



# 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: **Fred Roberts**

Editor/Publisher: **George Heath**

**February 01, 2021**

**WELCOME – President Dick Bertapelle**, meeting was formally called to order at 12.18PM. There were 31 members and 2 guests attending today’s Zoom meeting.

**PLEDGE OF ALLEGIANCE: Bob Pedroncelli**

## VISITING ROTARIANS

- None

## GUESTS of ROTARIANS

- Turner Newton – guest of **Graham Freeman**; Turner’s 2<sup>nd</sup> visit
- Brooke Ross – guest of **Emily Martin**; hoping today’s visit will “seal the deal” for Brooke to join our Club

## THOUGHT OF THE DAY

“A fundamental concern for others in our individual and community lives would go a long way in making the world the better place we so passionately dreamt of.”

Nelson Mandela

## ANNOUNCEMENTS

- Cathy Anderson is home!! Our entire Club wishes Cathy well and our thoughts go out to **Dr. Dave**
- **John Hazlett** reported fellow member, **John Avakian**, was undergoing full knee replacement surgery today
- PDI Surgery Center Event – Feb. 5 - 6:00pm, honoring esteemed member, **Tom Cleland**
- Rotary Club & 501.c.3 Foundation Status – **President Dick** thanked the Club’s Board, and especially, **Phil Luks**, for their hard work since July to get this status change accomplished. The New Status will separate the Club’s Foundation status into two vehicles for tax deductible purposes: Scholarship Fund (specific for post high school scholarships) and Community Fund (all other community service support). Many members pledged funds to establish the initial Community Fund account.

## MEMBER BIRTHDAYS (DID THEY ACKNOWLEDGE? PLEDGE TO ANY GOOD CAUSES?)

- **John Torres** --Jan 09
- **Eric Drew** --Jan 11
- **Brad Mitchell** Jan 11
- **Wally Schultz** Jan 11
- **Nita Parker** Jan 12
- **Jim Brenton** Jan 14
- **Andy Elkind** Jan 25
- **Jean Herschede** Jan 27
- **Paul Sullivan** Jan 28
- **Rich Bottarini** Jan 29
- **Barbara Rosen** Jan 31 – Pledged \$47 to Club Operating fund

## HAPPY DOLLARS RECOGNITION

- None

## TODAY'S PROGRAM

### **Emily Martin** – Craft Talk & Social Media workshop

- Born in Chicago
- Grew up in Winnetka, IL across the street from the “Home Alone” house
- Middle of three girls
- Mother and step-mom both named Linda
- Studied in London one Spring semester of college
- Interned at Barneys New York one Summer semester
- Upon graduation, worked predominately in New York for notable Big Box retail companies such as Bloomingdales (second day of work was 9/11/2001), Tiffany & Co., and Louis Vuitton
- While working full-time, earned her MBA from Fordham Gabelli School of Business
- Long –time interest in volunteerism and mentoring
- In 2009 launched The Jetsetting Fashionista Luxury Travel Blog
- In 2014 started Communications and Events business in San Francisco
- In 2020 moved to Healdsburg
- Continually gained knowledge of all things wine
- Enthusiastic support of many philanthropic causes
- Enjoys travel, her doggie, Ernestine, and exploring wine regions
- Likes to play golf, practice yoga, cook, and recently “real” bicycling

**Emily** provided a brief overview of her work in Social Media Marketing, providing us with great insight, tips, ideas, checklists, and best practices for building our business visibility and following, and our personal brand. Many members wished to have a more fundamental course on Social Media Marketing, which **Emily** said she would try to arrange.

**President Dick** thanked **Emily** for her presentation, the guests for attending, and our members for participating. There being no further business for the betterment of the Club, **President Dick** “rang” the closing bell at 1.33PM.

### **UPCOMING PROGRAMS**

- Feb 8:           **Kevin Burke** – Healdsburg Chief of Police
- Feb. 15:       Dark – Presidents’ Day Holiday
- Feb.22:       Andrew Smith, Sonoma County Ag. Commissioner Cannabis in Sonoma County