



# 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: **Paul Frechette**  
Photographer: **Rick Tang**  
Editor/Publisher: **George Heath**  
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**WELCOME – Club President Dick Bertapelle.**



**President Dick** welcomed us all to the first in person Rotary club meeting since mid-March, 2020. There were 45 attendees. To celebrate our getting together, and for continuing to grow and prosper as a club during the pandemic, we toasted one another with champagne. **Dick** called on **Cathy King** and **Graham Freeman** to lead us in some cheering.

- **Cathy**, adorned in her high school cheerleader outfit, looked and sounded like she must have lo those years ago, happily cheering for her high school sports teams.



- **Graham**, always a funny Australian transplant, provided his high school cheer, which even he says included words he didn't understand. **President Dick** thanked the team of Rotarians who worked tirelessly to ready the Tayman Park facility for this new "opening day".



On that note, **Doug Garrett**, responsible for Club Services, led that team, and thanked others including **John Avakian, Mark Decker, and Don Mitchell**, for their work in making this a successful re-launch in-person meeting.



**PLEDGE OF ALLEGIANCE: Past president Jerry Eddinger ('72 – '73)**—who also provided some kind words about our club and Rotary.

**VISITING ROTARIANS**

None

**GUESTS of ROTARIANS**

- ✓ Tim Regan, guest of past president ('15 – '16) **John Hazlett**
- ✓ Courtney Cochran, guest of **Dick Cochran**, past president of the Visalia Rotary Club
- ✓ Jaimie Campoverde, guest of **Jim Westfall**
- ✓ Janet Zeidrich, guest of past president ('91 – '92) **Mark Decker**



- ✓ Julie Pedroncelli St. John, guest of **Fred Roberts**



- ✓ Ernie, the cute, well behaved, and photogenic French Bulldog, a guest of **Emily Martin**

**QUOTE of the DAY**--None today

### **ANNOUNCEMENTS**

- **Jim Westfall**, Membership Chair for another 15 days, distributed newly revised Member Handbooks to new(ish) members from the past year or so.



- Club President Nominee ('22 – '23) **Doug Garrett** provided the aforementioned thanks to members for meeting setup. And he thanked our caterer, Patti and Friends, for being flexible in providing our box lunches. Patti and her team provided box lunches for all who ordered them (most of us), and we agreed the food was quite good, and plenty of it. **Doug** asked everyone to sign up for a particular box lunch for next Monday's meeting, and the sign-up sheet was passed around.
- **Doug Garrett** also encouraged everyone to sign up and attend the upcoming Debunking for outgoing **President Dick**. This always fun event will be held at the Villa Chanticleer, outdoors in the vast picnic area. The date is Friday, June 25<sup>th</sup>, from 4:30 p.m. to 7:30ish p.m. Please invite guests and come ready to celebrate a terrific year for our club, led by **President Dick**.



- **Fred Roberts**, Community Services Chair, announced that our club is supporting Jessie Pine, engaged in a cycling ride from Lake Tahoe to Alaska, with a side trip to Healdsburg. **Fred** also announced a new Community Services project, that being sanding and staining the benches found along the pathway by the Healdsburg Rose Garden. That fun work event will be on Tuesday, June 29<sup>th</sup>. Come with a sander, paint brushes, and/or just your enthusiasm to work together that morning.
- **President Dick** announced that the June board of directors meeting will be held Monday, June 21<sup>st</sup> at 10:00 a.m. Location is the Tayman Park clubhouse, and all are welcomed to attend—particularly new board members who will assume board roles on July 1<sup>st</sup>.

## MEMBER BIRTHDAY

- **Emily Martin** did not want to announce her age so she multiplied the date of her birthday (the 10<sup>th</sup>) by four and donated \$40 to her Paul Harris fund.



## HAPPY DOLLARS RECOGNITION

- ✚ Past president ('98 – '99) and current **President-elect Barbara Rosen** donated \$25 to the club in honor of her new puppy.



- ✚ **Mike Potmesil** donated \$51 to PolioPlus in honor of upcoming Father's Day.



- ✚ **Paul Sullivan** provided two donations: the first for \$100 because he recently got married! And the second, \$100, to honor a terrific golf outing with friends: they played Pacific Grove, Spanish Bay, Spyglass, and Pebble Beach. Wow! Both donations were to the Scholarship Fund.



- ✚ **Past president Jerry Ogden** ('05 – '06) and Alison are hosting their son this week. For all the fun and family outings, **Jerry** donated \$40 to the Community Fund. While providing his donation, with the backstory, **Jerry** also mentioned that prior to the meeting, he checked the balance of our Scholarship Fund, and it exceeds \$700,000!



✚ **Richard Norgrove**, past ('09 – '10) and future (second half of the upcoming year) club president, announced that four of his grandchildren have just graduated from college. If this scribe heard correctly, they matriculated from Chico State, Willamette College, Cal (Berkeley), and .... (notes scribbled...sorry **Richard**). Also, **Richard** received a license to marry people as an officiant, because he was asked to officiate the wedding of his niece. The wedding was held recently in Ft. Bragg. **Richard** donated \$50 to the Community

Fund.

## UPCOMING PROGRAMS

- ✓ June 21st: Craft talks—**Turner Newton** and **Lucia Verela**
- ✓ June 28<sup>th</sup>: It's a Wrap! Year-End recap, hosted by **President Dick**
- ✓ July 5<sup>th</sup>: No meeting to celebrate Independence Day.
- ✓ July 12<sup>th</sup>: First meeting for new **President Barbara Rosen**, who returns to the presidency of our club for the second time

## TODAY'S PROGRAM

Introduction by **Fred Roberts**. **Fred** assembled a panel of three club members and a guest to discuss the topic of "Current and Post-Pandemic Business in Sonoma County." The panelists were:

- Past president **Eric Drew** ('86 – '87), Sotheby's Real Estate executive



- **Patti Mannatt**, past president of the Cloverdale Rotary club and Manager of Exchange Bank in Healdsburg



- **Richard Norgrove**, co-owner and founder of The Bear Republic Brewery

- Julie Pedroncelli St. John, VP of Marketing for Pedroncelli Winery



As moderator, **Fred** led the discussion with questions directed to the panel. So much information was presented by each panelist, and if this scribe could capture it all, we would have a novella for this week's Voice of the Vineyards. Following the meeting, conversations with several club members indicated this program was one of the most informative and engaging programs we have had. Some highlights:

**Richard Norgrove:** 45% of expected business, about \$12 million, was an opportunity cost during the pandemic. Also, the brewery lost over 100 employees due to limited operations. Supply chain issues were evident, as access to bottles, cans, hops, etc., were limited. He said in past years, several trucks would provide goods and take on product for shipping. This year, one to one and a half trucks daily were welcomed to the brewery. Still, because of strong relationships with suppliers, Bear Republic fared rather well compared to others, as 14 brewpubs in Sonoma County closed. **Richard** expects two to three years before normal business is returned.

Julie St. John noted the Pedroncelli winery experienced a shortage of wine sales during the pandemic. Bars closed; restaurants had limited if any operations. The winery's tasting room, open, then closed, open again, then limited opening caused confusion amongst patrons. Now, the winery is taking reservations for tasting, and that is a positive move. During the pandemic, the supply chain (trucking, bottles, etc.) was difficult to maneuver.

**Patti Mannatt** said mobile banking increased as many people didn't want to visit the bank in person. On a negative note, she said the availability of credit tightened substantially, causing concern in all corners.

**Eric Drew** said all Sotheby's offices have been closed to the public for 15 months. Real estate is a person-to-person visit, so Eric and his teams have had to work with these pandemic rules. **Eric** noted dire situations with small businesses in Healdsburg during the pandemic, as many businesses shuttered. On the good news front, **Eric** said businesses are coming back now, including retail shops, restaurants and bars, and warehouses. However, buildings renting office space are hurting, and the future is unknown as people and companies have pivoted to work-from-home initiatives.

**Eric** provided some optimism, as he said within two to five years, the following will be happening:

- Enzo Village, with 90% of its residencies to be built, will be in operation. This is expected to be a vibrant community, with a hotel, grocery store, other retail stores, and more.
- The Matheson will be opened on the Plaza.
- The North Village Project will be completed.

- The Farmers Market Project, with funding and donations from the Foley family, will be in operation.
- The former SHED building will be opened soon.
- The Raven Film Center is seeking a new operator and that business is expected to reopen.

All panelists agreed they have employees who rose to the uncertainties of the pandemic with aplomb, over and over again.

## **CLOSING**

**President Dick** closed the meeting at 1:30, thanked guests for attending, and reiterated what a wonderful day this has been for our club and its members.