

Rotary Club of Healdsburg Sunrise  
Meeting Summary  
Wednesday November 29, 2017

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Pledge of Allegiance led by **Ciro Morales**.

## Inspiration

Presented by **George Lawson**, First he wished everyone had a wonderful thanksgiving with their family and friends. He then told about a Canadian Thanksgiving in his younger days when he was helping a friend pull a canoe over a beaver dam, wishing he was home with his young family. Then presented a quote from **Billy Collins** (his favorite poet) in his poem "Traveling Alone"

"... the only emotion I ever feel, Debbie and Lynn,  
is what the beaver must feel,  
as he bears each stick to his hidden construction,

which creates the tranquil pond  
and gives the mallards somewhere to paddle,  
the pair of swans a place to conceal their young.

## Singing

Our Master of Music **Doug Pile** asked the club to join him in singing "O' Susana"

## Guests



**Dennis Magatelli** joined us today as a guest speaker to talk about Work-Ready Certification which many of the High Schools in Sonoma County use to prepare students for work life after schooling. More about this later.

## George's Musings

**George Dutton** asked Past President **Will Seppi** of Cousteaux Bakery, "... why didn't they serve bread at the first Thanksgiving?" **Will** replied, "Because we didn't have delivery out there yet." George said, "No. It was a crumby job."

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A mother with a large family went to the grocery store looking for a large turkey to cook and serve on Thanksgiving. She was going through all the frozen turkeys at the supermarket and can't find one big enough. She goes up to the butcher and asks, "Do these turkeys get any bigger?" He looks at her and said, "No ma'am. They are all dead."

## Recognition

**Dan Erickson** called on **Steve Rued** who just returned from Grass Springs Montana. He said, "...it has maybe 100 (in the 2010 census 110 were counted) people and a lot of cows." His family has a ranch in Montana and he went there with friends deer hunting. He said the trip was "... mostly successful." which Dan questioned. Steve said, "Three out of four bagged a deer." He agreed to pay \$25.

**Shaun Shields** stood to make a plea for donations to the Rotary Foundation. He reported that we donated \$475 last quarter. **Dan Erickson** stated that he recently came across some spare change, pulling out a clear plastic coin purse. He stuffed one of the boxes with change from the purse. We will not report on the comments about the purse matching any outfit, his wife dressing him, etc. He claimed to be modeling good behavior. Shaun made the statement that all coin purses are welcome.

It was reported by an unnamed person who was dining at a restaurant was greatly impressed as one of our members and restaurant owner talked with a contractor about changing the front of the restaurant. The unnamed person said that **Will Seppi** treated the construction fellow with respect. The fellow knew **Will** is the CFO but does not know **Will** or **Will** he. **Will** was truly modeling good behavior. The unnamed person was once a professional athlete and has seen many people treat others disrespectfully, simply because they could. Kudos to **Will**. **Brad Benson** said he could vouch for **Will's** respectfulness as his son-in-law was trying to take care of something at the Retail Store last evening and **Will** threatened to take his keys away for being there so late. **George Lawson** paid \$5 to the club just because the story makes him feel happy.

**Ciro Morales** reported on the Turkey Trot. He started by pointing out the members who were there. They were a little late starting due to the large number of late registrations. The proceeds of the event normally go to the Drew Esquivel Scholarship Fund, but due to the fire the Committee decided it would be best to give the proceeds to Fire Relief. **Dan** emphasized a lot of opportunities are available to help people affected by the fires.

**Brad Benson** said they had a great Thanksgiving with 16 friends and family at his home. He gave \$20 happy dollars.

**Dennis O'Neel** raised the concern about our socials. Seems few members are attending and even fewer spouses. He would like to find a way to boost attendance, not only by members but also by spouses. If you have a suggestion as to how we might improve attendance contact him directly.

**Doug Pile** reported that a club member installed a new door in his family's coast side retreat This other member has a long history of door installation going back to **Mr. Hillman's** remodel of their new home. **Doug** recognizing his history saying, "...when you get a door someone has to pay for it." and paid \$25.

**Dan Erickson** immediately asked **Lee Morton** if he was going to match **Doug's** contribution. **Lee** agreed to match the \$25 because one of his partners (the one installing the door, not just watching like **Doug** and **Lee**) suggested he go by Lost Coast Bakery in Jenner to purchase a croissant with the "...biggest piece of chocolate you'll ever see." Even though his workers were concerned **Lee** would forget, he found the recommendations were true. Then he complained about the shrinking margin on **Doug's** door installation.

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**George Lawson** reported the District has approved our application for a matching grant for Special Needs Activity Program, (SNAP!) which will extend the program through the new school year. The club members will be asked to sign up to volunteer to work at the events. The four Rotary Clubs of North Sonoma County (Healdsburg noon and sunrise, Windsor and Cloverdale) join together to make this happen for the special needs kids in our area. It gives these kids and their families an opportunity to socialize and enjoy the company of others while engaged in fun activities. The first event will be at the Healdsburg Community Center around the second week of January. More information will be provided as it develops. **George** donated \$25 in appreciation.

### **Raffle,**

The winning ticket number ended with 9447. **Doug Pile** had the winning number. He dug and dug in the bag but **Doug** could not come up with the red nose quarter.

### **Speaker**

Dennis Magatelli is a native of Santa Rosa (one of the few), a graduate of Cardinal Newman High School, and Sonoma State University. He worked 29 years in the Finance Industry, starting with a finance company and later worked for a time with George Dutton (somehow the bank allowed them to work together) at Exchange Bank. His time at Exchange Bank spanned a total of 24 years. In 2005 he left the bank, earned his teaching credential and worked for 12 years as a teacher at Rancho Cotati High School retiring in 2016. He has been very active in the community, working with the JCs while at EB and was also involved in Coaching Boys Basketball at Geyserville, Windsor and at Rancho Cotati High Schools. He is currently a consultant with the Sonoma County Office of Education as a teacher trainer, curriculum development and development of the Work-Readiness program.

Dennis came to make us aware of the Work-Ready program supported by the Sonoma County Office of Education (SCOE). The requirements of business and the subjects being taught in High Schools are often very different. Several years ago SCOE did a survey of business owners and identified 10 basic skills new employees needed to work. Mostly the skills can be described as "people skills" or "soft skills." The number one soft skill was integrity.

He explained how he came to his current position and how his goal changed from one of expanding the program to all High Schools to expanding the program to students who need these skills or "At Risk" youth. He mentioned Forget Me Not Farms ([forgetmenotfarm.org](http://forgetmenotfarm.org)) a program started in 1992 which teaches foster home kids how to work with animals through the Humane Society. Many of these kids attend high school but their academic skills probably lag their high school class. He has toured the farm twice and is amazed at the skill level these kids are doing with computers, with people, the way they work in the little veterinary hospital there. He could see the remarkable change in these kids and felt he needed to attract these kids to Work-Ready. These are the kids most likely to become involved with the criminal justice system. It's great to go for the Advanced Placement kids, but they have the back up and history to take advantage of the benefits the system offers. Kids who have a hard time writing a cover letter, compose a resume, etc., are the ones who really need the help. They are now working with Forget Me Not Farm, Chops Teen Center in Santa Rosa, Sonoma Valley Teen Center in Sonoma, and trying to get into the new teen center going into Rohnert Park.

He talked about some of the success they have seen. He talked about some of the Hispanic kids they are working with. He talked about one young lady who did not speak English who applied for the program.

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He told the teacher to sign her up and they would get an interpreter to see what they could do. Her portfolio was one for the best he's seen. Her volunteer work was "...unbelievable." If he were still at the bank he would hire her in a minute for the Roseland Branch where the ability to speak Spanish is required. Had this Work-Ready program not been there, she would not have developed. She interviewed as a sophomore and was hired by a Spanish Speaking outreach program in Rohnert Park. Another student went through the program and was the guest of SCOE Economic Summit in May in Rohnert Park.

The program is about teaching kids basic skills required to find a job. How to write a resume; how to write a cover letter; What is and how to ask for a reference letter; how to go through the interview process; etc. He talked about his first interview for an insurance adjuster position in San Francisco. He asked his girlfriend at that time, who was also going to Sonoma State, to join him and they would have a good time in SF. She went in the company with him and sat in the reception area while he interviewed for the job. He went in to the interview and "...nailed the interview." He knew he would be offered the job. A week later he received a letter saying he didn't get the job. He was surprised and called the company to find out why. The reason he didn't get the job is because his girlfriend went with him. What he learned and what the program teaches is that when one goes for an interview, they arrive 10 minutes ahead of time, take one thing - your resume, and "...when you're there you are on stage." The moment you walk in you are being examined.

Career technical education is a part of this program. Accounting, Economics, Business Management etc., are essential. Too often the parents of gifted children want more Advance Placement or honors courses possibly at the expense of technical education classes. From a practical viewpoint the technical courses can be very important to fully rounding a student. He talked about some of his so-so students who he was able to teach technical skills. The results are what makes him believe in this program so strongly. Last year they had 55 students earn the Work-Ready Certificate (see below for Certificate requirements). The highest number since 2011. This year, due to the fires, things have slowed. Due to the slow down he has the opportunity to revamp the program - not lowering the standards - make it fit student needs better.

## **Announcements**

### December 13 Club Meeting Location

Date: December 13

Time: 7:00 AM

Location: Rio Lindo Adventist Academy

3200 Rio Lindo Avenue

Healdsburg, CA 95448

Directions: Healdsburg Avenue to Bailache Avenue. Follow Bailache to the end and your destination.

Turn left at the first stop sign and look for the flag pole in front of the Administration Building. The

Library is in the Administration Building where we will initially meet. After the meeting we will adjourn

to the auditorium where the music department will entertain us. Allow 15 to 20 minutes to drive to and

park. Brad said there are no short cuts to the school.

It would be very helpful if you could RSVP with Brad Benson at (707) 695-8369.

### Christmas Caroling

Date: December 13

Time: 4:30 PM

Location: Healdsburg Senior Living Community

725 Grove Street

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The plan is for our group to meet at HSLC between 4:30 and 5:00 p.m. on December 13th to practice (outside!) and determine our repertoire of Christmas carols. Then, promptly at 5:00 p.m. we will begin singing while the residents are being served and eating supper. We will sing at four different locations for 10 minutes each.

Dark Days for Healdsburg Rotary Club Sunrise

The Rotary Club of Healdsburg Sunrise will be dark on December 27th in honor of Christmas.

District 5130 Ethics Seminar

Date: Saturday, January 6, 2018

Time: 9:00 AM to 3:00 PM

Location: China Village Restaurant  
8501 Greenstein Highway, Cotati, CA.

Cost: \$35 includes lunch

**Who should attend:** Rotary Club Presidents, Club and District RYLA, Interact, Rotaract, and Youth Exchange Chairs and Rotaract Officers.

**Why Should You Attend:** To help promote ethics in your RYLA, Interact, Rotaract, and Youth Exchange programs. The Ethics Initiative has created ethics modules, scenarios and surveys that help you introduce these topics into your youth based programs.

**Why it started:** A survey conducted by the Josephson Institute showed that 90 percent of youth proclaimed they were satisfied with their ethics and character. The survey went on and found that six of ten admitted they cheated on a test. Imagine nine out of ten thought they were ethical and yet 60% admitted to cheating.

**What you will learn:** How can Rotary better make The Four-Way Test come alive in its youth programs and Rotary Clubs.

**For more Information or to Register Contact:**

Keith Schoenthal, District Ethics Initiative Chair (Rotary Club of Rancho Cotati)  
keithsrotary@gmail.com.

Rotary Friendship Exchange

Group being formed to visit France sometime in the April and May time frame. This is a great opportunity to see a foreign country from the native's view point. If you would like to participate contact Dan Erickson for more information.

Looking for a laptop

For presentations we have been using Shaun's business laptop. We would like to have our own for presentations. Often guest speakers come with a thumb drive ready to give a talk. If there is a virus or some other malware in the thumb drive it will be transferred to the host machine and it may be there without the owner's knowledge. If you have or know of someone who has an old laptop they would be willing to donate let Dan or Shaun know.

Annual Crab Feast and Auction

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**38<sup>th</sup> Annual  
Rotary**

Villa Chanticleer  
Saturday, December 9, 2017  
*All the Crab you can eat  
plus salad, pasta, dessert & wine!*

NO HOST BAR & SILENT AUCTION  
Opens at 5:00 p.m.

BUFFET SEATING IN THE SILENT AUCTION ROOM  
\$70/person  
Buffet Opens at 6:30 p.m.

BOOTH BUFFET SEATING IN THE BAR AREA  
\$70/person or \$420 for six-person Booth  
Buffet Opens at 6:30 p.m.

RESERVED SEATING IN LIVE AUCTION ROOM  
WITH TABLES OF 8 OR 10  
\$90/person  
Room Opens at 7:00 p.m.



Proceeds support Scholarships,  
Grants and Community Projects  
by Healdsburg Rotary Noon

Rotary Club  
of Healdsburg Noon

Tickets at  
[www.HealdsburgRotary.org](http://www.HealdsburgRotary.org)

Buy In Dinner. Pacific Coast Air Museum

Date: Saturday, April 21, 2018

Time: 5:00 PM

Location: Pacific Coast Air Museum, 1 Air Museum Way,  
Santa Rosa, CA 95403

Cost: \$100 per person. Includes tour of the museum and  
dinner with lots of wine.

Proceeds go to the **Drew Esquivel** Scholarship Fund. Questions should be directed to **Andy Esquivel** at (707) 433-4207 or by e-mail at [andy@andyesquivel.com](mailto:andy@andyesquivel.com).



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**SONOMA COUNTY WORK-READY CERTIFICATION  
Portfolio Components Checklist**

<b>Name:</b>	<b>Date:</b>
TOP TEN SKILLS	Method of Assessment
1. <b>Demonstrate willingness to work</b> Preferred method of assessment: observation	
2. <b>Demonstrate integrity</b> Preferred method of assessment: observation	
3. <b>Communicate in spoken and written English</b> Preferred method of assessment: basic writing and spelling competency	
4. <b>Demonstrate promptness</b> Preferred method of assessment: school/work records	
5. <b>Avoid absenteeism</b> Preferred method of assessment: observation and absenteeism records	
6. <b>Avoid use of language or comments that stereotype others</b> Preferred method of assessment: problem-solving/critical thinking	
7. <b>Read &amp; understand written information</b> Preferred method of assessment: observation	
8. <b>Maintain appropriate grooming and hygiene</b> Preferred method of assessment: observation	
9. <b>Be respectful of the opinions &amp; contributions of others</b> Preferred method of assessment: problem-solving/critical thinking / <i>group interaction</i>	
10. <b>Take responsibility for completing one's own work accurately</b> Preferred method of assessment: observation	
PLUS SKILLS	Method of Assessment
<b>Demonstrate willingness &amp; ability to learn</b> Preferred method of assessment: observation	
<b>Have and apply computer skills</b> Preferred method of assessment: Nine Information Literacy Standards	
<b>Demonstrate customer service skills</b> Preferred method of assessment: observation	
<b>Work well with others as part of a team</b> Preferred method of assessment: observation	
<b>Use and apply basic math</b> Preferred method of assessment: basic math competency	
OTHER PORTFOLIO COMPONENTS	List the Items Included
<b>Work-Ready Certification application and checklist</b> Required	
<b>Sample Job application (with 3 references)</b> Required	
<b>Cover Letter and Resume</b> Required	
<b>Letters of reference</b> At least two required	
<b>Certificates, career-related instruction, &amp; work samples</b> Required	
<b>School transcripts and attendance records</b> Required	