Sep 11, 2012 05:30 PM - 07:30 PM

[Cullinary Committee Meeting](#)  
Interiors Inc  
Sep 12, 2012 05:30 PM - 06:30 PM

[Oktoberfest](#)

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



Santa Rosa Sunrise

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



[Venue Map](#)



[Duty Roster](#)



[District Site](#)

## Stories



[September 6th Program is...](#)  
Posted by Max Bridges on Aug 30, 2012

**A Surprise!**

**Come join us to see what it will be.**

[Goodwill Update](#)

Posted by Max Bridges on Aug 30, 2012

**Mark Ihde, President and CEO**

**Goodwill Industries of the Redwood Empire**

Sep 19, 2012

Culinary Committee Meeting  
Interiors Inc  
Sep 19, 2012 05:30 PM - 06:30 PM

Culinary Committee Meeting  
Interiors Inc  
Sep 26, 2012 05:30 PM - 06:30 PM

September SCARC - Santa Rosa Club  
Cattlemans Restaurant  
Sep 27, 2012 07:00 PM - 09:00 PM

Culinary Committee Meeting  
Interiors Inc  
Oct 03, 2012 05:30 PM - 06:30 PM

October Board Of Directors Meeting  
Sonoma Bank  
Oct 09, 2012 05:30 PM - 07:30 PM

Culinary Committee Meeting  
Interiors Inc  
Oct 10, 2012 05:30 PM - 06:30 PM

Culinary Committee Meeting  
Interiors Inc  
Oct 17, 2012 05:30 PM - 06:30 PM

Culinary Committee Meeting  
Interiors Inc  
Oct 24, 2012 05:30 PM - 06:30 PM

October SCARC - Santa Rosa East  
Oct 25, 2012 06:00 PM - 09:00 PM

Santa Rosa Sunrise Culinary Classic  
Santa Rosa Golf & Country Club  
Oct 27, 2012 06:00 PM - 11:00 PM

District Assembly



Mark shared the Goodwill story and described how they strive to achieve their motto of "A hand up, not a handout".

Sunrisers and guests learned that there is a lot more to Goodwill Industries than the Thrift Stores.

Goodwill assists persons with mental, physical, emotional and developmental disabilities through Work Adjustment Training so they may acquire the skills needed to join the community work force.

The Goodwill Redwood Empire provides in Sonoma, Mendocino, Napa, Lake, Humboldt and Trinity Counties. The annual operating budget is in excess of \$16 million with 82% self generated through donations and revenue from the Thrift Stores.

Goodwill offers shopping similar to Ebay at: <http://www.shopgoodwill.com>

Additional information regarding Goodwill Industries of the Redwood Empire may be found at:

<http://gire.org/index.htm>

Mar 30, 2013

District Conference  
Hyatt Vineyard Creek  
May 31, 2013 12:00 PM - Jun 02,  
2013 02:00 PM

International Convention -  
Lisbon  
Jun 23, 2013 - Jun 26, 2013

## Directors

President  
Jennifer Hembd

President Elect  
Mike Kelly

Secretary  
Linda Hauck

Treasurer  
Penny Millar

Past President  
Jim Kirkbride

Rotary Foundation  
Frank Cercone

Membership  
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## Sabalos Nicaragua Updates

Posted by Richard Randolph on Sep 03, 2012

**Ground breaking progress is steadily proceeding: \$56K towards the \$90K goal to commence construction on the Surgical Center is only \$36K from the finish line. Through commitments from our Sunrise Club & members, Fox Valley Missions, philanthropic pledges, and Sebastopol Rotary, our more than half way mark makes a start date in 2013 feasible.**



Our current efforts are to garner financial support from Nicaraguan sources. Downtown Santa Rosa, Windsor, Greater San Francisco Mission and Sebastopol Rotary Clubs are all evaluating our project for providing us financial support. We will also be the program for West Santa Rosa in October, and Healdsburg Sunrise in January. Some Nicaraguan sources are other Rotary Clubs in that District, 4240, and enterprizes benefitting from the local, improved medical services such as local government and agricultural operations.

Once the construction funding is secured our attention will shift toward furnishing the Surgicenter with equipment and instruments to operate. The Steering Committee currently plans on a \$10K seeding for this phase of the project.

With Rotary Club and District Matching Grants we can leverage our non-construction project funds multiple times.

If you have ideas, leads, an interest in participating please contact a member of the Steering Committee: Steve Amend, Steve Herron, Peter Hoberg, Ezbon Jen, John Jones, Ken Petro, Rich Randolph, Steve Zwick.



Our next scheduled trip to Nicaragua is early 2014.



A most notable milestone

Posted by Max Bridges on Aug 30, 2012

### Keith and Carmen celebrate 60 Years!



Carmen Taylor joined her husband, Rotarian Keith, for breakfast with Santa Rosa Sunrise on their sixtieth wedding anniversary.

Congratulations Carmen and Keith!

Special Dates for September



Posted by Dave Lorenzen on Sep 01, 2012

## Birthday's and Anniversaries for September

### Spouse Birthdays

Name	Spouse Of	Date
Abramson, Robin	Abramson, Al	Sep 09
Lehman, Jason	Waggener, Kelly	Sep 12
Gomer, Teri	Gomer, Jeff	Sep 18
Sanville, Elizabeth	Sanville, Rob	Sep 23
Hauck, Tom	Hauck, Linda	Sep 30

### Anniversaries

Name	Spouse Name	Years	Date
Moir, Jim	Melinda	37 years	Sep 06
Aita, Nancy	Bob	43 years	Sep 14
Jones, Ross	Paul, Jane	22 years	Sep 15
Seelye, Randy	Anderson, Katherine	17 years	Sep 23
Cerccone, Frank	Carol	4 years	Sep 28



### RI President's Message

Posted by Max Bridges on Aug 27, 2012

## September 2012



Dear fellow Rotarians,

Many of you know that we now have five Avenues of Service in Rotary. The fifth, and newest, is New Generations Service. There are many ways to serve through this avenue, and you will read about some of them in this month's issue.

All of the work we do to educate children, to improve maternal health, to help families live healthier lives – all of this is service to New Generations. We also serve New Generations by working to eradicate polio, helping to ensure that future generations of children will be born into a polio-free world.

Our youth and young adult programs, such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange, are a very important part of this Avenue of Service. We must remember that the youth of today are the leaders of tomorrow. By helping to develop young leaders and bringing younger members into our clubs, we strengthen communities – and Rotary's future.

For most of my life, I have been a salesman. I learned long ago that being a

good salesman is not enough. You must also have a good product. If you are a good salesman, you will make the first sale. But if you do not have a good product, you will make only the first sale. You will not make the second.

It is not enough to bring new members into Rotary. We want them to stay. We want the new, young members to become longtime members. We want them to be Rotary leaders in 10, 20, or 30 years.

How do we do this? We have to look at our product. We have to look at Rotary not with our own eyes, but with new eyes. When we invite a new member to join and that person's answer is no, we should ask why. This is not to pressure someone into joining. It is to find out more information. What are the obstacles to membership? Is it an inconvenient meeting time? Is it too much of a time commitment? Is it something else that we have not thought of?

We need to ask questions, and we need to open ourselves to the answers. We cannot say, "No, we will not do this," just because we have never done it before. Why not have child care at a meeting? Why not involve families in projects? Why not make attendance requirements less strict, or meet less often?

Our new Avenue of New Generations Service is an important step in ensuring many future generations of Rotary, and of Service Above Self.

Sakuji Tanaka  
President, Rotary International

[Message from the Foundation Trustee Chair](#)

Posted by Max Bridges on Sep 03, 2012



**September 2012**

**Highlight our Foundation's Good Work**



In July, I outlined the goals that your Rotary Foundation has set for 2012-13. In August, I emphasized that while it is essential to have goals, we can't achieve them without a plan.

Many clubs and districts are off to a flying start and have both goals and a plan, and I offer them my sincere congratulations. However, nearly 50 years of experience in Rotary suggests to me that a much greater number are only starting to plan now. I would like to offer some ideas.

Every club should have a meeting that highlights the good work that our Foundation is doing. Perhaps it is a report on a recent Matching Grant project, Group Study Exchange, or vocational training team, or a talk by a former Rotary Peace Fellow or Ambassadorial Scholar. Perhaps Rotarians in

your club or district have participated in a National Immunization Day and have seen firsthand the work to End Polio Now.

After you have made the case for our Foundation's work all over the world, it is essential that you ask for both physical and financial support. How about discussing local Foundation projects? Inviting every member to contribute? Inviting non-members to contribute? Presenting the opportunity to become Paul Harris Fellows, Major Donors, and Bequest Society members? Perhaps your meeting on the Foundation will be so effective, it will inspire an individual to become a member of the Arch C. Klumph Society.

My request is that every Rotarian do something, and more important, encourage others to do something.

The world needs Rotary, but Rotary needs like-minded people to join us as we continue Doing Good in the World.

Wilfrid J. Wilkinson  
Foundation Trustee Chair

### News from Rotary International

Posted by Max Bridges on Sep 03, 2012

## Lisbon region offers much to see for convention attendees



Less than 20 miles west of Lisbon, Portugal, Rotarians attending the 2013 RI Convention, 23-26 June, can take in dramatic views of the Atlantic atop rocky cliffs, relax on soft sandy beaches, and channel their inner James Bond in a casino town formerly known as a playground for European royalty.

The seaside escapes of Estoril and Cascais are close enough for an easy day trip from Lisbon. Cascais offers beaches, shopping, and restaurants, along with a rock formation known as Boca do Inferno, or Hell's Mouth, that is worth the 20-minute walk from town. Estoril – a quiet but popular resort area less than 2 miles from Cascais and accessible from there by boardwalk – is home to Europe's largest casino.

Cabo da Roca, the westernmost point of continental Europe, is 10 miles down the coast from Cascais. The Cabo da Roca lighthouse, sitting high above the Atlantic, makes for a pretty picture at sunset. A stone monument dedicated by the Rotary Club of Sintra in honor of Rotary's 75th anniversary in 1980 is also perched cliffside.

The Algarve region, about 175 miles south of Lisbon, is a popular holiday destination among Europeans. Its towns offer breathtaking ocean vistas and pristine beaches, plus golfing and windsurfing. Like much of Portugal, the area has a strong maritime influence: In the 15th century, Prince Henry the Navigator chose the town of Lagos in the Algarve as his base for expeditions.

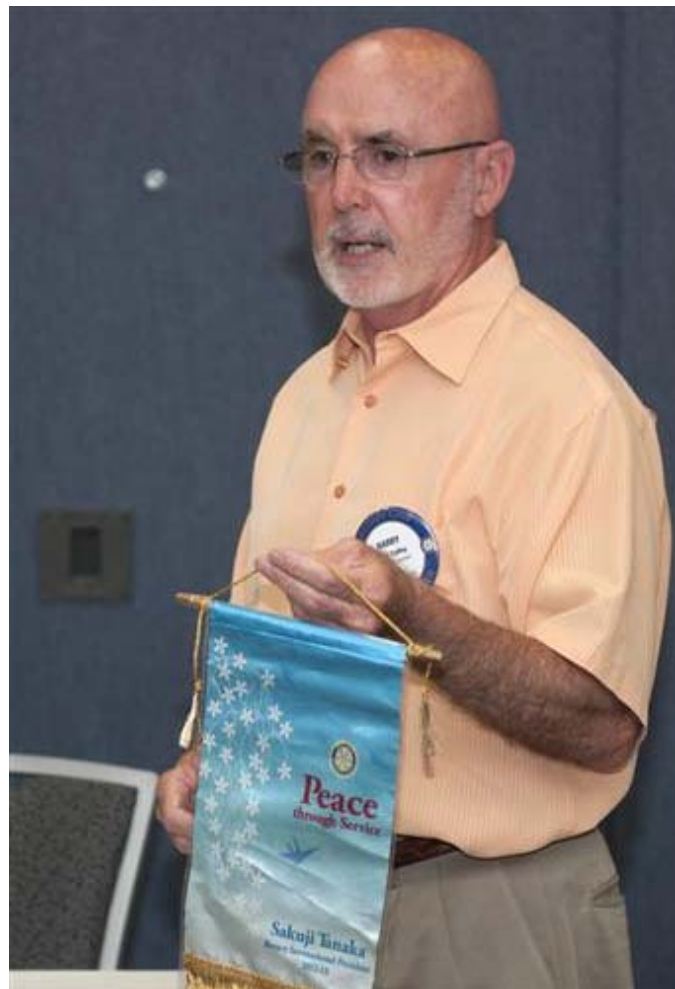
- [Register for the 2013 RI Convention in Lisbon](#)
- [Get more information about local attraction in and around Lisbon](#)



### Remember the Pictures

Posted by Max Bridges on Aug 30, 2012

## 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 Sighting**" Please note that all the meeting photos for the entire Rotary year



are at this location with the most recent on the last page.

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

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

## Download

- » [2012 Culinary Save the Date](#)
- » [2012 Culinary Presidents Letter](#)
- » [2012 Culinary Donor Form](#)
- » [2012 Vet's Day Event Flier](#)
- » ["Rotary Basics"](#)
- » [Why Become A Rotarian?](#)
- » [2011-12 Service & Activity Report](#)
- » [RI Foundation Benefactor Commitment Card](#)
- » [Michael Scott De Shields Application Information](#)
- » [Youth Grants](#)
- » [Sabalos Nicaragua Surgery Center Information](#)



# Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Tue Sep 11, 2012

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*Editor Max Bridges*

*If you have any comments or questions, please contact the editor.*

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## Schedule of Future Programs

Sep 13, 2012

[Bob Neale](#)

Update on the Sonoma Land Trust

Sep 20, 2012

[Mark Randol](#)

The extent of the threat from Cyber espionage and warfare

Sep 27, 2012

[Susan Gorin](#)

Santa Rosa City Councilmember and Candidate for Supervisor in

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



Santa Rosa Sunrise

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



[Venue Map](#)



[Duty Roster](#)



[District Site](#)

## Stories

September 13th Program is...

Posted by Dave Lorenzen



**Bob Neale**

**"Update on the Sonoma Land Trust"**



**SONOMA LAND TRUST**

*...preserving what you love about Sonoma County*

**Bob Neale, Stewardship Director of the Sonoma Land Trust, will be our speaker on September 13.**

He will fill us in on recent Land Trust acquisitions and activities. Bob directs the activities of the Stewardship Department at Sonoma Land Trust, working with a team of dedicated professionals to care and manage the Trust's lands and conservation easements. He grew up in southern California, watching the fields and beach front slowly disappear to condos, mansions and strip malls. Fleeing the concrete, Bob moved north and received his B.A. in English with a concentration in creative writing from San Francisco State. After graduating, he wandered through Europe and Turkey, with extended stops in Paris and Istanbul. Returning to San Francisco, Bob worked in the freight industry for several years until he finally decided to bring his attention back to his first love – the land. Beginning at Peninsula Open Space Trust, and then moving to Sustainable Conservation, he was fortunate to work with and learn from

District #1

Nov 08, 2012

[Lt. Gen. Jack Klimp - Veteran's Day](#)

Vet's Memorial Building @ 11:30 am

[View entire list...](#)

News

[Bulletin Archive](#)

Jul 02, 2012

by Dave Lorenzen

Club Events

[September Board Of Directors Meeting](#)

Sonoma Bank

Sep 11, 2012 05:30 PM - 07:30 PM

[Cullinary Committee Meeting](#)

Interiors Inc

Sep 12, 2012 05:30 PM - 06:30 PM

[Oktoberfest](#)

Sep 19, 2012

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[September SCARC - Santa Rosa Club](#)

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Oct 03, 2012 05:30 PM - 06:30 PM

[October Board Of Directors Meeting](#)

Sonoma Bank

Oct 09, 2012 05:30 PM - 07:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Oct 10, 2012 05:30 PM - 06:30 PM

some of the most creative people in conservation, a trend in good fortune that continues with his tenure at the Trust. He lives in Ukiah with his wife, youngest daughter (eldest just graduated from HSU), best cat in the world and Abbie the dog.

[Link to Sonoma Land Trust web page](#)

Speaker Summary

Posted by Richard Randolph on Sep 06, 2012

**John Sawyer, Santa Rosa City Councilmember and Candidate for Supervisor in District #1**



John described his governing approach as a "common sense, balanced" one; "You cannot make everybody happy." In regards to issues, he mentioned three: Roads, Pensions, and the Economy.

When asked how he specifically would address pension reform, he referred to the difficulty of dealing with California's Labor Laws and contract mandates. When pressed for more details he discussed elimination of "spiking" of salaries prior to retirement, increasing retirement age, especially for Public Safety employees from 50 to 55 years of age, with allowances for physical demand considerations and assignment to lesser physical requirements such as office duty, reducing wages across the board 5%, increasing pension contribution rates, and focusing on employees with a greater than 10 year retirement horizon. He said the \$100,000 retirement club is very small. with most retirees collecting \$35-45,000 annually. His comments also included a

Culinary Committee Meeting  
Interiors Inc  
Oct 17, 2012 05:30 PM - 06:30 PM

Culinary Committee Meeting  
Interiors Inc  
Oct 24, 2012 05:30 PM - 06:30 PM

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Oct 25, 2012 06:00 PM - 09:00 PM

Santa Rosa Sunrise Culinary Classic  
Santa Rosa Golf & Country Club  
Oct 27, 2012 06:00 PM - 11:00 PM

District Assembly  
Mar 30, 2013

District Conference  
Hyatt Vineyard Creek  
May 31, 2013 12:00 PM - Jun 02, 2013 02:00 PM

International Convention - Lisbon  
Jun 23, 2013 - Jun 26, 2013

**Donate Your Car!**



**Santa Rosa Sunrise Rotary Foundation**

### Club Links

- » [Partners of Santa Rosa Sunrise Rotary](#)
- » [What Are My Make Up Options?](#)
- » [Contact the Sunshine Committee](#)
- » [District Interact Info](#)
- » [Youth Exchange - District 5130](#)

living wage for council members. The current \$800/month allowance limits the possible diversity available for the council from the community at large.

### Craft Talk by.....

Posted by Richard Randolph on Sep 06, 2012

### Peter Banks



A native San Diegan, Peter grew up with a love of the out-of-doors inspired through his father's love of adventure and the Sierra Nevada Mountains. Peter & spouse Mary just returned from a Llama led pack trip into the Immigrant Wilderness, pursuing his passion for Earth Science and Environmental Monitoring/Remote Sensing. Peter's lab is the Physical World, trained as a Physicist and a recognized expert on Climate Change. Peter has worked closely with NASA on Space Shuttle experiments and national security issues. After three unsuccessful attempts at retirement, he has branched into Venture Capital enterprises, e-books and now Rotary. Did he mention languages? Como te Llama?;)

You will likely find Peter & Mary Banks on club hikes, if not leading one!

### Celebrating 51 Years of Perfect Attendance

Posted by Richard Randolph on Sep 06, 2012

### CONGRATULATIONS DELI!



- » [SCARC Meeting Schedule](#)
- » [Rotary International Business Portal](#)
- » [SR Sunrise Facebook Page](#)
- » [Latest "Rotarian Magazine"](#)

## Directors

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[Mike Kelly](#)

Secretary  
[Linda Hauck](#)

Treasurer  
[Penny Millar](#)

Past President  
[Jim Kirkbride](#)

Rotary Foundation  
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Membership  
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## RSS

### Rotary International

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- ➔ [Rotarians honored for promoting literacy](#)
- ➔ [Paralympic-related event puts the spotlight on polio eradication](#)
- ➔ [Korean Rotarians inducted into Arch C. Klumph Society](#)
- ➔ [Lisbon region offers much to see for convention attendees](#)



When asked where his most exciting meeting ever was held ~ ~ ~ Del answered without hesitation: "Right here!!"

### News from Rotary International

Posted by Max Bridges on Sep 04, 2012

## Rotarians honored for promoting literacy



*The Rotary Club of Rockford, Michigan, USA, will be recognized for Reading Rocks, an annual festival that promotes reading.*

Two Rotary clubs are being honored 7 September at an

[International Literacy Day celebration](#) in Washington, D.C., as the winners of the RI-International Reading Association-Pearson Foundation Literacy Project Awards.

A panel of Rotarians and International Reading Association (IRA) members gave the award to the Rotary Clubs of Rockford, Michigan, USA, and Salem, Oregon, USA, for demonstrating outstanding collaboration with local reading



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councils in their communities. Each club will receive US\$2,500 for literacy projects.

"Teaching all children to read requires not only teachers who know how to reach every child but communities that value and support literacy," says Richard Long, director of government relations for the International Reading Association. "These two projects highlight the notion that it is a partnership that teaches reading: the community to provide the tools and to say it is important and the teacher to bring it all together for each learner."

The IRA is a professional membership organization dedicated to promoting high levels of literacy by improving the quality of reading instruction, disseminating research findings and information about reading, and encouraging a lifetime of reading. The IRA network comprises 70,000 members and more than 300,000 affiliate members in nearly 100 countries, including councils and affiliates at the local, state, regional, or national level.

Since 2002, Rotary and the IRA have combined their resources and skills as [service partners](#) to advance literacy in communities worldwide. Rotary clubs and districts are encouraged to share resources and information with IRA councils and affiliates to develop cooperative literacy projects.

The Rockford club won its award for Reading Rocks, an annual reading festival that takes place in August. The club partners with the local reading council, school district, and library district for the daylong event, which includes live entertainment, a parade, and family activities that promote the importance of literacy.

Neil Blakeslee, 1988-89 president of the Rockford club, says that his community sees reading not only as a fundamental skill but as a way to enhance every aspect of an individual's life.

"Receiving recognition for a necessary job well done gives us all a great sense of accomplishment and validation of our efforts," Blakeslee says. "Winning awards is not as important as the achievement, but awards do provide encouragement for continued efforts."

### **Making books for children**

The Salem club was chosen in recognition of a bookmaking project for schoolchildren in Santa Avelina, Guatemala. With the help of the Vineyard Valleys Reading Council, volunteers from both organizations put together children's books for The William M. Botnan Experimental School, where all 130 elementary students speak Cozal Ixil, a Mayan language. The project is an effort to preserve culture through the indigenous language, which is not recognized or taught in public schools.

Jayne Downing, a member of the Salem club, says the club's Youth Literacy Committee selects projects they believe will have the greatest impact for at-risk children, whether in their local community or around the world.

"We were honored to be connected with the Guatemalan project for many reasons, including the ability to make even a small difference in reducing barriers and increasing access through such literacy projects," Downing says. "The recognition brought by this award will allow greater visibility to the project and the needs of this community."

The United Nation's [International Literacy Day](#) 8 September focuses attention on worldwide literacy needs. How is your club celebrating Literacy Day? Tell us in the comments section below.

- Find out more about working with the IRA by downloading a [fact sheet](#) or a [literacy project guide](#).
- Learn more about [Rotary's areas of focus](#), including basic education and literacy.

- Watch a [video about Rotary and literacy](#).
- Read more about literacy projects on Rotary's blog, [Rotary Voices](#).



Special Dates for September

Posted by Dave Lorenzen on Sep 01, 2012

**Birthdays and Anniversaries for September**

**Spouse Birthdays**

Name	Spouse Of	Date
Abramson, Robin	Abramson, Al	Sep 09
Lehman, Jason	Waggener, Kelly	Sep 12
Gomer, Teri	Gomer, Jeff	Sep 18
Sanville, Elizabeth	Sanville, Rob	Sep 23
Hauck, Tom	Hauck, Linda	Sep 30

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Name	Spouse Name	Years	Date
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Aita, Nancy	Bob	43 years	Sep 14
Jones, Ross	Paul, Jane	22 years	Sep 15
Seelye, Randy	Anderson, Katherine	17 years	Sep 23
Cercone, Frank	Carol	4 years	Sep 28



Vets's Day Celebration November 8th

Posted by Dave Lorenzen on Sep 07, 2012

**12th Annual Tribute**

Luncheon Thanking America's Veterans Presented by the Rotary and Kiwanis Clubs of Santa Rosa, Thursday, November 8, 2012, 11:30 am - 1:30 pm at the Veterans Memorial Auditorium, Santa Rosa.

**Keynote Speaker, Lt. Gen. Jack Klimp, USMC, Retired; Music by the Santa Rosa High School Symphonic Band**

**Link to Flyer**

Past Presiden Peter Treleaven announced the date of November 8th for our annual Veterans Day Celebration at the Vet's Building. Tickets are \$15 per person.

Peter also wanted to share the following story of a veterans courage.....

**"The Last Six Seconds"**

*One can hardly conceive of the enormous grief held quietly within General Kelly as he spoke.*

*On Nov 13, 2010, Lt General John Kelly, USMC, gave a speech to the Semper Fi Society of St. Louis , MO. This was four*



*days after his son, Lt. Robert Kelly, USMC, was killed by an IED while on his 3rd Combat tour. During his speech, General Kelly spoke about the dedication and valor of our young men and women who step forward each and every day to protect us.*

*During the speech, he never mentioned the loss of his own son. He closed the speech with the moving account of the last six seconds in the lives of two young Marines who died with rifles blazing to protect their brother Marines.*

*"I will leave you with a story about the kind of people they are, about the quality of the steel in their backs, about the kind of dedication they bring to our country while they serve in uniform and forever after as veterans. Two years ago when I was the Commander of all U.S. and Iraqi forces, in fact, the 22 ND of April 2008, two Marine infantry battalions, 1/9 "The Walking Dead," and 2/8 were switching out in Ramadi. One battalion in the closing days of their deployment going home very soon, the other just starting its seven-month combat tour. Two Marines, Corporal Jonathan Yale and Lance Corporal Jordan Haerter, 22 and 20 years old respectively, one from each battalion, were assuming the watch together at the entrance gate of an outpost that contained a makeshift barracks housing 50 Marines. The same broken down ramshackle building was also home to 100 Iraqi police, also my men and our allies in the fight against the terrorists in Ramadi, a city until recently the most dangerous city on earth and owned by Al Qaeda.*



*Yale was a dirt poor mixed-race kid from Virginia with a wife and daughter, and a mother and sister who lived with him and whom he supported as well. He did this on a yearly salary of less than \$23,000. Haerter, on the other hand, was a middle class white kid from Long Island . They were from two completely different worlds. Had they not joined the Marines they would*



*never have met each other, or understood that multiple America 's exist simultaneously depending on one's race, education level, economic status, and where you might have been born. But they were Marines, combat Marines, forged in the same crucible of Marine training, and because of this bond they were brothers as close, or closer, than if they were born of the same woman.*

*The mission orders they received from the sergeant squad leader I am sure went something like, "Okay you two clowns, stand this post and let no unauthorized personnel or vehicles pass. You clear?"*

*I am also sure Yale and Haerter then rolled their eyes and said in unison something like, "Yes Sergeant," with just enough attitude that made the point without saying the words, "No kidding 'Sweetheart', we know what we're doing." They then relieved two other Marines on watch and took up their post at the entry control point of Joint Security Station Nasser, in the Sophia section of Ramadi, Al Anbar, Iraq .*

*A few minutes later a large blue truck turned down the alley way - perhaps 60-70 yards in length, and sped its way through the serpentine of concrete jersey walls. The truck stopped just short of where the two were posted and detonated, killing them both catastrophically. Twenty-four brick masonry houses were damaged or destroyed. A mosque 100 yards away collapsed. The truck's engine came to rest two hundred yards away knocking most of a house down before it stopped. Our explosive experts reckoned the blast was made of 2,000 pounds of explosives. Two died, and because these two young infantrymen didn't have it in their DNA to run from danger, they saved 150 of their Iraqi and American brothers-in-arms.*

*When I read the situation report about the incident a few hours after it happened I called the regimental commander for details as something about this struck me as different. Marines dying or being seriously wounded is commonplace in combat. We expect Marines regardless of rank or MOS to stand their ground and do their duty, and even die in the process, if that is what the mission takes. But this just seemed different. The regimental commander had just returned from the site and he agreed, but reported that there were no American witnesses to the event - just Iraqi police. I figured if there was any chance of finding out what actually happened and then to decorate the two Marines to acknowledge their bravery, I'd have to do it as a combat award that requires two eye-witnesses and we figured the bureaucrats back in Washington would never buy Iraqi statements. If it had any chance at all, it had to come under the signature of a general officer.*

*I traveled to Ramadi the next day and spoke individually to a half-dozen Iraqi police all of whom told the same story. The blue truck turned down into the alley and immediately sped up as it made its way through the serpentine. They all said, "We knew immediately what was going on as soon as the two Marines began firing." The Iraqi police then related that some of them also fired, and then to a man, ran for safety just prior to the explosion. All survived. Many were injured, some seriously. One of the Iraqis elaborated and with tears welling up said, "They'd run like any normal man would to save his life." "What he didn't know until then," he said, "And what he learned that very instant, was that Marines are not normal." Choking past the emotion he said, "Sir, in the name of God no sane man would have stood there and done what they did." "No sane man." "They saved us all."*

*What we didn't know at the time, and only learned a couple of days later after I wrote a summary and submitted both Yale and Haerter for posthumous Navy Crosses, was that one of our security cameras, damaged initially in the blast, recorded some of the suicide attack. It happened exactly as the Iraqis had described it. It took exactly six seconds from when the truck entered the alley until it detonated.*

*You can watch the last six seconds of their young lives. Putting myself in their heads I supposed it took about a second for the two Marines to separately come to the same conclusion about what was going on once the truck came into their view at the far end of the alley. Exactly no time to talk it over, or call the sergeant to ask what they should do. Only enough time to take half an instant and think about what the sergeant told them to do only a few minutes before, "Let no unauthorized personnel or vehicles pass." The two Marines had about five seconds left to live.*

*It took maybe another two seconds for them to present their weapons, take aim, and open up. By this time the truck was half-way through the barriers and gaining speed the whole time. Here, the recording shows a number of Iraqi police, some of whom had fired their AKs, now scattering like the normal and rational men they were - some running right past the Marines. They had three seconds left to live.*

*For about two seconds more, the recording shows the Marines' weapons firing non-stop the truck's windshield exploding into shards of glass as their rounds take it apart and tore in to the body of the ( I deleted) who is trying to get past them to kill their brothers - American and Iraqi-bedded down in the barracks totally unaware of the fact that their lives at that moment depended entirely on two Marines standing their ground.*

*If they had been aware, they would have known they were safe because two Marines stood between them and a crazed suicide bomber. The recording shows the truck careening to a stop immediately in front of the two Marines. In all of the instantaneous violence Yale and Haerter never hesitated. By all reports and by the recording, they never stepped back. They never even started to step aside. They never even shifted their weight. With their feet spread shoulder width apart, they leaned into the danger, firing as fast as they could work their weapons. They had only one second left to live.*

*The truck explodes. The camera goes blank. Two young men go to their God. Six seconds. Not enough time to think about their families, their country, their flag, or about their lives or their deaths, but more than enough time for two very brave young men to do their duty into eternity. That is the kind of people who are on watch all over the world tonight - for you.*

*We Marines believe that God gave America the greatest gift he could bestow to man while he lived on this earth - freedom. We also believe he gave us another gift nearly as precious - our soldiers, sailors, airmen, U S Customs and Border Patrol, Coast Guardsmen, and Marines - to safeguard that gift and guarantee no force on this earth can ever steal it away.*

*It has been my distinct honor to have been with you here today. Rest assured our America, this experiment in democracy started over two centuries ago, will forever remain the "land of the free and home of the brave" so long as we never run out of tough young Americans who are willing to look beyond their own self-interest and comfortable lives, and go into the darkest and most dangerous places on earth to hunt down, and kill, those who would do us harm.*

[More News from RI](#)

Posted by Max Bridges on Aug 31, 2012

## **Paralympic-related event puts the spotlight on polio eradication**



*Paralympic athletes at the garden party sponsored by Rotary International, in association with UNICEF, the Bill & Melinda Gates Foundation, the British Pakistan Foundation, and the Global Poverty Project*

Perseverance and dedication are qualities that both Paralympic athletes and Rotarians use to reach their goals.

To highlight this common bond, British Rotarians used the excitement surrounding the opening day of the 2012 Paralympic Games on 30 August to rally government dignitaries from the United Kingdom and Pakistan to raise funds for Paralympic athletes and Rotary's PolioPlus program.

"We wanted to celebrate the achievements of these amazing athletes and Rotary's hard work towards polio eradication," says Judith A. Diment, PolioPlus national advocacy adviser for the UK and a member of the Rotary Club of Windsor St. George, England. "Both groups have persevered through great odds to be where we're at today."

Rotary International, in association with UNICEF, the Bill & Melinda Gates Foundation, the British Pakistan Foundation, and the Global Poverty Project, sponsored the garden party in London attended by more than 100 people, including five Paralympic athletes, three of whom are polio survivors.

The event raised thousands of dollars for PolioPlus and the Pakistani Paralympic Committee and advocated for a polio-free world. Wajid Shamsul Hasan, the High Commissioner of Pakistan to the United Kingdom, praised Rotary's efforts to eradicate polio in Pakistan and spoke about his government's commitment to step up resources to rid his country of the disease.

Diment said advocacy efforts have become more important than ever, as funding shortages have forced the [Global Polio Eradication Initiative](#) (GPEI) to cancel or scale back immunization activities in high-risk countries, leaving more children vulnerable to the disease.

The GPEI launched an [emergency action plan](#) earlier this year but is US\$1 billion short of what it needs in order to implement the plan through 2013. Rotarians can help, Diment says, by lobbying their governments to commit funding for polio eradication and by spreading the word about the immense benefits of finally eliminating this crippling disease.

"We must continue to reach out and put Rotary's effort in front of the opinion makers and governments so they act in helping us achieve our goal of polio eradication worldwide," says Diment.

- [Visit the new End Polio Now website](#) to help Rotary advocate for a polio-free world
- [Read](#) other ways Rotarians in the United Kingdom are supporting Paralympic athletes

[Remember the Pictures](#)



Posted by Max Bridges on Sep 06, 2012

## Check Out the Pictures from the Weekly Meetings



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

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

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

### Download

» ["Donate My Car" Form](#)



» <a href="#">2012 Culinary Save the Date</a>
» <a href="#">2012 Culinary Presidents Letter</a>
» <a href="#">2012 Culinary Donor Form</a>
» <a href="#">2012 Vet's Day Event Flier</a>
» <a href="#">"Rotary Basics"</a>
» <a href="#">Why Become A Rotarian?</a>
» <a href="#">2011-12 Service &amp; Activity Report</a>
» <a href="#">RI Foundation Benefactor Commitment Card</a>
» <a href="#">Michael Scott De Shields Application Information</a>
» <a href="#">Youth Grants</a>
» <a href="#">Sabalos Nicaragua Surgery Center Information</a>



# Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Mon Sep 17, 2012

[Home](#)

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

## Website Sponsors

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## Schedule of Future Programs

Sep 20, 2012

[Mark Randol](#)

The extent of the threat from Cyber espionage and warefare

Sep 27, 2012

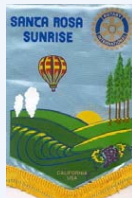
[Susan Gorin](#)

Santa Rosa City Councilmember and Candidate for Supervisor in District #1

Nov 08, 2012

[Lt. Gen. Jack Klimp - Veteran's Day](#)

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



Santa Rosa Sunrise

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



[Venue Map](#)



[Duty Roster](#)



[District Site](#)

## Stories



September 20th Program is .....

Posted by Dave Lorenzen on Sep 14, 2012

### Mark Randol "The Extent of the Threat from Cyber Espionage and Warefare "

Mark Randol is an adjunct faculty member at Eastern Kentucky University's School of Safety, Security, and Emergency Management. Before retiring in May 2011 after 35 years of military and federal civil service, Mr. Randol served as the senior specialist in domestic intelligence and counterterrorism at the Congressional Research Service (CRS) in Washington, D.C. CRS is a part of the Library of Congress and its mission is to provide Congress with comprehensive and non-partisan research and policy analysis.

Prior to CRS, Mr. Randol was the Director of Counterterrorism Policy at the Department of Homeland Security (DHS) where he was responsible for ensuring the Secretary's priorities were reflected in interagency counterterrorism plans and policies. In that role, he represented DHS at national-level coordinating bodies including the National Security Council's Counterterrorism Security Group, charged with overseeing U.S. Government counterterrorism efforts.

Other professional assignments include serving as one of the original cadre of Transportation Security Administration Federal Security Directors. He has 14 years of experience as a civil aviation security manager, inspector, and intelligence analyst with the Federal Aviation Administration in Washington, D.C. and Brussels, Belgium. He also served as a Senior Aviation Security Officer with the International Civil Aviation Organization (ICAO) in Montréal, Canada.

Mr. Randol served for 8-1/2 years in the U.S. Air Force, with assignments in Taipei, Taiwan; Stuttgart, Germany; Osan, Korea; and Fort Meade, Maryland; as well as 3-1/2 years as a civilian on the Army Intelligence Staff at the Pentagon.

Vet's Memorial Building @ 11:30 am

[View entire list...](#)

## News

[Bulletin Archive](#)

Jul 02, 2012

by Dave Lorenzen

## Club Events

[Oktoberfest](#)

Sep 19, 2012

[Culinary Committee Meeting](#)

Interiors Inc

Sep 19, 2012 05:30 PM - 06:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Sep 26, 2012 05:30 PM - 06:30 PM

[September SCARC - Santa Rosa Club](#)

Cattlemans Restaurant

Sep 27, 2012 07:00 PM - 09:00 PM

[Levi's Gran Fondo - Cazadero Rest Stop](#)

Cazadero Hwy

Sep 29, 2012 08:00 AM - 12:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Oct 03, 2012 05:30 PM - 06:30 PM

[October Board Of Directors Meeting](#)

Sonoma Bank

Oct 09, 2012 05:30 PM - 07:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Oct 10, 2012 05:30 PM - 06:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Oct 17, 2012 05:30 PM - 06:30 PM

[Culinary Committee Meeting](#)

Interiors Inc

Oct 24, 2012 05:30 PM - 06:30 PM

He is a graduate of the University of California at Berkeley, earned a Masters Degree in Government (National Security Studies) from Georgetown University in Washington, D.C., and has completed all PhD course work and comprehensive exams at the Catholic University of America; Washington D.C.

Mr. Randol lives in Oakmont, a community of 4,000 residents in the Sonoma Valley wine country east of Santa Rosa, California and serves as a member of that community's Board of Directors.



### September 13th Program Summary

Posted by Dave Lorenzen on Sep 13, 2012

## September 13th Program Summary Bob Neale - "Update on the Sonoma Land Trust"



### SONOMA LAND TRUST

MISSION: Sonoma Land Trust protects the scenic, natural, agricultural and open landscapes of Sonoma County for the benefit of the community and future generations

- Founded in 1976 as a non-profit 501(c)3.
- Governed by volunteer Board of Directors
- Funded largely by donations and grants
- More than 26,000 acres in permanent protection
- 21 Staff
- Office in Santa Rosa

### For the Future

- Develop Long-Term Land Protection Strategies
- Acquire Land and Conservation Easements
- Steward and Restore Conservation Lands
- Promote a Sense of Place and a Land Ethic

Presentation included areas under the protection of Sonoma Land Trust

SEARS POINT RESTORATION

TOLAY CREEK RANCH

GLEN OAKS RANCH  
236-Acres, Donated to SLT in 2002



October SCARC - Santa Rosa East  
Oct 25, 2012 06:00 PM - 09:00 PM

Santa Rosa Sunrise Culinary Classic  
Santa Rosa Golf & Country Club

Oct 27, 2012 06:00 PM - 11:00 PM

District Assembly  
Mar 30, 2013

District Conference  
Hyatt Vineyard Creek  
May 31, 2013 12:00 PM - Jun 02, 2013 02:00 PM

International Convention - Lisbon  
Jun 23, 2013 - Jun 26, 2013

JENNER HEADLANDS  
5,630 Acres on the Sonoma Coast

More information can be found at: [www.SonomaLandTrust.org](http://www.SonomaLandTrust.org)



President Jennifer's "Advise"

Posted by Jennifer Hembd on Sep 14, 2012

**A COWBOY TOMBSTONE:**

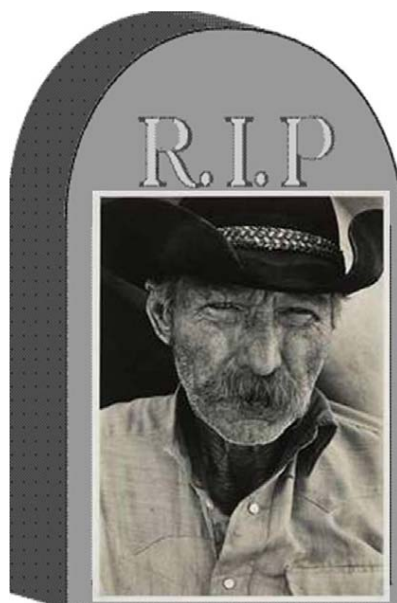
**Here are the Five Rules for Men to Follow for a Happy Life, that Russell J. Larsen had inscribed on his headstone in Logan, Utah. He died not knowing that he would win the "Coolest Headstone" contest.**



**Donate  
Your Car!**



**Santa Rosa  
Sunrise Rotary  
Foundation**



### Club Links

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

### Directors

President  
[Jennifer Hembd](#)

President Elect  
[Mike Kelly](#)

Secretary  
[Linda Hauck](#)

Treasurer  
[Penny Millar](#)

Past President  
[Jim Kirkbride](#)

Rotary Foundation  
[Frank Cercone](#)

Membership  
[Paul Stathatos](#)

Service Projects

#### FIVE RULES FOR MEN TO FOLLOW FOR A HAPPY LIFE:

1. It's important to have a woman who helps at home, cooks from time to time, cleans up, and has a job.
2. It's important to have a woman who can make you laugh.
3. It's important to have a woman who you can trust, and doesn't lie to you.
4. It's important to have a woman who is good in bed, and likes to be with you.
5. **It's very, very important** that these four women do not know each other or you could end up dead like me.

#### Celebrating 50 Years!

Posted by Dave Lorenzen on Sep 14, 2012

### Steve and Lynn celebrate 50 Years!

Lynn Olsen joined her husband, Past President Steve, for breakfast with Santa Rosa Sunrise on their 50th Wedding Anniversary.

Congratulations Lynn and Steve!

Doug Shureen

Club Administration  
Jim Gray

President Nominee  
Harry Coffey

Public Relations  
Cindy Gillespie

## RSS

### Rotary International

- ➔ RYLA veteran gets with the program
- ➔ Former Rotary Peace Fellow a defender of children
- ➔ Fifty years of Rotary Youth Exchange in Japan
- ➔ Rotarians honored for promoting literacy
- ➔ Paralympic-related event puts the spotlight on polio eradication



Please visit our Sponsors.

[Click here to place your](#)



LEVI'S GRANFONDO

### Staffing Needs for Gran Fondo

Posted by Dave Lorenzen on Sep 14, 2012

### Staffing Needs for the 2012 Levi's GranFondo

Past President Peter Hoberg announced that the 2012 Levi's GranFondo, on Saturday, September 29th, is in need of our

staffing in Cazadero again.

Date:  
Saturday  
September  
29th, 2012  
Time: 8:00  
am until  
12:30pm.  
Location:  
Cazadero

ad



Hwy,

Cazadero. Meet to carpool at 7:15am at the River Road Park and Ride, on River Road, just west of Hwy 101 in Santa Rosa.

Support the hundreds of enthusiastic road bicyclists as they make it to the first major rest stop along the hundred-plus mile route of this challenging ride. The Cazadero rest stop is about mile 30 for them, and is the last stop before the especially challenging -- and beautiful -- climb up King Ridge Road and off toward the Sonoma Coast. Our job is to serve the riders with healthy food and beverages during their brief rest there. Another nice part of this activity is getting to seeing Levi Leipheimer, one of America's best cyclists, cruise by with a few dozen riders. It is really an enjoyable way to participate, and to promote Rotary's service above self!

Total fundraising in 2011 exceeded \$250,000!!! The GranFondo community raised a magnificent pile of money that went to support the at-risk children healing at Forget Me Not Farm, the schools and emergency services in the underserved areas along the GranFondo route, the cancer patient network at LIVESTRONG, and a slew of cycling-forward programs designed to make Sonoma County synonymous with life on two wheels, be ye visitor or resident!

Past President Randy Seelye will be riding in the GranFondo this year, so by helping on the staffing will also help one of our own! Please contact Peter Hoberg for the details and if you can help!

[Link to GranFondo web site!](#)



#### [Web Site and Bulletin "Tips & Tricks"](#)

Posted by Dave Lorenzen on Sep 14, 2012

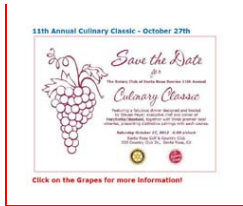
#### [Today's Topic: "The Culinary Classic Sub Site"](#)

This is the first of what will hopefully be a weekly article, intended to be a way of pointing out some of the great tools, resources and promotional tools available on our website, and also embedded in your weekly web Bulletin.

#### *Today's Topic: "The Culinary Classic Sub Site"*

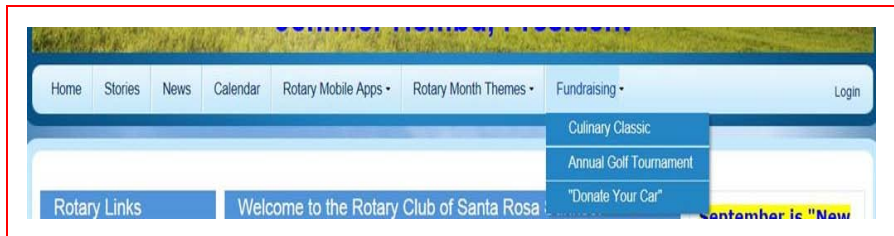
In order to provide as much information about our major fundraiser, the Culinary Classic has its own web sub-site available to anyone, providing information about When, Where, How Much, Chefs, Menu and the terrific Auction Items.....First, how do you get there? Three ways from the website, and one from the Bulletin!

1.) From the front page of the web site; the number



two article of the cover page on the web site is a picture of the Culinary Classic Save the date card. Under the card it says "Click on the grapes for more information"; Clicking on the Grapes will take you to the Culinary Site.

2.) On the front page, under the main banner, there are several menu items; Home – Stories – News – Calendar – Rotary Mobile Apps – Rotary Month Themes – Fundraising. Clicking on the Fundraising gives 3 more items; Culinary Classic – Annual Golf Tournament – "Donate Your Car"; Clicking on "Culinary Classic" will take you to the Culinary Site.



3.) On the Front Page; In the left column, there is a section called Site Pages; Under Site Pages Click on Committee Pages; Under the new Committee Page, in the left column click on Related Pages – Culinary Classic.



4.) From the Web Bulletin – In the left hand column of the Bulletin, there is a "Culinary Classic Logo". Clicking on the logo will take you to the Culinary Site. So, once you are on the site, what will you find there?



1.) "The Culinary and Wine Team" – A complete list of the Chef's and where they are from, with links to their restaurants websites. Also a list of the winery's providing the wines for the evening, with links to their websites.

2.) The Menu for the evening.

3.) A list of the Live Auction Items available

4.) A list of links to downloads like Donation Form, Presidents Letter, Save The Date Card... And more.

This site will continue to grow as additional item become available. You can forward guests and friends to the location with these instructions, or by providing them with this link ...



<http://www.clubrunner.ca/Portal/SitePages/SitePage.aspx?accountid=4124&pid=22180>

Next Week's Topic; "About Our Club"





Posted by Dave Lorenzen on Sep 01, 2012

## Birthdays and Anniversaries for September

### Spouse Birthdays

Name	Spouse Of	Date
Abramson, Robin	Abramson, Al	Sep 09
Lehman, Jason	Waggener, Kelly	Sep 12
Gomer, Teri	Gomer, Jeff	Sep 18
Sanville, Elizabeth	Sanville, Rob	Sep 23
Hauck, Tom	Hauck, Linda	Sep 30

### Anniversaries

Name	Spouse Name	Years	Date
Moir, Jim	Melinda	37 years	Sep 06
Aita, Nancy	Bob	43 years	Sep 14
Jones, Ross	Paul, Jane	22 years	Sep 15
Seelye, Randy	Anderson, Katherine	17 years	Sep 23
Cercone, Frank	Carol	4 years	Sep 28



## Vets's Day Celebration November 8th

Posted by Dave Lorenzen on Sep 07, 2012

### 12th Annual Tribute

Luncheon Thanking America's Veterans Presented by the Rotary and Kiwanis Clubs of Santa Rosa, Thursday, November 8, 2012, 11:30 am - 1:30 pm at the Veterans Memorial Auditorium, Santa Rosa.

**Keynote Speaker, Lt. Gen. Jack Klimp, USMC, Retired;**  
**Music by the Santa Rosa High School Symphonic Band**

### [Link to Flyer](#)

Past Presiden Peter Treleaven announced the date of November 8th for our annual Veterans Day Celebration at the Vet's Building. Tickets are \$15 per person. On that day, our normal meeting will be changed to 11:30 am at the Vet's Building.

Peter also wanted to share the following story about the Vietnam Memorial Wall facts....A little history most people will never know.



- There are 58,267 names now listed on that polished black wall, including those added in 2010.
- The names are arranged in the order in which they were taken from us by date and within each date the names are alphabetized. It is hard to believe it is 36 years since the last casualties.
- The first known casualty was Richard B. Fitzgibbon, of North Weymouth , Mass. Listed by the U.S. Department of Defense as having been killed on June 8, 1956. His name is listed on the Wall with that of his son, Marine Corps Lance Cpl. Richard B. Fitzgibbon III, who was killed on Sept. 7, 1965.
- There are three sets of fathers and sons on the Wall.
- 39,996 on the Wall were just 22 or younger.
- 8,283 were just 19 years old.
- The largest age group, 33,103 were 18 years old.
- 12 soldiers on the Wall were 17 years old.
- 5 soldiers on the Wall were 16 years old.
- One soldier, PFC Dan Bullock was 15 years old.
- 997 soldiers were killed on their first day in Vietnam ..
- 1,448 soldiers were killed on their last day in Vietnam ..
- 31 sets of brothers are on the Wall.
- Thirty one sets of parents lost two of their sons.
- 54 soldiers attended Thomas Edison High School in Philadelphia . I wonder why so many from one school.
- 8 Women are on the Wall. Nursing the wounded.
- 244 soldiers were awarded the Medal of Honor during the Vietnam War; 153 of them are on the Wall.
- Beallsville , Ohio with a population of 475 lost 6 of her sons.
- West Virginia had the highest casualty rate per capita in the nation. There are 711 West Virginians on the Wall.

· The Marines of Morenci - They led some of the scrappiest high school football and basketball teams that the little Arizona copper town of Morenci (pop. 5,058) had ever known and cheered. They enjoyed roaring beer busts. In quieter moments, they rode horses along the Coronado Trail, stalked deer in the Apache National Forest . And in the patriotic camaraderie typical of Morenci's mining families, the nine graduates of Morenci High enlisted as a group in the Marine Corps. Their service began on Independence Day, 1966. Only 3 returned home.

· The Buddies of Midvale - LeRoy Tafoya, Jimmy Martinez, Tom Gonzales were all boyhood friends and lived on three consecutive streets in Midvale, Utah on Fifth, Sixth and Seventh avenues. They lived only a few yards apart. They played ball at the adjacent sandlot ball field. And they all went to Vietnam . In a span of 16 dark days in late 1967, all three would be killed. LeRoy was killed on Wednesday, Nov. 22, the fourth anniversary of John F. Kennedy's assassination. Jimmy died less than 24 hours later on Thanksgiving Day. Tom was shot dead assaulting the enemy on Dec. 7, Pearl Harbor Remembrance Day.

· The most casualty deaths for a single day was on January 31, 1968 ~ 245 deaths.



#### [Remember the Pictures](#)

Posted by Max Bridges on Sep 06, 2012

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

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

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

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

## Download

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» [Sabalos Nicaragua Surgery Center Information](#)

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# Santa Rosa Sunrise Rotary - Sunrise!!! Jennifer Hembd, President



Mon Sep 24, 2012

[Home](#)

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

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## Schedule of Future Programs

Sep 27, 2012  
[Susan Gorin](#)  
Santa Rosa City Councilmember and Candidate for Supervisor in District #1

Nov 08, 2012  
[Lt. Gen. Jack Klimp - Veteran's Day](#)  
Vet's Memorial Building @ 11:30 am

Nov 22, 2012  
[No Meeting](#)

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



Santa Rosa Sunrise

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

[Venue Map](#)

[Duty Roster](#)

[District Site](#)

## Stories



[September 27th Program is .....](#)  
Posted by Dave Lorenzen on Sep 21, 2012

### Susan Gorin - "Santa Rosa City Councilmember and Candidate for Supervisor in District #1"

Our speaker on Thursday, Sept. 27 will be Susan Gorin, a current Santa Rosa City Council Member and candidate for Sonoma County Supervisor in District 1. Susan will discuss the issues facing Sonoma County and the plans and policies she will advance to deal with those issues. There will be time for Q&A at the end of Susan's talk.

A native of Massachusetts, Susan Gorin grew up in the steel manufacturing towns of Pennsylvania as her father relocated to follow what became a dying industry. After high school graduation, Susan married Joe Gorin, her high school sweetheart. The couple moved to Boston so Joe could attend M.I.T. When Joe graduated and was offered a job in with Hewlett-Packard, the couple moved to Colorado. Joe's job with HP eventually led the Gorin Family to Sonoma County where they have made their home since 1982.

Susan began taking classes at Santa Rosa Junior College with the intent of earning a business degree. "I entered SRJC as a business major, but after I enrolled in Political Science 101, I was hooked," she said. "Coming of age during the turbulent 60's, how could I not be fascinated by government, democracy and social change?" Susan continued her education at SSU, graduating in 1991 cum laude with a dual degree in Political Science and Economics.

She began looking for ways to become more involved in local government. She served as Chair of the Bicycle and Pedestrian Advisory Committee, President of the Court Appointed Special Advocates Board, Vice-President of the Sonoma County Public Library Foundation, Advisory Boardmember of Safe Havens for Youth, and President of the League of Women Voters.

It wasn't long before influential community leaders took note of her

Happy Thanksgiving!

[View entire list...](#)

## News

### Bulletin Archive

Jul 02, 2012

by Dave Lorenzen

## Club Events

### Culinary Committee Meeting

Interiors Inc

Sep 26, 2012 05:30 PM - 06:30 PM

### September SCARC - Santa Rosa Club

Cattlemans Restaurant

Sep 27, 2012 07:00 PM - 09:00 PM

### Levi's Gran Fondo - Cazadero Rest Stop

Cazadero Hwy

Sep 29, 2012 08:00 AM - 12:30 PM

### Culinary Committee Meeting

Interiors Inc

Oct 03, 2012 05:30 PM - 06:30 PM

### October Board Of Directors Meeting

Sonoma Bank

Oct 09, 2012 05:30 PM - 07:30 PM

### Culinary Committee Meeting

Interiors Inc

Oct 10, 2012 05:30 PM - 06:30 PM

### Culinary Committee Meeting

Interiors Inc

Oct 17, 2012 05:30 PM - 06:30 PM

### Culinary Committee Meeting

Interiors Inc

Oct 24, 2012 05:30 PM - 06:30 PM

### October SCARC - Santa Rosa East

Oct 25, 2012 06:00 PM - 09:00 PM

### Santa Rosa Sunrise Culinary Classic

Santa Rosa Golf & Country Club

Oct 27, 2012 06:00 PM - 11:00

leadership abilities and encouraged her to run for elective office. Susan's record of government service spans almost two decades - Santa Rosa School Board (1996-2000), Santa Rosa Board of Public Utilities (2002-04), Santa Rosa Planning Commission (2004-06), capped by her election to the Santa Rosa City Council in 2006 and again in 2010, earning the most votes in both elections.

In addition to her work as a Mayor of Santa Rosa and six-year Councilmember, Susan was elected by the Sonoma County Mayors' and Councilmembers' Association to serve as their representative on the Executive Boards for the Association of Bay Area Governments (ABAG) and Bay Area Air Quality Management District (BAAQMD).

Susan's vision for Sonoma County has been created from her life experiences. "Working in Pittsburgh and Boston instilled in me an appreciation for public transportation and a love for the energy and vibrancy of urban areas," she said. "I love feeling the rhythms of the city, marveling at the architecture and experiencing the forces that gather people in one spot."

Her love for the outdoors was honed by living in the Northeast and Colorado where she learned about the basic need to balance one's inner compass. "Hiking, back-packing, canoeing, swimming, and skiing allowed me to appreciate the vastness and majesty of our natural world," she said. "Perched on a mountaintop fills me with awe and reverence and reminds me that what we do today determines what will come tomorrow; our decisions must preserve and protect our fragile planet, above all else."



### September 20th Program Summary

Posted by Dave Lorenzen on Sep 14, 2012

## Mark Randol "The Extent of the Threat from Cyber Espionage and Warfare "

Mark Randol is an adjunct faculty member at Eastern Kentucky University's School of Safety, Security, and Emergency Management. Before retiring in May 2011 after 35 years of military and federal civil service, Mr. Randol served as the senior specialist in domestic intelligence and counterterrorism at the Congressional Research Service (CRS) in Washington, D.C. CRS is a part of the Library of Congress and its mission is to provide Congress with comprehensive and non-partisan research and policy analysis. Mark provided us with a number of highlights regarding Cyber Crooks, Spys an Warriors.....

- **Bot-Network Operators** – are hackers; however, instead of breaking into systems for the challenge or bragging rights, they take over multiple systems in order to coordinate attacks and to distribute phishing schemes, spam, and malware attacks.
- **Criminal groups** – seek to attack systems for monetary gain.
- **Foreign Intelligence Services** – use cyber tools as part of their information-gathering and espionage activities.
- **Hackers** – break into networks for the thrill of the challenge or bragging rights in the hacker community
- **Insiders** – The disgruntled organization insider is a principal source of computer crime
- **Phishers** – Individuals, or small groups, who execute phishing schemes in an attempt to steal identities or information for monetary gain
- **Spammers** – Individuals or organizations who distribute unsolicited e-mail with hidden or false information in order to sell products, conduct phishing schemes, distribute spyware/malware, or attack organizations
- **Spyware/Malware Authors** – Individuals or organizations with malicious intent carry out attacks against users by producing and distributing

PM

[District Assembly](#)  
Mar 30, 2013

[District Conference](#)  
Hyatt Vineyard Creek  
May 31, 2013 12:00 PM - Jun 02, 2013 02:00 PM

[International Convention - Lisbon](#)  
Jun 23, 2013 - Jun 26, 2013

**Donate Your Car!**



Santa Rosa Sunrise Rotary Foundation

**Club Links**

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

**Directors**

- President  
Jennifer Hembd
- President Elect  
Mike Kelly
- Secretary  
Linda Hauck
- Treasurer  
Penny Millar

spyware and malware

· **Terrorists** – seek to destroy, incapacitate, or exploit critical infrastructure in order to threaten national security, cause mass casualties, weaken the U.S economy, and damage public morale and confidence



**Culinary Update**

Posted by Dave Lorenzen on Sep 21, 2012

**Culinary Update - Attendance and Auction Picking Up Steam! Check The Website for a List of What there Is!**

It is less than 5 weeks to the October 27th Culinary Classic, and attendance and Great auction items are picking up steam. Still only 2/3 of the way to our goal of 180, but attendance numbers are increasing quickly. Be sure to reserve your space while you still can. Only \$130 per seat! Auction Items are also showing up to be a very exciting evening! Here are a list of some of the items;

- **Take Me To The Kasbah" Moroccan Dinner for Eight at the home of Dave and Shauna Lorenzen**
- **A Delicious Adventure of Shucking, Slurping and Savoring Oysters! Picnic lunch at the "Hog Island Farm" for Eight!**
- **Paul Hobbs Wines – Private Tour and Luncheon for Six**
- **Week in Mazatlan - donated by Nancy and Bob Aita**
- **Private Tour, Tasting, and Lunch for Eight at the Peter Michael Estate, plus Eight Bottles of Peter Michael Wine**
- **Tour, tasting, and a two night stay in the Peter Michael winery guest house for up to six, plus three magnums of 2006 Les Pavots – Estate Cabernet Blend**



*Save the Date*  
for  
**The Rotary Club of Santa Rosa Sunrise 11th Annual**  
*Culinary Classic*

Featuring a fabulous dinner designed and hosted by Steven Peyer, executive chef and owner of **Forchetta/Bastoni**, together with three premier local wineries, presenting distinctive pairings with each course.

**Saturday October 27, 2012 6:00 o'clock**  
Santa Rosa Golf & Country Club  
333 Country Club Dr., Santa Rosa, CA






Past President  
[Jim Kirkbride](#)

Rotary Foundation  
[Frank Cercone](#)

Membership  
[Paul Stathatos](#)

Service Projects  
[Doug Shureen](#)

Club Administration  
[Jim Gray](#)

President Nominee  
[Harry Coffey](#)

Public Relations  
[Cindy Gillespie](#)

## RSS

### Rotary International

- ➔ [Historic Moments: Interact](#)
- ➔ [Global grant helps pediatric heart surgery project in India, Pakistan](#)
- ➔ [Local peace forums aim to inspire international results](#)
- ➔ [RYLA veteran gets with the program](#)
- ➔ [Former Rotary Peace Fellow a defender of children](#)



Please visit our Sponsors.

[Click here to place your ad](#)

Remember that you can find out all the latest information about our fundraiser by clicking on the "Save The Date" Card on the front page of the website (or the one above) ..... see everyone at the Culinary!



### Staffing Needs for Gran Fondo

Posted by Dave Lorenzen on Sep 21, 2012

### Staffing Needs for the 2012 Levi's GranFondo

Past President Peter Hoberg announced that the 2012 Levi's GranFondo, on Saturday, September 29th, is in need of our

staffing in Cazadero again.

Date:  
Saturday  
September  
29th, 2012  
Time: 8:00  
am until  
12:30pm.  
Location:  
Cazadero  
Hwy,



Cazadero. Meet to carpool at 7:15am at the River Road Park and Ride, on River Road, just west of Hwy 101 in Santa Rosa. Support the hundreds of enthusiastic road bicyclists as they make it to the first major rest stop along the hundred-plus mile route of this challenging ride. The Cazadero rest stop is about mile 30 for them, and is the last stop before the especially challenging -- and beautiful -- climb up King Ridge Road and off toward the Sonoma Coast. Our job is to serve the riders with healthy food and beverages during their brief rest there. Another nice part of this activity is getting to seeing Levi Leipheimer, one of America's best cyclists, cruise by with a few dozen riders. It is really an enjoyable way to participate, and to promote Rotary's service above self!

[Link to Register for this event!](#)

[Link to GranFondo web site!](#)

### Sept 27 Steele Lane Elementary Garden work day

Posted by Larry Martin on Sep 21, 2012



### Steele Lane Elementary Garden Work Day - September 27th

Here's another opportunity to help our long-standing school garden project, which services Sonoma Co's largest group of low income and under-privileged children.

From: Sabrina Howell



[mailto:sabrinah@sonic.net]

Sent: Tuesday, September 11, 2012 10:36 AM

To: Larry Martin

Subject: Steele lane garden

Just to let you know the garden at Steele Lane needs lots of work.

**Thursday, September 27th, 2PM to 5PM.**

We will be laying cardboard and moving path mulch. If you have a wheelbarrow and shovel to bring that would help. If you have not been to the garden before, enter the western most driveway of Steele Lane Elementary and you will pass the garden on your way to the parking lot. Also if you have cardboard, we will use it.

--Sabrina



[Alburgues, Baja, Mexico Update](#)

Posted by Dave Lorenzen on Sep 21, 2012

## Alburgues, Baja, Mexico Update

Leroy provided us with an update on the Alburgues, Baja, Mexico school needs project.

On his recent Fishing Expedition there, he stopped by to discover that the local governmental agency is also in the process of doing improvements to the school. The timing of this is GREAT, as that our Water Purification Project will not begin until after the local project is completed.

Leroy will keep us updated on the project progress.



[Foundation Dinner South](#)

Posted by Dave Lorenzen on Sep 21, 2012

## 2012-13 District 5130 Foundation Dinner - October 6th

Celebrating the Foundation, Saturday, October 6th, at the

Flamingo.....Champagne Reception, Dinner and Dancing. Tickets for the event are \$65 an individual, or \$750 for a Table for 10. Tickets available from Frank Cercone. Rember, the Foundation Dinner also has raffel prizes for tickets supplied for contributions made to the Foundation.....1 ticket for every \$20 contributed, or 6 per \$100. Make a contribution and enter the drawing!

**Save the Date**  
2012-13 District 5130 Foundation Dinner  
*Champagne Reception, Dinner and Dancing*  
**October 6th, 5:30 • Flamingo Hotel - Santa Rosa, Ca**

**\$65**  
Individual

**\$750**  
Reserve a  
Table for 10

Register at [www.rotary5130.org](http://www.rotary5130.org)  
or call Valerie Hulsey at 537-8603



AFP - 2012 Spirit of Philanthropy Award Luncheon  
Posted by Dave Lorenzen on Sep 21, 2012

### **AFP - 2012 Spirit of Philanthropy Award Luncheon - November 6th**

The 2012 Spirit of Philanthropy Award Luncheon, where Santa Rosa Sunrise and John Dolinsek are the recipients of the "Outstanding Civic Organization", will be held Tuesday, November 6th, at the Wells Fargo Center for the Arts...11:00 am to 2:00 pm. Seats are \$50 per person, before October 10th, \$65 after. Register online at [www.afpwcc.org](http://www.afpwcc.org) or by calling (707) 636-4033.



## The 2012 Community Awardees

### Greg Young

Outstanding Individual or Family Philanthropist  
Presented by The Press Democrat

### Deisy Vargas

Outstanding Youth in Philanthropy  
Presented by Wells Fargo

### Santa Rosa Sunrise Rotary Club

Outstanding Civic Organization  
Presenting sponsorship still available

### Friedman's Home Improvement

Outstanding Business Partner  
Presented by Summit State Bank

### Awards Luncheon

Tuesday, November 6, 2012 ♦ 11:00 a.m. to 2:00 p.m.

### Wells Fargo Center for the Arts

50 Mark West Springs Road, Santa Rosa

Register online at [www.afpwcc.org](http://www.afpwcc.org) or by calling (707) 636-4033

Deadline for inclusion in the program is October 10, 2012

<b>Event Sponsor</b> Includes reserved table for 8, your logo printed in program, one Honoree plus additional benefits!	\$1,250 each before Oct. 10; thereafter \$1,370
<b>Special Honoree Table Sponsor</b> Includes reserved table for 8 and one Honoree.	\$600 each before Oct. 10; thereafter \$750
<b>Table Sponsor</b> Includes reserved table for 8 and name in program.	\$500 each before Oct. 10; thereafter \$650
<b>Honoree Package</b> You may bring an Honoree and yourself (2 tickets).	\$150 each
<b>Individual Admission(s)</b>	\$50 each before Oct. 10; thereafter \$65 each

For questions, contact us at: (707) 636-4033 | [admin@afpwcc.org](mailto:admin@afpwcc.org) | [www.afpwcc.org](http://www.afpwcc.org)



### Web Site and Bulletin "Tips & Tricks"

Posted by Dave Lorenzen on Sep 21, 2012

### Today's Topic: "About Our Club"

#### Today's Topic: "About Our Club"

For general information on our club, there is a sub site link on the front page of our website, left column, under Site Pages called About Our Club.

The information available on the About Our Club Link;



Site Pages
<ul style="list-style-type: none"> <li>» <a href="#">About Our Club</a></li> <li>» <a href="#">Committee Pages</a></li> <li>» <a href="#">Awards History for Santa Rosa Sunrise</a></li> <li>» <a href="#">SRKSEP 2009</a></li> </ul>

Short history of the beginnings of Santa Rosa Sunrise, with our mailing address and our meeting time and location

**About Our Club**

- [Welcome](#)
- [Charter Members](#)
- [Club Banner](#)
- [Tax ID Number](#)
- [Sunrise Paul Harris Fellows](#)
- [Sunrise Paul Harris Fellows - Page 2](#)
- [Sunrise Paul Harris Fellows - Page 3](#)
- [Sunrise Paul Harris Fellows - Page 4](#)
- [Sunrise Paul Harris Fellows - Page 5](#)
- [Sunrise Paul Harris Fellows - Page 6](#)
- [Sunrise Paul Harris Fellows - Page 7](#)

**Related Pages**

- [Web Page and Bulletin Tools](#)

A listing of our original 32 charter members

For 1099 purposes, the Tax ID Number for Santa Rosa Sunrise Rotary Club (of interest to companies who make donations to our club)

A complete listing of all the Paul Harris Fellows for Santa Rosa Sunrise, currently 278!

Additionally, below all this information is the archive of all the [WebSite and Bulletin "Tips & Tricks"](#) under the Related Pages – Web Page and Bulletin Tools

Next Week's Topic; *"Partners of Santa Rosa Sunrise"*



**Special Dates for September**

Posted by Dave Lorenzen on Sep 01, 2012

**Birthday's and Anniversaries for September**

<b>Spouse Birthdays</b>			
<b>Name</b>	<b>Spouse Of</b>	<b>Date</b>	
Abramson, Robin	Abramson, Al	Sep 09	
Lehman, Jason	Waggener, Kelly	Sep 12	
Gomer, Teri	Gomer, Jeff	Sep 18	
Sanville, Elizabeth	Sanville, Rob	Sep 23	
Hauck, Tom	Hauck, Linda	Sep 30	
<b>Anniversaries</b>			
<b>Name</b>	<b>Spouse Name</b>	<b>Years</b>	<b>Date</b>
Moir, Jim	Melinda	37 years	Sep 06
Aita, Nancy	Bob	43 years	Sep 14
Jones, Ross	Paul, Jane	22 years	Sep 15
Seelye, Randy	Anderson, Katherine	17 years	Sep 23
Cercone, Frank	Carol	4 years	Sep 28

**Vets's Day Celebration November 8th**

Posted by Dave Lorenzen on Sep 21, 2012



## 12th Annual Tribute

Luncheon Thanking America's Veterans Presented by the Rotary and Kiwanis Clubs of Santa Rosa, Thursday, November 8, 2012, 11:30 am - 1:30 pm at the Veterans Memorial Auditorium, Santa Rosa.

**Keynote Speaker, Lt. Gen. Jack Klimp, USMC, Retired;**  
***Music by the Santa Rosa High School Symphonic Band***

### ***Link to Flyer***

Past Presiden Peter Treleven announced the date of November 8th for our annual Veterans Day Celebration at the Vet's Building. We have asked each Rotarian to bring a veteran to the lunch. The cost per ticket is \$15 so for the two tickets it will be \$30. If you cannot find a veteran the club will invite one for you. If you cannot attend please purchase the tickets and give them back and two veterans will be invited in your place. Thank you in advance for your generous support. Please make the checks payable to the club.

Pictures taken from the blimp at Lambeau Field, Green Bay, 2011 at 1/2 time; Those who attended the game said it was extremely emotional to see the entire bowl of the stadium turn red, white and blue. It took 90 workers two weeks to get all of the colored cardboard mounted under each seat. Each piece of cardboard had eye slits in so the fans could hold up the colored sheet and still see. Every seat had to have the proper card, with no mistakes, to make this happen.



This is what ESPN failed to show you Monday night, Apparently, they thought their commercials were more important than showing this scene for about 5 seconds.



### Remember the Pictures

Posted by Max Bridges on Sep 21, 2012

## Check Out the Pictures from the Weekly Meetings





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

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

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

## Download

- » ["Donate My Car" Form](#)
- » [2012 Culinary Save the Date](#)
- » [2012 Culinary Presidents Letter](#)
- » [2012 Culinary Donor Form](#)
- » [2012 Vet's Day Event Flier](#)
- » ["Rotary Basics"](#)
- » [Why Become A Rotarian?](#)
- » [2011-12 Service & Activity Report](#)
- » [RI Foundation Benefactor Commitment Card](#)
- » [Michael Scott De Shields Application Information](#)
- » [Youth Grants](#)
- » [Sabalos Nicaragua Surgery Center Information](#)



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