

**ROTARY CLUB of HEALDSBURG SUNRISE
TAYMAN PARK
MEETING SUMMARY**

DATE: Wednesday, 11 May 2016

ATTENDANCE: 30/45 67.67%

PLEDGE OF ALLEGIANCE:

J ay Beckwith led the group in reciting the Pledge of Allegiance.

ROTARY MOMENT/INSPIRATION:

Richard Hillman offered six PARAPROSDOKIANS

*Where there's a will, I want to be in it
Since light travels faster than sound, some people appear bright until you hear
them speak.
Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit
salad.
Woean will never be equal to men until they can walk down the street with a
bald head and a beer gut, and still think that they are sexy.
You do not need a parachute to skydive. You only need a parachute to skydive
twice.
Going to church doesn't make you a Christian, any more than standing in a
garage makes you a car.*

SINGING:

America the Beautiful was sung beautiful by the voices of the Rotary Club of Healdsburg sunrise chorus. You guys are getting good. Are we ready for YouTube?

GUESTS:

1. Guy Harden, visiting Rotarian from Newport-Irvine Club
2. Glen Schaezlein, HUSD Operations Manager, guest of Andy Esquivel
3. Roger Erickson, father of Dan Erickson, Laguna Hills
4. John Julian, Chicago, pastor, brother of Archie Julian
5. Damien Wilson, Sonoma State University Wine Business Institute, professor, program speaker

ANNOUNCEMENTS:

1. **Jake McKee Wonder league** will be held again this Saturday at the Foss Creek Community Center starting at 10:30 AM and running until noon. Volunteers are appreciated. We have been averaging 15 children per game, save for those days when we are rained out.
2. **Pam Moulton** Pam thanked all those who helped make the **Teacher Appreciation Breakfast** a huge success. She was also

acknowledged by Pres. Lee on behalf of the entire Club for all of the work that she put in on the event.

Pam reminded members of an art exhibit to be held at the Paul Mahder Gallery from 14 May through 26 May – **With No Place To Call Home**. There will be photographs and artwork by local artists including Pam, Gail Ginder, and Sue Nelson chronicling their visits to homeless encampments in the Healdsburg area. The display is open to the public at no charge. There will also be a **multi-Club social event held on 19 May From 5:30 PM until 7:30 PM at the gallery, located at 222 Healdsburg Ave**. Dan Erickson will send members individual invitations to attend.

3. **Shaun Shields** reminded members to contribute to **Change for a Change** to support the Rotary International Foundation in its efforts to end polio. As chairman of the Foundation committee, Shaun was honored to present **Roger Erickson** with a **Paul Harris Fellowship award**. Will Seppi gave an overview of the multiple programs that are supported by the Rotary International Foundation to which Paul Harris contributions are made.
4. **George Dutton** reminded members at our next meeting will be held at the **Shone Ranch** off of Eastside Road. Dr. Chong from the Santa Rosa Junior College will speak. Member should add at least 15 minutes to the start time in order to be at the facility on time. This meeting is being shared with the Sebastopol Sunrise Rotary Club.
5. **Lance Cottrell** **The Transcendence Theater** event will be held on **21 August**. 22 tickets will be available. The price has not yet been determined. Save the date. Sign-ups will be coming soon.
6. **Andy Esquivel** brought thank you's from the **Interact Club** for **Tim Preston's** presentation yesterday about archaeology and the reasons that he is a Rotarian.
7. **Ciro Morales Club social media sites** are up and running. They are being visited by members of other Clubs. Club members who have information or photographs to be posted should send them to Cerro for inclusion.
8. **Giants baseball game** will be held on **August 31**. This is a bus trip, ferry trip and game event. Sign-up sheet will be started soon. Members are encouraged to mark their calendars for this fun social event. There will be no regular Club meeting on that Wednesday.

RAFFLE:

John Julian held the winning ticket. Unfortunately, he was unable to conjure the winning number chosen by Pres. Lee. Unfortunately, also, he will not be here next week to claim his free breakfast. Fortunately, the pot will increase for the potential winner.

PROGRAM:

Damien Wilson, Prof. at Sonoma State University at the Wine Business Institute gave a presentation on growth and sustainability in the wine industry, both locally and internationally.

He has an extensive background in enology and wine business. He worked in Australia, spent 10 years in Burgundy, and has been in Sonoma County now for approximately nine or 10 years.

The commercialization of wine production and consumption has developed over the past 40 years. Although wine has been produced for centuries, it was only in the 1970s and early 80s that a broad appeal was developed for this form of alcohol. As the Boomer generation matured, they developed an increasing appetite for and sophistication about quality wines. As a result, multiple "small" wineries developed which produced very good wine. This wine was consumed by a cohort of people who had "grown up" on wine. This group is now beginning to decline in numbers, and is consuming less product as they grow older.

Commensurate with this change in production, the industry has seen changes in the number of distributors (decreasing) and producers (increasing). The economies of scale make it more expensive to produce a high quality wine in small quantities. With fewer distributors, each is looking to have a larger product share in the market, and it is difficult for the small wineries to effectively distribute their product. This makes it somewhat difficult for small producers to gain much of a market share.

Mr. Wilson showed several graphics demonstrating the progression from introduction to a class of alcoholic beverage to enthusiasm about that product. Factors that influence introduction are cost, shared interest within the social group, and social acceptance. As people develop a taste for a product, their enthusiasm for refinements with that product grows.

The wine industry is having some difficulties capturing the interest in wine, as it competes with craft brews and distilled spirits. These are favored by the Gen X'ers as well as the Millennials. Studies show that after the age of 40, it is hard to change one's enthusiasm for a different class of alcoholic beverage. This means that those young people are not having the opportunity to be exposed to wine in their formative years of responsible consumption, and as such are unlikely to develop new tastes for wine as they get older.

It requires an intense, sophisticated and sustained marketing approach to encourage wine consumption in these new generations. The wine industry in France has seen a decline because they have taken no active efforts to promote their product, thinking that "it is so good it doesn't need any promotion". As a result, the wine industry is declining greatly in that country.

Business of wine production and sales requires an active and ongoing evaluation of its markets and techniques to develop an interest in wine at an early age that will have time to mature over the years.

Representative slides from his presentation are in the photo album on our Club website.

NEXT MEETING:

Wednesday, 18 May. **Shone Farm On Eastside Road (allow an extra 15 minutes travel time)** Meeting will be co-hosted with the Sebastopol Sunrise Club.

Speaker: Dr. Chong, President of Santa Rosa Junior College

Respectfully submitted,

Douglas Pile, Club Secretary