



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



Mon Sep 02, 2013

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



Santa Rosa Sunrise

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

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[Duty Roster](#)

[District Site](#)

Editor Max Bridges

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



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Redwood Chinese American Association

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Rites of Passage

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Oct 10, 2013

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Redwood Hill Farm & Creamery and Green Valley Organics

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Sep 10, 2013 05:30 PM - 07:30 PM

[Senior Oktoberfest](#)  
Finley Community Center  
Sep 20, 2013 11:30 AM - 01:00 PM

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Posted by Dave Lorenzen on Sep 02, 2013

[Nancy Wang](#)

["Redwood Chinese American Association"](#)

The Redwood Empire Chinese Association (RECA) is a non-profit organization with the purpose of providing educational and charitable services relating to the preservation and sharing of Chinese culture, language, and heritage with the northern California community.

I was born in Taiwan, moved to Japan with my family where I attended school, then immigrated to the USA in 1970 and settled in Santa Rosa in 1977 where I raised my family. I now have three grown children and four grandchildren. Due to my travels and upbringing, I am fluent in Mandarin and Japanese with English as my third language. I have been RECA president for nearly 20 years.

RECA is a 501c3 non-profit organization. We are the only one in northern California that provides opportunities to learn Chinese language and to participate in activities to experience Chinese culture. We reach out to the Sonoma County community giving talks and presentations from elementary school through our local university. We provide community performances for such events as the Rose Parade, Mayoral Proclamation at City Hall, China Camp State Park Performance, etc. We also provide services for translation and cultural understanding for new immigrants who need help in courts, schools, businesses or other community situations.

Over the years, RECA as an organization and myself, personally, have received many national, state and local civic awards for community service.



[Program Summary for August 29th](#)  
Posted by Richard Randolph on Aug 29, 2013

[Ida M. Johnson](#)

[Community Media Center](#)

Ida is the owner of a consulting and training company, IMJ & Associates Consultants providing individuals, agencies and corporations with assistance in the establishment and documentation of office procedures and standards. An entrepreneur, she designed, developed and delivered workshops in the areas of healing the inner child, prosperity, self-esteem, mental health, spirituality and healing. Her experience included conducting transformational seminars designed to facilitate personal growth and self-empowerment in the individual utilizing an experiential format such as gestalt, NLP and guided visualization techniques to bring about self realization.

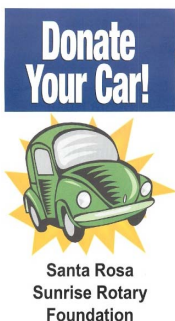
As an advocate for parents of children with disabilities she successfully represented parents at the mediation and hearing stage and presented a training entitled "Special Education Laws and the IEP Process" to over 5,000 parents and professionals nationally.

With more than ten years experience managing law offices with staffs ranging in size from two to ten, she was responsible for the administrative functions related to all phases of operating a general law practice. Duties included; supervision, hiring and training support staff, interacting with contractors, clients and service providers, coordination of calendar function,

Nov 07, 2013 11:30 AM - 01:30 PM

2013 Culinary Classic  
Santa Rosa Golf & Country Club

Nov 09, 2013 06:00 PM - 10:00 PM



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Santa Rosa Sunrise Rotary Foundation

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**Directors**

- President  
Mike Kelly
- President Elect  
Harry Coffey
- Secretary  
Linda Hauck
- Treasurer  
Penny Millar
- Past President  
Jennifer Hembd
- Rotary Foundation



Directors since 2007.

Fortunately the Center has recovered from the loss of significant Santa Rosa City financial support in 2010. The new Executive Director is credited with negotiating the turnaround.

The Center has three channels of focus: Public Comcast 26, Education Comcast 27 and Government. Comcast 28. On U-Verse 99. Courses are offered in production and two studio venues are available. Individual and Agency memberships are available. Check out the website at [www.communitymedia.org](http://www.communitymedia.org)

and record keeping related to court appearances and billing.

Since 2001 Ida has been the producer and hostess of a weekly TV show "What's Hot??" broad cast live from the Community Media Center and available on the worldwide web. She served on the Media Center's Board of



[Rotary Hike September 21st](#)  
Posted by Olin Leasher on Sep 02, 2013

**Rotary Hike September 21st**

We are fortunate to have a docent guided hike at a property Land Path's stewards. The preserve is not open to the public, the only access is via guided tour. The hike is described as moderate.



**Bohemia Ecological Preserve**

The property is called Bohemian Preserve. It is located adjacent to the Bohemian Grove visited by the rich and famous. We probably will not have our usual limo service but plan to car pool from the Whole Foods parking lot on Guerneville Rd.

We should leave the lot by 9:00 to meet our guides by 9:30 and plan on starting back about 1:30. Please take a lunch as we plan to stop for a break and lunch. I will be asking for a show of hands to help plan carpooling and a heads up for our guides.

As always walking sticks and good shoes are advised.



This week's "Rotary Foundation Thought"  
Posted by Dave Lorenzen on Aug 26, 2013

**This week's "Rotary Foundation Thought"**

**September 2, 2013**

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

Jon Stark

Membership  
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Service Projects  
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President Nominee  
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Rotary International News

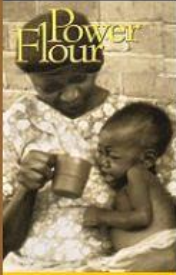
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Rotary Clubs in Wisconsin, USA created the Power Flour Action Network to make an impact on the lives of infants and severely malnourished children and adults. Power Flour has targeted malnourished populations in 65 countries to date, providing a very small amount of barley malt flour to cooked starchy staples, such as rice, wheat or maize. The supplement helps digest the starch, converting it into sugars the body can absorb quickly and easily. The sugars power the body so that it can grow and function. A Matching Grant from The Rotary Foundation has enabled Rotarians in Wisconsin to bring Power Flour to children in orphanages and feeding programs in Panama. Rotarians in the Rotary del Norte club in Panama will carry out the distribution and training in Panama to reach up to 10,000 children in the first year. Members of the Sturgeon Bay, WI, USA club are now working to develop a commercial model for Power Flour so that it will become self-sustaining. Every Rotarian, Every Year – Nourishing bodies and minds.

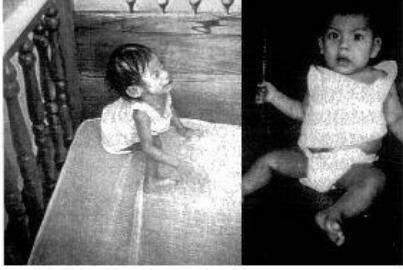


# PowerFlour™

INTERNATIONAL, INC.

Nurturing Infants  
in the World's  
Developing Countries

## PowerFlour Poster Child



Bill Grimes' "Before & After" slide of a referred Nutre Hogar patient that Sondra King witnessed at the David, Panama Nutre Hogar Clinic.

It turns out that Rotarian Bill Grimes took these photos showing this young boy as admitted and just 5 month's later, with 7 pounds gain - the result of two PF + Oatmeal feedings each day as administered by the two cooks at David. Sondra was so proud of this lad's recovery, that we dubbed him the "Poster Child" of 2003 for PowerFlour!

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Typical Specifications of PowerFlour

Directions for Using PowerFlour

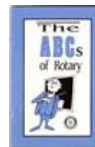
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Supporters of the PowerFlour Action Network

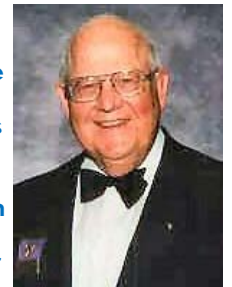
This page and all contents are Copyright © 2005 by The PowerFlour Action Network, USA  
Website administration courtesy of [Michael A Enszer](#)

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



Cliff Dochterman's "ABC's Of Rotary"  
Posted by Dave Lorenzen on Sep 02, 2013

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



**This Week's articles are about "Some Rotary Firsts" and "Object Of Rotary"**

**SOME ROTARY "FIRSTS"**

- The first Rotary club meeting was in Chicago, Illinois, on February 23, 1905.
- The first regular luncheon meetings were in Oakland, California, chartered in 1909.
- The first Rotary convention was in Chicago in 1910.
- The first Rotary club outside of the United States was chartered in Winnipeg, Manitoba, Canada, in 1910.
- The first Rotary club outside of North America was chartered in Dublin, Ireland, in 1911.
- The first Rotary club in a non-English-speaking country was in Havana, Cuba, in 1916.
- The first Rotary club in South America was chartered in Montevideo, Uruguay, in 1918.
- The first Rotary club in Asia was chartered in Manila, Philippines, in 1919.
- The first Rotary club in Africa was chartered in Johannesburg, South Africa, in 1921.
- The first Rotary club in Australia was chartered in Melbourne in 1921.

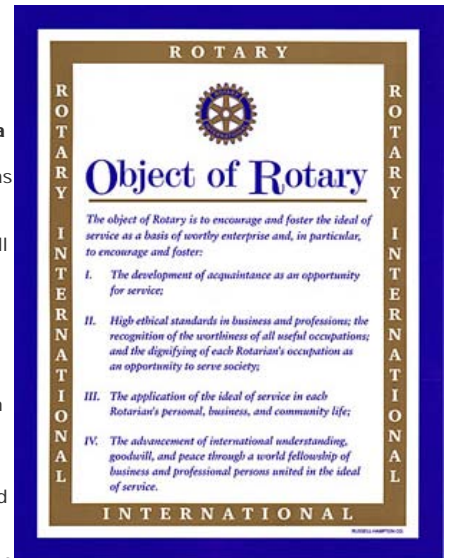
**OBJECT OF ROTARY**

In some areas of the world weekly Rotary club meetings begin with all members standing and reciting the Object of Rotary. This statement, which comes from the Constitution of Rotary, is frequently seen on a wall plaque in Rotarians' offices or place of business.

The Object of Rotary is **"to encourage and foster the ideal of service as a basis of worthy enterprise"**. The statement then lists four areas by which this "ideal of service" is fostered: through the development of acquaintance as the opportunity for service; the promotion of high ethical standards in business and professions; through service in one's personal, business and community life; and the advancement of international understanding, goodwill and peace.

The Object of Rotary has not always been expressed in this manner. The original Constitution of 1906 had three objects: promotion of business interests, promotion of good fellowship and the advancement of the best interests of the community. By 1910 Rotary had five Objects as increased emphasis was given to expanding Rotary. By 1915 there were six Objects. In 1918 the Objects were rewritten again and reduced to four. Four years later they had again grown to six and were revised again in 1927.

Finally, at the 1935 Mexico City Convention the six Objects were restated and reduced to four. The last major change came in 1951, when the "Objects" were streamlined and changed to a single **"Object"** which is manifested in four separate ways. The **"ideal of service"** is the key phrase in the Object of Rotary. This ideal is an attitude of being a thoughtful and helpful person in all of one's endeavours. That's what the Object truly means.



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



Special Dates for September  
Posted by Dave Lorenzen on Sep 01, 2013

**Birthday's and Anniversaries for September**  
Member Birthdays

Name	Date
Anderson, Carolyn	Sep 21

Spouse Birthdays

Name	Spouse Of	Date
Abramson, Robin	Abramson, Al	Sep 09
Lehman, Jason	Waggener, Kelly	Sep 12
Sanville, Betsy	Sanville, Rob	Sep 23
Hauck, Tom	Hauck, Linda	Sep 30

Anniversaries

Name	Spouse Name	Years	Date
Moir, Jim	Moir, Melinda	38 years	Sep 06, 1975
Aita, Nancy	Aita, Bob	44 years	Sep 14, 1969
Jones, Ross	Paul, Jane	23 years	Sep 15, 1990
Seelye, Randy	Anderson, Katharine	18 years	Sep 23, 1995
Cercone, Frank	Cercone, Carol	5 years	Sep 28, 2008

News from Rotary International

Posted by Max Bridges on Aug 29, 2013

## Rotary approves \$500,000 emergency grant for Somalia



*A child receives the oral polio vaccine during an immunization campaign. As of 14 August, 110 cases of wild poliovirus have been reported in the Horn of Africa.*

Rotary has approved a \$500,000 Rapid Response grant to the World Health Organization (WHO) to address a recent polio outbreak in Somalia. The outbreak occurred in the Banadir region of Somalia, where a large number of children had not been vaccinated against polio due to inaccessibility.

As of 14 August, 110 cases of wild poliovirus have been reported in the Horn of Africa—100 cases in Somalia and 10 in Kenya. This is the first outbreak in Somalia since 2007 and in Kenya since 2011.

The Rotary grant will cover operational costs, including human resources, training, and transportation of health workers, aimed at immunizing children under 10 in all accessible areas of Somalia in August.

To date, five vaccination campaigns have been held in Somalia, three in Kenya, two each in Ethiopia and Yemen, and one in Djibouti. Additional campaigns are planned through the end of the year.

Drawing on lessons learned from previous polio outbreaks, the first vaccination campaign was carried out within a week after the first case was confirmed.

“Until polio transmission is interrupted in the endemic countries, outbreaks such as the one in Somalia are to be expected,” says [Dr. Hamid Jafari](#), director of Polio Research and Operations at WHO. “So long as the budget for the new [Polio Eradication and Endgame Strategic Plan](#) is fully funded, we’re well-equipped to pursue endemic and outbreak priorities simultaneously.”

Rotary’s emergency funding for responses to polio outbreaks in Somalia and other countries has been critical to ensuring that immunization activities proceed without interruption, thereby minimizing the risk of the disease’s further international spread.

In addition, the governments of the United Kingdom and Japan recently announced financial commitments of \$15.3 million and \$1.3 million, respectively, to fund similar emergency vaccination campaigns in the Horn of Africa.

The United Nations has warned that without further intervention, polio could quickly develop into an epidemic across East Africa and put countless lives at risk. The UK’s assistance will allow WHO to immunize 6.1 million people most at risk from the disease in Somalia, northern Kenya, and other countries in the region. This new funding is in addition to a \$457 million pledge to the [Global Polio Eradication Initiative](#) in April.

Japan’s emergency grant will pay for more than 5 million doses of oral polio vaccine for supplementary immunization activities in November and December, expected to reach more than 2.8 million children under 10.

- Find out how your donation can [triple in impact](#)
- [Donate](#) to the fight to end polio
- [Become an advocate](#) for polio eradication

[Remember the Pictures](#)

Posted by Max Bridges on Aug 29, 2013

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



[Link to Meeting Sightings](#)

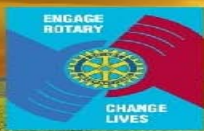


On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the websites photo journal called "**Meeting Sighting**". Please note that all the meeting photos for the entire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

Thanks for all the great pictures Warren and Steve! [Link to Meeting Sightings](#). The most recent are on the last page! Additional photos may be found on the [SR Sunrise Facebook Page](#).

### Download

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- » [Best Chef Donation Letter](#)
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[Cat Cvengros](#)

Development Director, Social Advocates for Youth

Nov 07, 2013

[Pedro Toledo, Redwood Community Health Coalition](#)

Medical Injury Compensation Reform Act and local efforts to get the uninsured into health coverage

[View entire list...](#)

## Stories



[The Program for September 12th. is.....](#)

Posted by Max Bridges on Sep 05, 2013

[John Lowry](#)

[Burbank Housing](#)



John Lowry recently retired from a long career at Burbank Housing, a successful nonprofit affordable housing company, working primarily in Sonoma County. He served as Burbank's Executive Director from 1998 to 2012. He joined Burbank's staff as a project manager in 1984. Prior to that, he worked as a carpenter and a teacher. He holds a general contractors license, and BA and MA degrees with majors in economics, politics, and American history.

John lives near Graton in western Sonoma County, where he built his own home. He is married, and he is a father and grandfather. He is currently a candidate for the California Assembly.



[Program Summary for September 5th](#)

Posted by Richard Randolph on Sep 06, 2013

[Nancy Wang](#)

[Redwood Empire Chinese Association](#)

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"I belong to Santa Rosa", claimed Nancy, who was born in Taiwan, moved to Japan with her family where she attended school, then immigrated to the USA. In 1970 Nancy and her husband settled in Santa Rosa. The Wangs started their family in 1977, since then it has grown to three adult children and four grandchildren. Fluent in Mandarin and Japanese with English as her third language, Nancy has been RECA president for nearly 20 years.

The center offers Mandarin classes for both adults and children, and provides a generous scholarship for Santa Rosa High School students. A Chinese New Year Celebration is the group's main fundraising event. A promoter of cross cultural understanding, RECA helped establish and develop our Sister City relationship with Shanghai.

RECA is a 501c3 non-profit organization, the only one in northern California that provides opportunities to learn the Chinese language and to participate in activities to experience Chinese culture. They reach out to the Sonoma County community giving talks and presentations in elementary schools and the local university. They provide community performances for such events as the Rose Parade, Mayoral Proclamations at City Hall, and China Camp State Park Performances. They provide valuable translation services and cultural orientation for new immigrants who need help in courts, schools, businesses or other community situations.

Check out this community resource at [www.recacenter.org](http://www.recacenter.org).

### Interact Beach Project

Posted by Richard Randolph on Sep 09, 2013

## Doing Good, Keeping Cool!!!



## Directors

President  
Mike Kelly

President Elect  
Harry Coffey

Secretary  
Linda Hauck

Treasurer  
Penny Millar

Past President  
Jennifer Hembd

Rotary Foundation  
Jon Stark

Membership  
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Service Projects  
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President Nominee  
Eloise Tweeten

Public Relations  
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Twelve Elsie Allen High School Interact students escaped the heat of Santa Rosa Sunday and discovered both the bliss of cool ocean breezes and the satisfaction of helping are for Sonoma County-State of California Park resources. Armed with flexibility and swift paced walking, the 11 coeds and one lucky guy caught lots of stray litter along Doran Beach. Sunrise Rotarians Ross & Stacey, son Ryan, Rich w Lefty, Olin with visiting brother and Michigan friend and all chaperoned by Faculty Advisor Doug Gibson enjoyed a fantastic lunch of clam chowder (cheese burgers were popular with the youth), then a visit to the inspiring Bells Memorial. Just 25 miles to the west, the Bodega Bay adventure was refreshing and a great reminder of how connected the Interactors are to the ideal of Service Above Self.



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» [2012-13 Hiking Trips](#)

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- Rotary's Vision for a Better World
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- September classes on My Rotary
- Engineering sustainable water solutions in Latin America



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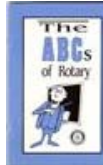
### This week's "Rotary Foundation Thought"

September 9, 2013

***.....is about how effectively our Foundation matches people with money for positive results.***

In the words of Arch Klumph: "Money alone does little good. Individual service is helpless without money. The two together can be a godsend to civilization." Your financial resources combined with your time, energy and talent is critical to Rotary's mission. It is worth noting that one hundred percent of our Annual Programs Fund (APF) contributions are spent on Foundation programs. These contributions are invested for a period of three years, with a portion of the investment earnings paying for the Foundation's administrative and fund development expenses. This unique funding cycle keeps the engine of The Rotary Foundation running throughout the world.

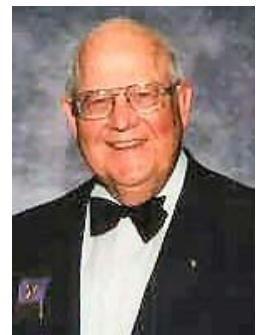
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Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on Sep 09, 2013

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



**This Week's articles are about "Rotary Mottos" and "100 Percent Attendance Should Be The Goal Of Every Rotarian"**

## ROTARY MOTTOS

The first motto of Rotary International, "He Profits Most Who Serves Best," was approved at the second Rotary Convention, held in Portland, Oregon, in August 1911. The phrase was first stated by a Chicago Rotarian, Art Sheldon, who made a speech in 1910 which included the remark, "He profits most who serves his fellows best." At about the same time, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, commented that the proper way to organize a Rotary club was through the principle his club had adopted-"Service, Not Self." These two slogans, slightly modified, were formally approved to be the official mottoes of Rotary at the 1950 Convention in Detroit-"He Profits Most Who Serves Best" and "Service Above Self."



The 1989 Council on Legislation established "Service Above Self" as the principal motto of Rotary, since it best explains the philosophy of unselfish volunteer service.


### 100 PERCENT ATTENDANCE SHOULD BE THE GOAL OF EVERY ROTARIAN

Regular attendance is essential to a strong and active Rotary club. The emphasis on attendance is traced back to 1922 when Rotary International announced a worldwide attendance contest which motivated thousands of Rotarians to achieve a 100 percent attendance year after year. Many Rotarians take great pride in maintaining their 100 percent record in their own club or by making-up at other Rotary club meetings.

Although the bylaws of Rotary require members to attend only 50 percent of all meetings (as of July 2009), the custom has emerged that 100 percent is the desirable level. Rotary stresses regular attendance because each member represents his own business or profession and thus the absence of any member deprives the club of the values of its diversified membership and the personal fellowship of each member. Club directors may determine appropriate reasons for excusing absences. From time to time, proposals have been made to give attendance credit for various reasons or to lower the minimum requirement, but such attempts have not been adopted by the Council on Legislation.

In 2001, the Council approved the creation of a New Models Rotary Clubs pilot project to develop up to 200 new clubs that were more responsive to the needs of younger professionals. The new models clubs are allowed to operate outside the Standard Rotary Club Constitution and Bylaws. Many of these clubs have altered their meeting frequency and relaxed attendance requirements. If the pilot clubs prove successful, the 2004 Council on Legislation could adopt policies making these innovations permanent.

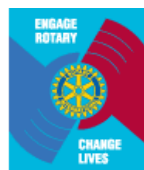
*Cliff Dochterman's "ABC's Of Rotary" can be found in its entirety at the [Santa Rosa Sunrise Rotary Club Website](#), or a complete copy of the "ABC's" can be downloaded in pdf [from this link](#).*



**Special Dates for September**  
Posted by Dave Lorenzen on Sep 01, 2013

**Birthday's and Anniversaries for September**

<b>Member Birthdays</b>			
<b>Name</b>			<b>Date</b>
Anderson, Carolyn			Sep 21
<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	
Sanville, Betsy	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	Moir, Melinda	38 years	Sep 06, 1975
Aita, Nancy	Aita, Bob	44 years	Sep 14, 1969
Jones, Ross	Paul, Jane	23 years	Sep 15, 1990
Seelye, Randy	Anderson, Katharine	18 years	Sep 23, 1995
Cercone, Frank	Cercone, Carol	5 years	Sep 28, 2008



**RI President's Message**  
Posted by Max Bridges on Sep 07, 2013

### September 2013



**Dear fellow Rotarians,**

Paul Harris famously wrote, "This is a changing world: we must be prepared to change with it. The story of Rotary will have to be written again and again." While we will never know what Rotarian Paul would have thought of the Internet Age, I think I do know what he would have said about the idea of a Rotary website: that not only should we have one, but that it should be the best possible – keeping up with advances in technology, and always responding to the needs of Rotarians.

I'm proud to announce that after a redesign that has taken two years from concept to completion, the new Rotary.org is now live and available to Rotarians and Internet users everywhere. It contains many of the features you've asked for, most notably a much improved search function and navigation, new ways to connect with your fellow Rotarians around the world, and a more personalized experience that will connect you with the information that's interesting to you.

Rotary's new website is actually two sites: one for the family of Rotary, and another for people interested in finding out more about Rotary. When you create an account and log on as a member, you'll gain access to a host of new Rotary tools. One I hope you'll all use is Rotary Club Central, an efficient and effective way for clubs to set goals, track their progress, and maintain continuity from one administration to the next. You can also create or join a Rotary group, an interactive discussion forum that gives you a way to find and talk to Rotarians with similar interests. You can exchange ideas and experiences, and benefit from the experiences of others from all over the world, at any time of the day or night. It's a tool with wonderful potential to improve our service by allowing us to learn directly from others already involved in projects similar to those we might be planning.

For non-Rotarians, the new site will show what Rotary is and what we do, highlighting the uniqueness of Rotary and how Rotary clubs strengthen their communities. They'll be able to see a snapshot of different Rotary projects and areas of service, find out more about how Rotary works, and explore ways to get involved.

I am excited about this new window on the Rotary world and invite you all to visit, explore, and learn – as we write the story of Rotary, again and again, together.

Ron D. Burton  
President, Rotary International



### Message from the Foundation Trustee Chair

Posted by Max Bridges on Sep 07, 2013

**September 2013**



#### [Invest in the world's future](#)

Every year, 6.9 million children die before reaching their fifth birthday. Almost two-thirds of them – 4.4 million – die of infectious diseases, nearly all of which could have been prevented.

What would happen if 1.2 million Rotarians continued their service efforts in water, sanitation, health, hunger, and literacy, but with children in mind?

If Rotarians provide insecticide-treated nets, fewer children will succumb to malaria. If we dig wells and address sanitation problems, more children will have clean water to drink and a lesser risk of falling ill with waterborne diseases. And if Rotary clubs carry out effective nutrition projects, we can save some of the almost 2.6 million children who die each year from malnutrition. We can do even more by providing a community with a trained birth attendant, a visiting nurse, a simple clinic, or a school food program. These are direct ways to save children's lives.

Children are dying not because we can't help them, but because too often, nobody does. If every one of us does our part, we can challenge these high child mortality statistics and save the lives of thousands.

In 2008-09, I asked Rotarians to open their eyes to the needs of children in communities near and far. This September, Rotary celebrates New Generations Month, and there's no better time than now to focus on giving all children the opportunity to have the future they deserve.

D. K. Lee  
Foundation Trustee Chair



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

Posted by Max Bridges on Sep 05, 2013

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

[Link to Meeting Sightings](#)



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

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

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

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- » [Best Chef Ticket and table solicitation letter](#)
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- » [Sabalos Nicaragua Surgery Center Information](#)



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



Tue Sep 17, 2013

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



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



Santa Rosa Sunrise

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

[Venue Map](#)

[Duty Roster](#)

[District Site](#)

## Schedule of Future Programs

- Sep 19, 2013  
[Harriet Gray](#)  
Rites of Passage
  - Sep 26, 2013  
[Bill Gittins](#)  
"Arts Council of Sonoma County and ARTrails 2013"
  - Oct 03, 2013  
[DG Helaine Campbell](#)  
Official DG Visit
  - Oct 10, 2013  
[Jennifer Lynn Bice](#)  
Redwood Hill Farm & Creamery and Green Valley Organics
  - Oct 17, 2013  
[Peter Banks](#)  
Something Scientific
  - Oct 24, 2013  
[Cat Cvengros](#)  
Development Director, Social Advocates for Youth
  - Oct 31, 2013  
[Dr. Mike Ezra](#)
  - Nov 07, 2013  
[Veteran's Day Luncheon](#)  
Honoring Our Veterans!
  - Nov 14, 2013  
[Dr. Angelo Capozzi](#)  
Rotaplast International--Saving Smiles and Changing Lives
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## Stories

The Program for September 19th. is.....  
Posted by Dave Lorenzen on Sep 16, 2013

### The Program for September 19th. is..... Harriet Gray "Rites of Passage"

The Bridge to the Future Rites of Passage Program is an eight-month course focusing on self-awareness, team building, wellness, etiquette, cultural awareness, financial planning, public speaking and community outreach.

I came to California in the early 70's after graduating from Dillard University in New Orleans, Louisiana. I taught English at Comstock Junior High before working on my Educational Administration Credential which I received from Sonoma State University. I served as Assistant Principal at Elsie Allen High School for six years and Principal of Lawrence Cook Middle School for eight years before my retirement in 2010, with a short stint as interim Principal of Santa Rosa High, with 38 years of service all in the Santa Rosa City Schools District.

I have worked with the Bridge To The Future-Rites of Passage Program since it began in 2001. I have served as the Chair for its Graduation Program, and this is my second year as Chairperson for the Rites of Passage Committee.

Program Summary for September 12th. ....  
Posted by Richard Randolph on Sep 12, 2013

[John Lowry](#)  
[Burbank Housing](#)

## News

- [Bulletin Archive](#)  
Oct 01, 2012  
by Dave Lorenzen
- [Photo Journal Archive](#)  
Jul 02, 2012  
by Dave Lorenzen





# Santa Rosa Sunrise Rotary - Sunrises III Mike Kelly, President



Mon Sep 23, 2013

[Home](#)

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



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



Santa Rosa Sunrise

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United States

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[Veteran's Day Luncheon](#)  
Honoring Our Veterans!

Nov 14, 2013  
[Dr. Angelo Capozzi](#)  
Rotaplast International--Saving Smiles and Changing Lives

Nov 21, 2013  
[Steven B. Falk](#)  
"Where the new local ownership is taking the Newspaper"

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Oct 01, 2012

## Stories



The Program for September 26th is.....  
Posted by Dave Lorenzen on Sep 23, 2013

### The Program for September 26th is

### Bill Gittins "Arts Council of Sonoma County and ARTrails 2013"

Primarily a painter of land, water and sky, I began painting seriously in the mid-1990's, attending classes and workshops conducted by artists whose work I appreciated. My source of inspiration has been and continues to be Edgar Payne, a mid-19<sup>th</sup> century plein air painter of California. "Brush miles" laid down over many years, completed in both "en plein air" and in my studio, have helped me garner the success and respect I have achieved to date. I am proud to say my paintings hang regionally, nationally, and internationally; in private and business collections.



Original works can be viewed in my studio and during Sonoma County ARTrails (Studio #70) during October. A broad selection of my recent work can also be viewed at my website: [www.billgittins.com](http://www.billgittins.com). Limited Edition Giclée copies on Archival Watercolor Paper or Museum Quality Canvas are available for most of my pieces. Commission work is an addictive passion.

Program Summary for September 19th.....  
Posted by Richard Randolph on Sep 19, 2013

### The Program for September 19th:

### Harriet Gray "Rites of Passage"

Harriet Gary came to California in the early 70's after graduating from Dillard University in New Orleans, Louisiana. She served locally as Assistant Principal at Elsie Allen High School for six years and Principal of Lawrence Cook Middle School for eight years

by Dave Lorenzen

[Photo Journal Archive](#)

Jul 02, 2012

by Dave Lorenzen

**Club Events**

[SCARC Meeting](#)

Charlie's Restaurant @ Windsor Golf Club  
Sep 26, 2013 06:00 PM - 09:00 PM

[Veteran's Day Luncheon](#)

Veterans Memorial Building  
Nov 07, 2013 11:30 AM - 01:30 PM

[2013 Culinary Classic](#)

Santa Rosa Golf & Country Club

Nov 09, 2013 06:00 PM - 10:00 PM

**Donate Your Car!**



**Santa Rosa Sunrise Rotary Foundation**

**Club Links**

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



with a short stint as interim Principal of Santa Rosa High. In 2010 Harriet retired with a total of 38 years service in the Santa Rosa City Schools District.

Mrs. Gray has worked with the Bridge To The Future-Rites of Passage Program since its inception in 2001.

The Bridge to the Future Rites of Passage Program is an eight-month course focusing on time management, self-awareness, team building, wellness and nutrition, etiquette, cultural awareness, financial planning, public speaking and community outreach.

Drawing students from Sonoma County, some from as far away as Vallejo, Rites of Passage requires both students and their sponsors to commit to the curriculum, monthly Saturday classes, allowing only two absences. The most obvious change observed in participants is their attitude toward change: Initially reluctant, successful students grow to embrace the effects of positive transformation.

To prepare youth for the future in a culturally diverse community is the Vision of Bridge To The Future.

[Community Dental Clinic](#)

Posted by Richard Randolph on Sep 22, 2013

***A Family Tradition Lives On!!!***

» [Rotary Means Business Website](#)

## Directors

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Mike Kelly

President Elect

Harry Coffey

Secretary

Linda Hauck

Treasurer

Penny Millar

Past President

Jennifer Hembd

Rotary Foundation

Jon Stark

Membership

Rob Sanville

Service Projects

Doug Shureen

Club Administration

Jim Gray

President Nominee

Eloise Tweeten

Public Relations

Merle Hayes

## Photo Journals

» [Meeting Sightings](#)

» [2013 Day at the Races](#)

» [2012-13 Meeting Sightings](#)

» [2013 Debunking of Jennifer Hembd](#)

» [2013 Golf Tournament](#)

» [2013 Kagoshima West 50th Anniversary](#)

» [2013 Interact Camping Trip to Point Reyes](#)

» [2013 Golf Tournament](#)

» [2013 "Rebuilding Together" Project](#)

» [2013 "Third Thursday" Socials](#)

» [2013 Senior Center Crab and Pasta Feed](#)

» [2012 Veteran's Day Lunch](#)

» [2012 Culinary Classic](#)



The George S. Payne Dental Arts Wing in the William Race Health Sciences Building on Santa Rosa Junior College was Sunrise Rotary's second dental clinic in September. Just last Thursday, Dr. Ezbon Jen, Sunrise Rotarian, Health Sciences Professor at the College, and Dental Clinic Coordinator conducted the Club's Centennial Project at Kids Street School in Santa Rosa. Twenty-nine students oral hygiene needs were attended to.

Sunday, September 22, Dr. Jen opened the doors of the Payne Dental Arts Wing to additional volunteers and clients. In attendance were the son, daughter-in-law and grandson of Dr. Payne, local DDS and Rotarian. The Payne family is carrying on a fine tradition of Service Above Self, along with Hygienist providers and Sunrise volunteers Ezbon Jen, Jim Gray, Ross & Stacey Andress, Merle Hayes and Rich Randolph who donated time to keep the clinic's clients smiles wide, and cavities few.



This week's "Rotary Foundation Thought"

Posted by Dave Lorenzen on Sep 23, 2013

**This week's "Rotary Foundation Thought"**

**September 23, 2013**

**.....is about being a Rotary Foundation Sustaining Member.**

What can you get for US\$100 dollars these days? A pair of shoes, a nice dinner for two or a stove for a needy family in rural Guatemala, A contribution of \$100 to the Annual Programs Fund will make you a

- » [2012-13 Dental Clinics](#)
- » [2012 SRKSEP](#)
- » [2012 Giants Game Fellowship](#)
- » [2012 DG Visit Fireside](#)
- » [2012-13 Hiking Trips](#)

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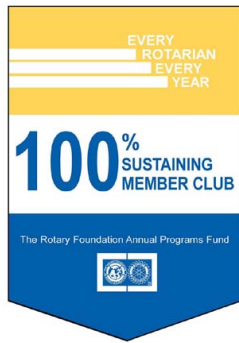
### Rotary International News

- ➔ Indian philanthropist boosts Rotary's push to end polio with new US\$1 million gift
- ➔ Watch a live webcast of Mediators Beyond Borders event
- ➔ Solutions for your website issues
- ➔ Have an idea for a convention breakout session?
- ➔ September classes on My Rotary



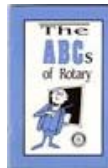
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Sustaining Member of The Rotary Foundation but it also provides life-changing opportunities for those in need. When you choose to support our Rotary Foundation you are making a difference in two ways: you are changing lives and you are literally saving lives. What an amazing thing to be able to say!

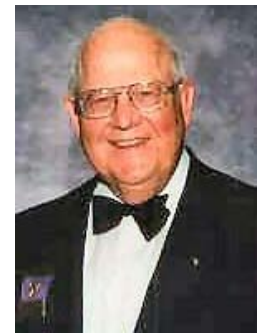
This Week's Rotary Foundation Thought" is a weekly article posted in the weekly bulletin from the Rotary Club of Santa Rosa Sunrise. For a listing of all past articles, go to the [Sunrise Website > Committee Pages > International Service > Foundation Thoughts](#), or click on this [weblink](#).



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**This Week's articles are about "First Names or Nicknames" and "The Four Avenues of Service - Now Five"**

## FIRST NAMES OR NICKNAMES

From the earliest days of Rotary, members have referred to each other on a first-name basis. Since personal acquaintanceship and friendship are cornerstones of Rotary, it was natural that many clubs adopted the practice of setting aside formal titles in conversations among members. Individuals who normally would be addressed as Doctor, Professor, Mister, the Honorable or Sir are regularly called Joe, Bill, Charley or Jerry by other Rotarians. The characteristic Rotary club name badge fosters the first-name custom.

In a few areas, such as Europe, club members use a more formal style in addressing fellow members. In other parts of the world, mainly in Asian countries, the practice is to assign each new Rotarian a humorous nickname which relates to some personal characteristic or which is descriptive of the member's business or profession. A member nicknamed "Oxygen" is the manufacturer of chemical gas products. "Trees" is the nickname for the Rotarian in the lumber business, "Building" is the contractor, "Paper" is the stationery or office supply retailer. Other members might carry nicknames like "Muscles," "Foghorn" or "Smiles" as commentaries on their physical characteristics.

The nicknames are frequently a source of good natured fun and fellowship. But whether a Rotarian is addressed by a given first name or a nickname, the spirit of personal friendship is the initial step that opens doors to all other opportunities for service.

## THE FOUR AVENUES OF SERVICE - NOW FIVE

The term "Four Avenues of Service" (or Five) is frequently used in Rotary literature and information. The "Avenues" refer to the four elements of the Object of Rotary: Club Service, Vocational Service, Community Service, International Service and the Fifth Avenue of New

Generations.

Although the Avenues of Service are not found in any formal part of the constitutional documents of Rotary, the concept has been accepted as a means to describe the primary areas of Rotary activity.

**"Club Service"** involves all of the activities necessary for Rotarians to perform to make their club function successfully.

**"Vocational Service"** is a description of the opportunity each Rotarian has to represent the dignity and utility of one's vocation to the other members of the club.

**"Community Service"** pertains to those activities which Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, handicapped and others who look to Rotary as a source of hope for a better life.

**"International Service"** describes the many programs and activities which Rotarians undertake to advance international understanding, goodwill and peace. International Service projects are designed to meet humanitarian needs of people in many lands.

*The Fifth Avenue*, of **"New Generations"** recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding. Programs include Debating Competition, Rotaract, Rotary Youth Leadership Awards, Summer Science Schools, Youth Exchange, Rotary Youth Program of Enrichment, Model United Nations Assembly.

When a Rotarian understands and travels down the "Four Avenues of Service," the Object of Rotary takes on even greater meaning.

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



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Cercone, Frank	Cercone, Carol	5 years	Sep 28, 2008



### Donnie Yen signs on as Rotary celebrity ambassador for polio eradication

Posted by Dave Lorenzen on Sep 23, 2013

## Donnie Yen signs on as Rotary celebrity ambassador for polio eradication

[News Release](#)

[For immediate release](#)

Contact: David Harilela (Hong Kong), 852-2376-2999 (david@धारilea.com)

Howard Chang (U.S.A), 847-866-3408 (howard.chang@rotary.org)

**EVANSTON, III., U.S.A. (August.**

**21, 2013)** - Internationally renowned Hong Kong action star Donnie Yen has joined the growing roster of public figures and celebrities participating in Rotary's "This Close" public awareness campaign for polio eradication.

Yen, Asian superstar who gained world fame with Ip Man, Wu Xia and many other classics, will help Rotary achieve its goal of a polio-free world by raising his thumb and forefinger in the "this close" gesture in the ad with the tagline "we're this close to ending polio."

"I decided to become a Rotary ambassador for polio eradication because polio kills or paralyzes young children and Rotary is committed to ending this terrible disease worldwide," Yen said. "I also learned that the world has never been so close to eradication of polio since the mid 80's thanks to the vigorous efforts of [Rotary International](#) and its partners."



The debut of Yen's polio eradication spot is timely as an announcement at the Rotary International Convention in Lisbon, Portugal, in June set the stage for a bold new chapter in the partnership between Rotary and the [Bill & Melinda Gates Foundation](#) in the campaign for polio eradication. The Gates Foundation will match two-to-one, up to US\$35 million per year, every dollar Rotary commits to reduce the funding shortfall for polio eradication through 2018. It will help provide world's governments with the US\$5.5 billion needed to finish the job and end polio forever.

The Rotary awareness campaign also features public figures and celebrities including Bill Gates, co-chair of the Bill & Melinda Gates Foundation, Nobel Peace Prize laureate Archbishop Emeritus Desmond Tutu, action movie star Jackie Chan, boxing great Manny Pacquiao, pop star Psy, golf legend Jack Nicklaus, conservationist Jane Goodall, premier violinist Itzhak Perlman, Grammy Award winners A.R. Rahman, Angélique Kidjo and Ziggy Marley, and peace advocate Queen Noor of Jordan.

[Broadcast television commercials](#) feature a mix of celebrities and non-celebrities around the world saying, "We are this close to making history. We are this close to changing the world. We are this close to ending polio—all we need is you."

Polio eradication has been Rotary's top priority for more than two decades. The international humanitarian service organization is a spearheading partner in the [Global Polio Eradication Initiative](#), along with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and UNICEF.

Rotary club members worldwide have contributed more than \$1.2 billion and countless volunteer hours to the polio eradication effort. Great progress has been made, and the incidence of polio infection has plunged from about 350,000 cases in 1988 to 222 reported cases in 2012. More than two billion children have been immunized in 122 countries, preventing five million cases of paralysis and 250,000 pediatric deaths.

#### [About Rotary](#)

Rotary is a global humanitarian organization with more than 1.2 million members in 34,000 Rotary clubs in over 200 countries and geographical areas. Rotary members are men and women who are business, professional and community leaders with a shared commitment to make the world a better place through humanitarian service. The first Rotary club was founded in Chicago in 1905. To download images and video please visit Rotary's [Media Center](#).

[Remember the Pictures](#)



Posted by Max Bridges on Sep 23, 2013

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- » [Youth Grants](#)
- » [Sabalos Nicaragua Surgery Center Information](#)

## Club Events

**Senior Oktoberfest**  
 Finley Community Center  
 Sep 20, 2013 11:30 AM - 01:00 PM

**SCARC Meeting**  
 Charlie's Restaurant @ Windsor Golf Club  
 Sep 26, 2013 06:00 PM - 09:00 PM

**Veteran's Day Luncheon**  
 Veterans Memorial Building  
 Nov 07, 2013 11:30 AM - 01:30 PM

**2013 Culinary Classic**  
 Santa Rosa Golf & Country Club  
 Nov 09, 2013 06:00 PM - 10:00 PM



## Club Links

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



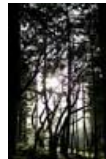
John Lowry recently retired from a long career at Burbank Housing, a successful nonprofit affordable housing company, working primarily in Sonoma County. He served as Burbank's Executive Director from 1998 to 2012. He joined Burbank's staff as a project manager in 1984. Prior to that, he worked as a carpenter and a teacher. He holds a general contractors license, and BA and MA degrees with majors in economics, politics, and American history.

John lives near Graton in western Sonoma County, where he built his own home. He is married, and he is a father and grandfather. He is currently a candidate for the California Assembly.

Here are the highlights of John's presentation:

- The goal of subsidized housing is to provide adequate, well maintained and safe housing for low income residents as both renters and homeowners
- Government gets involved by providing financial resources and regulatory relief
- Financial support for the development of affordable housing is provided in an attempt to keep housing costs down to 1/3 or less of family income
- Low income housing assistance is often provided by offering tax credits
- Burbank Housing is a housing non-profit organization that develops and owns low income housing
- Sonoma County projects total 3,592 units developed of which 815 are owned by the occupants.
- Projects include rental units that are still owned by Burbank Housing.
- Availability of financing resources will limit the future opportunities for affordable housing projects

Thank you John!



**Rotary Hike September 21st**  
 Posted by Olin Leasher on Sep 02, 2013

### Rotary Hike September 21st

We are fortunate to have a decent guided hike at a property Land Path's stewards. The preserve is not open to the public, the only access is via guided tour. The hike is described as moderate.



[Website](#)

## Directors

President  
Mike Kelly

President Elect  
Harry Coffey

Secretary  
Linda Hauck

Treasurer  
Penny Millar

Past President  
Jennifer Hembd

Rotary Foundation  
Jon Stark

Membership  
Rob Sanville

Service Projects  
Doug Shureen

Club Administration  
Jim Gray

President Nominee  
Eloise Tweeten

Public Relations  
Merle Hayes

## Photo Journals

- » [Meeting Sightings](#)
- » [2013 Day at the Races](#)
- » [2012-13 Meeting Sightings](#)
- » [2013 Debunking of Jennifer Hembd](#)
- » [2013 Golf Tournament](#)
- » [2013 Kagoshima West 50th Anniversary](#)
- » [2013 Interact Camping Trip to Point Reyes](#)
- » [2013 Golf Tournament](#)
- » [2013 "Rebuilding Together" Project](#)
- » [2013 "Third Thursday" Socials](#)
- » [2013 Senior Center Crab and Pasta Feed](#)
- » [2012 Veteran's Day Lunch](#)
- » [2012 Culinary Classic](#)
- » [2012-13 Dental Clinics](#)



### Bohemia Ecological Preserve

The property is called Bohemian Preserve. It is located adjacent to the Bohemian Grove visited by the rich and famous.

We probably will not have our usual limo service but plan to car pool from the Whole Foods parking lot on Guerneville Rd.

We should leave the lot by 9:00 to meet our guides by 9:30 and plan on starting back about 1:30. Please take a lunch as we plan to stop for a break and lunch. I will be asking for a show of hands to help plan carpooling and a heads up for our guides.

As always walking sticks and good shoes are advised.



This week's "Rotary Foundation Thought"

Posted by Dave Lorenzen on Sep 16, 2013

### This week's "Rotary Foundation Thought"

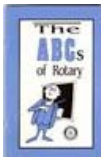
September 16, 2013

[.....is about bridging the world's needs.](#)

During the rainy season in Ethiopia many rural communities are isolated by fast flowing flooded rivers that separate them from vital aspects of life. With support from a Rotary Foundation Matching grant eight foot bridges were built to alleviate these villages isolation. Sponsored by the Rotary Club of Addis Ababa, Ethiopia and the Rotary Club of Gloucester, Virginia, USA these bridges will improve the living conditions of local communities and provide them with access to life's daily needs. So even during the rainy season in Ethiopia, Rotarians will know that through contributions to The Rotary Foundation they helped provide a bridge out of isolation for these eight communities.



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



Cliff Dochterman's "ABC's Of Rotary"

Posted by Dave Lorenzen on Sep 16, 2013

**These short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, U.S.A. That was well before their author, Cliff Dochterman, became president of Rotary International for the year 1992-93. Originally called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. Later,**

- » [2012 SRKSEP](#)
- » [2012 Giants Game Fellowship](#)
- » [2012 DG Visit Fireside](#)
- » [2012-13 Hiking Trips](#)

## RSS

### Rotary International News

- Watch a live webcast of Mediators Beyond Borders event
- Solutions for your website issues
- Have an idea for a convention breakout session?
- September classes on My Rotary
- Engineering sustainable water solutions in Latin America



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**in response to requests from other Rotary clubs, the articles were reprinted in collected form. Now, President Cliff has brought the collection up to date in keeping with one of the emphases of his year in office as R.I. president - to help Rotarians learn more about the colorful history of their organization, its customs and traditions, and the current status of its global programs.**

**This Week's articles are about "The 4-Way Test" and "Paul Harris - First But Not First"**

### THE 4-WAY TEST

One of the most widely printed and quoted statements of business ethics in the world is the Rotary "4-Way Test." It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became president of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians.

**"Of the things we think, say or do:**

- 1. Is it the TRUTH?**
- 2. Is it FAIR to all concerned?**
- 3. Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4. Will it be BENEFICIAL to all concerned?"**

### PAUL HARRIS - FIRST BUT NOT FIRST

Was Paul Harris the first president of a Rotary club? No.

Was Paul Harris the first president of Rotary International? Yes.

There is an easy explanation to this apparent contradiction. Although Paul Harris was the founder and organizer of the first Rotary club in Chicago in 1905, the man selected to be the first president was one of the other founding members, Silvester Schiele.



By the year 1910 there were 16 Rotary clubs, which linked up as an organization called the National Association of Rotary Clubs. A couple of years later the name was changed to International Association of Rotary Clubs as Rotary was organized in Winnipeg, Canada, and then in England, Ireland and Scotland. In 1922 the name was shortened to Rotary International.

When the first organization of Rotary clubs was created in 1910, Paul Harris was selected as the first president. He served in this position for two years, from 1910 until 1912. Thus, the founder of the Rotary idea, who declined to be president of the first club, became the first president of the worldwide organization, Rotary International.

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



**Special Dates for September**  
Posted by Dave Lorenzen on Sep 01, 2013

### Birthday's and Anniversaries for September

Member Birthdays

Name	Date
Anderson, Carolyn	Sep 21

Spouse Birthdays

Name	Spouse Of	Date
Abramson, Robin	Abramson, Al	Sep 09
Lehman, Jason	Waggener, Kelly	Sep 12
Sanville, Betsy	Sanville, Rob	Sep 23
Hauck, Tom	Hauck, Linda	Sep 30

Anniversaries

Name	Spouse Name	Years	Date
Moir, Jim	Moir, Melinda	38 years	Sep 06, 1975
Aita, Nancy	Aita, Bob	44 years	Sep 14, 1969
Jones, Ross	Paul, Jane	23 years	Sep 15, 1990
Seelye, Randy	Anderson, Katharine	18 years	Sep 23, 1995
Cercione, Frank	Cercione, Carol	5 years	Sep 28, 2008



What's new about the Rotary website? Everything!

Posted by Dave Lorenzen on Sep 16, 2013

**What's new about the Rotary website? Everything!**



"I hope you find our new website exciting as well as a big step forward," says RI President Ron D. Burton. The site is organized around what you need to connect with leaders, exchange ideas, and take action in your community and around the world.

*Photo Credit: Rotary International*

"I hope you find our new website exciting as well as a big step forward," says RI President Ron D. Burton. The site is organized around what you need to connect with leaders, exchange ideas, and take action in your community and around the world.

Photo Credit: Rotary International

Welcome to your new Rotary website. We've heard from many corners that Rotary needs a faster, improved website that makes it easy to find what you're looking for and helps you get your Rotary business done. We listened – and we hope you're as excited as we are about its clean, modern look and state-of-the-art features.

The site reflects valuable input from Rotary members like you—plus some new ideas we've developed to help you get more out of the site. The result is a website that's organized around what you need to connect with leaders, exchange ideas, and take action in your community and around the world.

"I'm excited about the new face this will give Rotary as well as the new opportunities for Rotarians to connect with one another," says RI President Ron D. Burton.

The website is actually two sites: one for the public and one for the Rotary family. The new [Rotary.org](#) tells Rotary's story in a clear and compelling way to help potential members, volunteers, and donors understand what makes Rotary unique and how they can get involved.

The member site, known as [My Rotary](#), is where you'll find everything you need to conduct your Rotary business. By creating an account and signing in to the site, you'll access all the same reports and tools, and you'll also be able to:

- Customize and share your profile
- Join or start a [discussion group](#)
- [Find volunteers, partners, and donations for your projects](#)
- View a [dashboard](#) of important links, documents, and online communities

And you don't have to be a member to get a My Rotary account. Access to certain areas is determined by membership and role, but anyone can register. It's one way we're making it possible to connect with people around the world who want to make an impact through Rotary.

You'll also notice the redesigned site has a fresh look, with new colors, typography and logo, and inspiring and inviting voice. These are part of telling Rotary's story, an initiative to help strengthen Rotary's image and our ability to engage the public and our members.

If you use a tablet or smartphone to access the site, you'll see it's designed to display on screens of different sizes, so the mobile experience is greatly improved. The desktop version of the site must be viewed on modern browsers – Internet Explorer 9 or higher, Chrome, Firefox and Safari.

## Easier to search and navigate

Among the critical improvements for the online experience:

- Information on the site has been reorganized to make it easier to find what you're looking for.
- Navigation has been redesigned to help you find your way – deeper menus at the top and in the footer that show multiple levels of the site, shortcuts that connect you to common tasks based on role
- Improved search provides faster, expanded, and more relevant results and lets you narrow your search based on content type, category, and other filters. (Search is brand new and will improve even more as you help us "fine tune" the search engine by using the site.)
- A dedicated [Document Center](#) makes it easier to search for important resources by category and highlights popular documents
- Tools and applications from the Member Access Portal have been built into the new site to make it easier to carry out your Rotary tasks in one integrated, secure site. (You'll find most MAP links under [Club & District Administration](#).)
- Content on the site has been streamlined and written in an active, engaging voice with strong calls to action, so you can move quickly through the pages.

## Dive right in

There's a lot more we could say about the site, but the best way to find out what's new is to use it. Explore the sections. Add your voice to a [discussion group](#). Post your [club project](#) or [browse community projects](#) from across the Rotary world. And [let us know](#) what you think. Like any undertaking of this scope, it won't be perfect. But rest assured that we haven't finished with the site. In fact, we're already working on new features and improvements to make your experience the best it can be.

"I encourage you to register and review your profile, update it, and pay special attention to the club profile in Rotary Club Central," say Burton. "I hope you find our new website exciting as well as a big step forward."

Maureen Vaught

Rotary News

22-Aug-2013



### Remember the Pictures

Posted by Max Bridges on Sep 05, 2013

## Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)



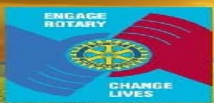
On a regular basis, our resident photo pros **Warren Smith** and **Steve Davis** submit pictures of what is going on at the weekly meetings. You can always find the most recent pictures at the website's photo journal called "**Meeting Sighting**". Please note that all the meeting photos for the entire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

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

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

## Download

- » [Best Chef Ticket and table solicitation letter](#)
- » [Best Chef Donation Letter](#)
- » [2013 Culinary Donor Form](#)
- » [2012/13 Fundraising/Funding Report](#)
- » ["Donate My Car" Form](#)
- » ["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 - Sunriser !!! Mike Kelly, President



Mon Sep 30, 2013

[Home](#)

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



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



Santa Rosa Sunrise

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

[Venue Map](#)

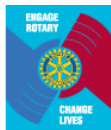
[Duty Roster](#)

[District Site](#)

## Schedule of Future Programs

- Oct 03, 2013  
DG Helaine Campbell  
Official DG Visit
- Oct 10, 2013  
Jennifer Lynn Bice  
Redwood Hill Farm & Creamery  
and Green Valley Organics
- Oct 17, 2013  
Peter Banks  
Impacts of Climate Change
- Oct 24, 2013  
Cat Cvengros  
Development Director, Social  
Advocates for Youth
- Oct 31, 2013  
Dr. Mike Ezra
- Nov 07, 2013  
Veteran's Day Luncheon  
Honoring Our Veterans!
- Nov 14, 2013  
Dr. Angelo Capozzi  
Rotaplast International--Saving  
Smiles and Changing Lives
- Nov 21, 2013  
Steven B. Falk  
"Where the new local ownership  
is taking the Newspaper"
- Nov 28, 2013  
"DARK"  
Happy Thanksgiving"
- [View entire list...](#)

## Stories



The program for October 3rd. is.....  
Posted by Max Bridges on Sep 26, 2013

### District Governor Helaine Campbell's Annual Visit



Helaine was President of the Sunrise Rotary Club of Sebastopol 2007-08, Assistant District Governor 2008-09. She has attended 11 Rotary International Conventions, 12 Festivals of Brotherhood in Mexico and hosted four Peace Fellows. DG Helaine and Past DG Bruce Campbell are major Paul Harris Foundation donors. She has been a registered nurse and a traveling IBM wife. She and Bruce have been married for 51 years, they have 3 children and 11 grandchildren. In her spare time, she likes to quilt, shop for quilting fabrics, traveling and spending time with her family and friends.

Helaine will update Sunrisers on her goals as District Governor and what is happening in District 5130.

## News

- [Bulletin Archive](#)  
Oct 01, 2012  
by Dave Lorenzen
- [Photo Journal Archive](#)  
Jul 02, 2012  
by Dave Lorenzen

## Club Events

- Veteran's Day Luncheon  
Veterans Memorial Building  
Nov 07, 2013 11:30 AM - 01:30 PM
- 2013 Culinary Classic  
Santa Rosa Golf & Country Club  
Nov 09, 2013 06:00 PM - 10:00 PM



Program Summary for September 26th .....  
Posted by Richard Randolph on Sep 29, 2013

### The Program for September 26th was....

**Bill Gittins & Jennifer Sloan "Arts Council of Sonoma County and ARTrails 2013"**

## Donate Your Car!



Santa Rosa  
Sunrise Rotary  
Foundation

### Club Links

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

### Directors

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

### Photo Journals

- » [Meeting Sightings](#)
- » [2013 Day at the Races](#)
- » [2012-13 Meeting Sightings](#)
- » [2013 Debunking of Jennifer Hembd](#)
- » [2013 Golf Tournament](#)
- » [2013 Kagoshima West 50th Anniversary](#)
- » [2013 Interact Camping Trip to Point Reyes](#)
- » [2013 Golf Tournament](#)
- » [2013 "Rebuilding Together" Project](#)



Primarily a painter of land, water and sky, Bill began painting seriously in the mid-1990's, attending classes and workshops conducted by artists whose work he appreciated. His source of inspiration has been and continues to be Edgar Payne, a mid-19<sup>th</sup> century plein air painter of California. "Brush miles" laid down over many years, completed in both "en plein air" and in his studio, have helped him garner the success and respect he has achieved to date. Recent selection of his recent work can also be viewed at: [www.billgittins.com](http://www.billgittins.com). Limited Edition Giclée copies on Archival Watercolor Paper or Museum Quality Canvas are available for most of his pieces. Commission work is an addictive passion. Jennifer Sloan, Executive Director of the Arts Council of Sonoma County describes Bill as a classic example in the treasure trove of artisans we are fortunate to have residing and creating in Sonoma County. The Arts Council of Sonoma County, [www.artscouncilsc.com](http://www.artscouncilsc.com), has been promoting artisan development for 30 years, and ARTrails for 27. Sonoma County has more artists than any other county in California. It's vision is to increase memorable art distribution significantly by 2020. Citing our "Arts Ecosystem", our county hosts 120 Arts organizations, 120 festivals, 27,000 various artists with 80 museums and galleries to exhibit in.

Treat yourself soon and visit several: ARTrails Open Studios commence October 12-13 and 19-20!!

[Sunrise Nicaragua Dental and Eyecare Mission 2014](#)  
Posted by Max Bridges on Sep 30, 2013

### Save the week of January 26



The next journey to the Rio San Juan will take place the week of January 26. Any Sunrisers and their guests wanting to participate should contact John Jones ASAP for additional information and to reserve their places.

- » [2013 "Third Thursday" Socials](#)
- » [2013 Senior Center Crab and Pasta Feed](#)
- » [2012 Veteran's Day Lunch](#)
- » [2012 Culinary Classic](#)
- » [2012-13 Dental Clinics](#)
- » [2012 SRKSEP](#)
- » [2012 Giants Game Fellowship](#)
- » [2012 DG Visit Fireside](#)
- » [2012-13 Hiking Trips](#)

**RSS**

Rotary International News

- » Indian philanthropist boosts Rotary's push to end polio with new US\$1 million gift
- » Watch a live webcast of Mediators Beyond Borders event
- » Solutions for your website issues
- » Have an idea for a convention breakout session?
- » September classes on My Rotary



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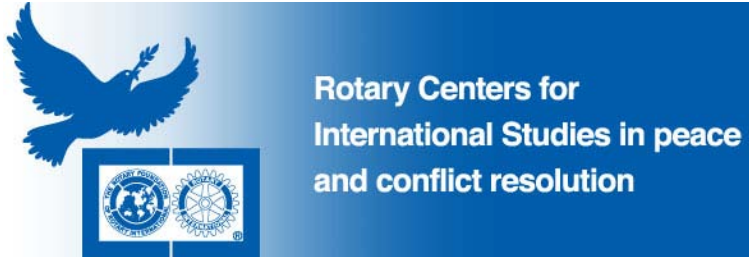


This week's "Rotary Foundation Thought"  
 Posted by Dave Lorenzen on Sep 30, 2013

**This week's "Rotary Foundation Thought"**  
**September 30, 2013**

[.....is about the Rotary Peace and Conflict Studies Program \(RPCS\) - strengthening the leaders of today for peace.](#)

Mid-career professionals from around the world, representing a wide variety of fields, participate in an intensive three month course at Chulalongkorn University in Bangkok, Thailand. RPCS Program alumnus Richelieu Allison, Regional Director of the West African Youth Network, says, "This course has been the missing link in my [ability] to contribute to the resolution of the numerous problems confronting my region. If I had had the knowledge I am gaining now I would have been in a better position to adequately analyze the conflicts, map out the various actors, go the extra mile, and play a major role in helping to restore peace." This sentiment has stuck with him, as he wrote in a recent email, "The changes [the program] made in my life cannot be overemphasized." Create awareness. Take action. Make your annual gift today!



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



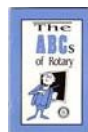
Gavel in Peril  
 Posted on Sep 26, 2013

**Gavel's Travels**



Dad, I have escaped from the kidnapers and absconded with the ransom money. I'm on my way on this tramp steamer ( wonderful accommodations ) to volunteer to inoculate children against the dreaded disease Polio in a refugee camp, somewhere in Africa. I'm going to use the ransom money to buy the medicine, Thank you. I could use some help from the club for some much need supplies, as I make my way back.

The best to you all,  
 Gordon Gavel



Cliff Dochterman's "ABC's Of Rotary"  
 Posted by Dave Lorenzen on Sep 30, 2013

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





**This Week's articles are about "The Rotarian And Regional Magazines" and "International Responsibilities of a Rotarian"**

### THE ROTARIAN AND REGIONAL MAGAZINES

The month of April is annually designated as "Rotary's Magazine Month," an occasion to recognize and promote the reading and use of the official RI magazine, The Rotarian, and the regional magazines, which make up the Rotary World Press.

THE ROTARIAN has been around since 1911 as the medium to communicate with Rotarians and to advance the program and Object of Rotary. A primary goal of the magazine is to support and promote key programs of Rotary. The magazine also disseminates information about the annual theme and the philosophy of the RI president, major meetings, and the emphasis of the official "months" on the Rotary calendar.



The Rotarian provides a forum in which both Rotary-related and general interest topics may be explored. The magazine serves as an excellent source of information and ideas for programs at Rotary club meetings and district conferences. Many articles promote international fellowship, goodwill and understanding. Regular readers usually have superior knowledge of the activities of Rotary and how each Rotarian may be more fully involved in the Avenues of Service around the world.

In addition to The Rotarian In addition to THE ROTARIAN, the Rotary World Press includes 29 regional magazines printed in 21 languages with a combined circulation of almost half a million. Although each regional publication has its own unique style and content, they all provide Rotarians with up-to-date information and good reading in April" and all through the year.

### INTERNATIONAL RESPONSIBILITIES OF A ROTARIAN

As an international organization, Rotary offers each member unique opportunities and responsibilities. Although each Rotarian has first responsibility to uphold the obligations of citizenship of his or her own country, membership in Rotary enables Rotarians to take a somewhat different view of international affairs. In the early 1950s a Rotary philosophy was adopted to describe how a Rotarian may think on a global basis. Here is what it said:

"A world-minded Rotarian:

- Looks beyond national patriotism and considers himself as sharing responsibility for the advancement of international understanding, goodwill and peace.
- Resists any tendency to act in terms of national or racial superiority.
- Seeks and develops common grounds for agreement with peoples of other lands.
- Defends the rule of law and order to preserve the liberty of the individual so that he may enjoy freedom of thought, speech and assembly, and freedom from persecution, aggression, want and fear.
- Supports action directed toward improving standards of living for all peoples, realizing that poverty anywhere endangers prosperity everywhere.
- Upholds the principles of justice for mankind.
- Strives always to promote peace between nations and prepares to make personal sacrifices for that ideal.
- Urges and practices a spirit of understanding of every other man's beliefs as a step toward international goodwill, recognizing that there are certain basic moral and spiritual standards which will ensure a richer, fuller life." That is quite an assignment for any Rotarian to practice in thoughts and actions!

When this philosophy was developed, Rotary was still an all-male organization. The description of a world-minded Rotarian today would obviously *include all women* members as well.

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



#### Special Dates For October

Posted by Dave Lorenzen on Oct 01, 2013

#### Birthday's and Anniversaries for October

##### Member Birthdays

<u>Name</u>	<u>Date</u>
Harryman, Ralph	Oct 08
Gillespie, Cindy	Oct 09
Floriani, Flo	Oct 14
Worthen, Steve	Oct 20
Jones, John	Oct 24

##### Anniversaries

<u>Name</u>	<u>Spouse Name</u>	<u>Years</u>	<u>Date</u>
Dolinsek, Doli	Kent, Kathy	20 years	Oct 02, 1993
Martin, Larry	Martin, Laura	28 years	Oct 04, 1985
Roberts, Doug	Roberts, Linda	31 years	Oct 09, 1982

Miller, Tim	Magnusdottir, Lara	13 years	Oct 17, 2000
Riel, Michael	Riel, Kerry	10 years	Oct 26, 2003
Rondon, Brian	Rondon, Karen	24 years	Oct 28, 1989

#### News from Rotary International

Posted by Max Bridges on Sep 17, 2013

### Engineering sustainable water solutions in Latin America



*High school students from the Builders Beyond Borders program help install pipes that will carry water to the mountain town.*

Perched in the rugged mountains of central Ecuador, the village of Tingo Pucará seems an unlikely place for artistic inspiration to strike. But Tony Riggio never leaves his camera behind—and his photos of Tingo Pucará illustrate what can happen when Rotary members and young people team up on a water project.

Riggio has been leading youth expeditions to Central and South America since 2001, when his daughter participated in a program of Builders Beyond Borders (B3), a nonprofit based in Connecticut, USA. Construction projects have included hurricane shelters in the Dominican Republic, bridges in Nicaragua, and classrooms in Costa Rica. Water and sanitation are always primary components.

“People don’t believe what you tell them sometimes—that things are how they are in parts of Central and South America,” says Riggio, a member of the Rotary Club of Westport. “Water is such a precious commodity.”

In April 2011, Riggio traveled to Tingo Pucará—one of five B3 project sites across Ecuador that season—to build pipelines in a joint effort with the Peace Corps and Engineers Without Borders. The village stands at an altitude of 12,600 feet, with the nearest spring about 4,900 feet down a steep path.

Historically, faced with a lack of potable water and arable land, the men of Tingo Pucará have headed to the lowlands to find work, leaving the women to transport water for cooking, washing, and drinking. Before the project was completed, the 26 village families had as little as 15 minutes of running water per month, sent from a neighboring area when available.

The engineers designed a pumping system to draw water from the spring-fed stream, and the B3 team, made up of high school students and adult advisers, worked with locals to install the pipes, which now bring running water to homes.

“For our kids, that project was not very rewarding—until the last day, when we got to turn the water on,” says Amy Schroeder-Riggio, executive director of Builders Beyond Borders and Riggio’s wife. “When you’re doing a water project, you are laying the pipe, you’re covering it over, and it doesn’t even look like you were there. But when they turn the water on and everybody’s crying, it’s an incredible moment.”

Collaborating with the worldwide networks of the Peace Corps and Rotary boosts credibility and facilitates relationships, Schroeder-Riggio says. In 2008, B3 built a school for hearing-impaired students in San Marcos, Guatemala, with help from a local Rotary club. This year B3 teams will partner with the Rotary Club of Georgetown, Guyana, on five construction projects, including community centers and a sand bridge that will connect coastal islands to medical facilities.

“These organizations make the world go ‘round,” Schroeder-Riggio says. “The heart of it is our kids. It’s about building character, their relationship with these leadership programs. It lines up nicely with Rotary.”



#### Remember the Pictures

Posted by Max Bridges on Sep 26, 2013

### Check Out the Pictures from the Weekly Meetings

[Link to Meeting Sightings](#)



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

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

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

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