WELCOME

President Rich Bottarini called the meeting to order and led us in the Pledge of Allegiance, as well as the 4-Way Test.
VISITING ROTARIANS

- None today

GUESTS of ROTARIANS

- Courtney Cochran, Dick Cochran’s daughter. More about Courtney later.

~~~ Oui Cater served luncheon of tossed salad, macaroni salad, and cold cuts with very small rolls to make your own sandwich ~~~ 2 - 3 Yums (Yum scale is from 0 to 5, with 5 being excellent.)

QUOTE OF THE DAY presented by Jerry Ogden:

“Live in such a way that you would not be ashamed to sell your parrot to the town gossip.”

TRIVIA

1. In what city was Ansel Adams born? A: San Francisco and Barbara Rosen got it right.
2. Adams helped found an association of photographers advocating “pure” photography that favored sharp focus and the use of the full tonal range of a photograph. What was this group’s name? (Hint: focal length) A: Group f/64, and Rick Tang had the answer.

3. What landmark is in this Ansel Adams photograph? A: Half Dome and Tom Cleland had the answer (Prez Rich had a picture of Half Dome in the meeting PPT)

ANNOUNCEMENTS

- Phil Luks had the microphone first and thanked all who helped with the Easter Egg boil last Thursday, and of course the Easter Egg Scramble event this past Saturday. We hosted approximately 300 children Saturday and it was a rousing success as usual. Phil thanked all as a group but we must be sure to give a hearty thanks to Phil for managing the entire process (besides being the star of the show on Saturday) and Grady Wann for taking charge on Saturday once again.

- President Rich provided a brief summary of our Board meeting, held just before the regular meeting. His comments focused on board approvals to donate funds to several community activities and initiatives. One that stood out to the crowd was a significant donation to the Healdsburg High School, with funds to be used to provide busses to students during the after-graduation senior class party, which is to cruise the SF Bay.

- Healdsburg Sunrise is sponsoring the 33rd Annual Bike Tour on Saturday, April 27th. All are encouraged to participate, or volunteer to help.

- John Avakian spent a few minutes talking about the Crab Feast planning process. Planning meetings will be breakfast meetings this year, and they will commence in May (date and time TBD). All are welcomed and encouraged to attend. John and John Hazlett are co-managing the crab feast this year. Last week, John A asked members to volunteer if they are interested in shadowing “the Johns” this year, with an eye toward co-managing the crab feast next year. John A said they have one person who has stepped up and they are in discussions. John also said they are seeking members to assist with identifying Live Auction items for this year’s crab feast. It is in the live auction portion of the event that most donations from participants are made.

APRIL BIRTHDAYS

There are several in April, and all members have been acknowledged.

APRIL ANNIVERSARIES

None acknowledged this week.
RECOGNITION and HAPPY DOLLARS

- **Fred Roberts**, a Baylor grad, was urged by **Prez Rich** to gloat about Baylor’s victory over Notre Dame to win the women’s NCAA basketball tournament—with **Kate Buchanan**, a Notre Dame alum, booing in the background. Then, **Prez Rich** presented **Fred** with a gift: a can with ingredients to be used to make Arizona Chili, with the recipe having been used by the late Senator Goldwater of AZ in a chili cook-off with a now long past Texas Senator (whose name wasn’t proffered).

  **Fred** then told our gathering about his and Patricia’s trip to Dubai where he met his new grandson. He and his wife traveled 8100 miles each way to make this memorable trip. While there, **Fred** picked up two gifts for **Prez Rich**: a Camel shaped cup (which would be very difficult to actually use!) and an Ahab Bobble-Head. Very funny few minutes. **Fred** pledged $87 to the general fund.

- **Tom Cleland** and Emmy just returned from a great vacation to Portugal and Spain. While in Portugal, which **Tom** described as beautiful, and the place where much of the world’s cork is found, **Tom** purchased a cork bookmark and presented it to **Prez Rich**. **Tom** pledged $50 to the general fund.

- **Mark Decker** was a stand-in for **Prez Rich** in a putting contest which **Prez Rich** was supposed to participate in because he scored high in a Masters tournament “guess will win” contest. **Rich** was traveling, so Mark spent two hours last Friday night in a grueling no holds barred putting contest at Tayman. He won! (a fairly significant amount…) No fine or monies pledged by **Mark** but **Prez Rich** donated $20 to **Mark’s** Paul Harris fund.

RAFFLE

- **Kate Buchanan** had the winning number. She chose a clear marble so took home the real prize: a great bottle of Simi Merlot.
• **Courtney Cochran**, Dick Cochran’s daughter, was not the scheduled feature speaker, but Prez Rich requested that she provide us with some information on what she does in her profession. We were all delighted to be there with Courtney, who owned the room during her approximately 10 minutes on stage. Such a terrific speaker! Courtney is Director of Public Relations and Marketing for Fetzer Winery, the largest winery in Mendocino County. She lives and works in Healdsburg, with her office on the Healdsburg Plaza (Fetzer is based in Hopland but some exec offices are in Healdsburg). Fetzer is a 50-year-old company started by Barney Fetzer. The corporate philosophy has remained consistent: what’s good for the Earth is good for the grape and what’s good for the grape is what’s good for the wine. Courtney described the company’s internal taste testing panel. These are harsh critics, said Courtney. They are ultimately seeking a 100-point score with wines they test which almost never happens. They ask such questions as: does this wine taste like the varietal is supposed to taste? Is it just right or does it need more/less acidity, etc.? Fetzer is now owned by a Chilean company having been sold in 2011 to Vina Concha y Toro S.A. This company is the leading producer of wine in South America. Following our meeting, Courtney agreed to return to our club as the featured speaker, perhaps in July or August. Can’t wait!

• **Jared Childress, ACR Prescribed Fire Specialist**, was our featured speaker this week. Jared grew up in the Oakland hills, and was 13 when the Oakland hills fire devastated the area. This inspired him to seek a career in fire control which ultimately led him to Audubon Canyon Ranch (ACR). He is a Prescribed Fire Specialist, which is a descriptor as well as his job title. Jared spent a good deal of time with CalFire before joining ACR.

His organization (web site [www.egret.org](http://www.egret.org)) studies causes and effects of fires. They seek answers to questions such as: what causes the megafires we have all
witnessed lately? Climate change? Is it simply the new normal? Or is it something else? ACR has studied the history of fires dating back to pre-1800 years (he described how that is done, which is a process longer than we have for this summary). As a result of these studies and other research, ACR is working with organizations such as Bay Area Air Quality, CalFire, B.A.Rx.F, (which is the Bay Area Prescribed Fire Council), and the Sonoma Valley Wildlands Cooperative to clear land, educate people how to manage vegetation growth, and otherwise prepare our area to minimize effects of future mega fires. This was an informative program; timely, well presented, excellent communicator.

CLOSING: Prez Rich thanked guests for coming and rang the bell to close the meeting.

NEXT WEEK: First half of the meeting will be a club assembly, for the purpose of electing officers and directors for the coming Rotary. At 1:00, the featured speaker will be someone from the Sonoma-Marin Vector Control District.