



Rotary Club of Healdsburg



## 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: **Doug Garrett**

Editor/Publisher: **George Heath**

**July 19, 2020**

**WELCOME** – **President Dick Bertapelle** welcomed everyone to the Zoom meeting. There were 37 attendees today.

**PLEDGE OF ALLEGIANCE LED BY: Brad Mitchell**



**GUESTS of ROTARIANS**

- George Lawson, Zooming in from Wisconsin, guest of **Jim Westfall**



**QUOTE of the DAY**



"Every day is a new opportunity. You can build on yesterday's success or put its failures behind and start over again. That's the way life is, with a new game every day, and that's the way baseball is." – Bob Feller

When asked by **Prez Dick**, several members guessed correctly that Feller played for the Cleveland Indians.

## ANNOUNCEMENTS



➤ **Fred Roberts** congratulated all the participants in the Westside School project that has refurbished the school lunch benches. The project took several days to complete and has been met with praise from the school district. In addition to being featured on our new Facebook page, the Healdsburg Tribune has also agreed to provide coverage.

- Our next Community Service project will be the refurbishment of the “Enchanted Garden” at the Geyserville Elementary School. Several volunteers have already stepped up, including **Don Mitchell** with his pickup truck to haul the debris to the landfill.



## RECOGNITION and HAPPY DOLLARS

- ✚ **John** and Carol **Hazlett** are celebrating their 30th wedding anniversary with a trip up the coast to the Little River Inn. **John** pledged \$30 to the Club.



- ✚ **Jean Herschede** successfully finished a stint fostering a dog through Green Dog and the pup has now been adopted by a family who will give the dog a “forever home”. **Jean** pledged \$25 to her Paul Harris.



- ✚ **Ric Helthall** pledged \$100 to his Paul Harris in lieu of a planned sailing trip with the **Bertapelles** on Chesapeake Bay.



- ✚ **John Avakian** is glad that Santa Rosa Memorial is letting him go ahead with his outpatient procedure and pledged \$5 to the Club.

- ✚ **Alex Rollins** and her husband Paul combined a successful mini-vacation with a visit to her dentist in Orange County. She pledged \$20 to the Education Fund.

## TODAY'S PROGRAM

### **Alexandra Rollins – Social Media and the Rotary Club of Healdsburg**

**Alex** spoke about the Communications Committee's efforts to establish a robust social media presence for the club, along with continuing to explore using traditional media to expand the ways that members of our communities can find out about the club's activities, projects and fundraising on behalf of Rotary causes.



We have established a new Facebook Page and a LinkedIn Page for our Club and have made it possible to find us more easily using Internet search engines. **Alex** demonstrated how to reach those pages to view the most recent information. We have created a unique searchable “hashtag” to help tag out Club's appearance on the Internet: #healdsburgrotarynoon. Both the Facebook and LinkedIn pages will have regular updates on club activities and projects and will give us another avenue to promote fundraising events such as the virtual “Crab Feast” auction benefiting the Education Fund. An Instagram account is also coming soon.

The Communications Committee (**Alex Rollins, Tricia Fichtner, Doug Garrett and Fred Roberts**) will continue to coordinate publicity with the Communications Committee and we hope all Club members will let us know about upcoming events, speakers at our meetings or other events that would bring positive attention to our projects, activities and interests.

Several members on the call responded positively to the developments and are looking forward to seeing more in the near future. Members are encouraged to visit both Club social media pages and “connect” or “like” them to receive notice of future posts.

Visit the Facebook page here: [https://www.facebook.com/Rotary-Club-of-Healdsburg-104491294665834/?view\\_public\\_for=104491294665834](https://www.facebook.com/Rotary-Club-of-Healdsburg-104491294665834/?view_public_for=104491294665834)

Visit the LinkedIn page here: <https://www.linkedin.com/in/rotary-club-of-healdsburg-7801521b1>

## UPCOMING PROGRAMS

- July 27<sup>th</sup>: **Dick Cochran**, Rotary Foundation plus **Jean Herschede**, International Programs
- Aug. 3<sup>rd</sup>: Heather Irwin, Sonoma Family Meals
- Aug. 10<sup>th</sup>: Craig Anderson, Landpaths Community Conservation Programs