



# The Voice of the Vineyards

The Weekly Electronic Bulletin of the Rotary Club of Healdsburg

"The mission of a bulletin is inform the membership,  
comfort the afflicted and afflict the comfortable"

Author: **John Hazlett**

Photographer: **Rick Tang**

Editor/Publisher: **George Heath**

**April 15, 2019**

**WELCOME – President-Elect Paul Frechette** filling in for **President Rich Bottarini**

**PLEDGE OF ALLEGIANCE Jerry Eddinger**



Before the pledge was done, **President Elect Paul** presented **Gloria Egger** with a scarf that he received at the District Training conference. This was done to acknowledge her sunny attitude and for her work as Club secretary.



**Paul** reminded us that meetings this year are in memory of **Bill Hawn**.

**VISTING ROTARIANS**

There were no visiting Rotarians

## INTRODUCTIONS -members intro their guests

- Ric Helthall was introduced by **Jim Westfall** and will be inducted on April 29



- Jim Rinne was a guest of his brother, **Rob**
- Michael Zivyak was our speaker of the day



## QUOTE OF THE DAY – Jerry Ogden

"Good judgment comes from experience, a lot of that from bad judgment." Will Rogers



## ANNOUNCEMENTS

- ✚ Healdsburg Sunrise 33<sup>rd</sup> Annual Bike Tour on April 27th– Sign up, and/or Volunteer Contact **Brad Benson** [bbenson@riolindo.org](mailto:bbenson@riolindo.org); coordinating for the Sunrise Club

- ✚ **John Hazlett** filling in for **Phil Luks**:

- Easter Egg Roll Preparations; still need plastic eggs filled with candy
- Volunteers on April 18th at the Villa for the annual egg boil gathering starting at 7:30
- Easter Egg Roll: April 20th sign-up sheet being routed. Volunteers needed to arrive at 7:30



- ✚ **John Avakian**: Crab Feast Planning Committee (yes, already!) **John** made a plea for someone to shadow **John Hazlett** and him to be a co-chair next year. Committee meetings will be held on the second Monday of each month at 10:30 beginning on May 13.



- ✚ **Henk Peeters:** auction **Henk** auctioned two tickets to the Santa Rosa Symphony on May 4. **Alex** won the bid at \$50. This money will go to HEF.



- ✚ **Rob Rinne** filling in for **Tom Cleland:** PDI Bowling event on April 22 at the Windsor Bowling Center at 5:30.

- ✚ **Kate Buchanan:** Need scribes for two weeks in June.



## ROTARY BIRTHDAYS

- ✓ **Patti Mannatt** April 6
- ✓ **Bob Pedroncelli** April 8
- ✓ **Dick Bertapelle** April 15
- ✓ **Jerry Eddinger** April 16
- ✓ **Pat Williams** April 16
- ✓ **Mary Kelley** April 1
- ✓ **Sally Hubbell** April 23
- ✓ **Jeff Civian** April 27

All had been acknowledged except for **Jerry Eddinger**. He told us that he joined Rotary at 24 years old and donated \$100 to the scholarship fund. We still don't know his age!

## TRIVIA QUESTIONS:

1. What world-renowned landmark was built using sticky rice?
  - a. The Great Wall of China **George Heath** had the correct answer and won a raffle ticket.
2. What is the only territory of the mainland Americas that is still part of a European country?
  - a. French Guiana--No one knew the answer.
3. Which President is on the U.S. \$1,000 dollar bill? Grover Cleveland--Many *wild* guesses, but no one got this



## RECOGNITIONS AND HAPPY DOLLARS



**Eric Drew** announced that he relocated his office in Sebastopol and donated \$100 to the Scholarship Fund.

## RAFFLE

Won by **Greg Nelson** but he did not draw the black marble. Nevertheless, he did receive a lovely bottle of Bertapelle wine.



## PROGRAM



This week's speaker was Michael Zivyak – President and Publisher, Sonoma Magazine

Michael has had a varied career in publishing:

- He started working for Glamour and Money Magazines in NYC
- The Berkshires Magazine
- Business 2.0 Magazine
- Spin Magazine
- Relaunched Sonoma Magazine

Sonoma Magazine covers all of Sonoma County and occasionally strays into Napa and Mendocino Counties. Its diverse coverage runs the gamut of investigative reporting on the Hart family that drove off the cliff to an issue devoted to the fires. They also cover the “best of” such as,

- Restaurants
- Top 100 wines
- Best burgers
- And coming soon, the top 20 Happy Hour locations

There are also stories on long-time residents that people don't know about. It is the #1 magazine sold on newsstands including that at SFO. It sells more than Sunset and People magazines. It won the best regional magazine at the Falio Awards and was a finalist in another prestigious award for its coverage of the fires. The digital issue receives 2.1 million "page views" per month. The print magazine is published six times a year and targets affluent households with an average age of 52. Fifty percent of the cost to publish comes from ads. But these ads do not influence editorial content.

They also do custom publishing for the Sonoma Film Festival, Sonoma Visitors Bureau and programs for the Luther Burbank and Green Music Centers.

The biggest challenge going forward is keeping subscribers from moving to digital magazines. Michael passed out copies of the latest edition. It is clearly his passion to make this the premier magazine covering a variety of topics that make Sonoma County a unique place to live and visit.

#### **NEXT WEEK'S SPEAKER**

- ✓ Jared Childress, ACR Prescribed Fire Specialist, subject: "Good Fire Alliance"