



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”

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April 11, 2022

WELCOME: President Richard Norgrove

PLEDGE OF ALLEGIANCE: RICHARD TANG

QUOTE OF THE DAY: “What lies behind you and what lies in front of you, pales in comparison to what lies inside of you” Ralph Waldo Emerson

CLUB GUESTS:



✓ Graham Beal – Guest of **Mel Schatz**

✓ Pete Basso – Guest of **Fred Roberts**





- ✓ Jim Kelley – Guest of **Mike Potmesil**
- ✓ Rollie Atkinson – Speaker of the Day

VISITING ROTARIAN

– Dan Erickson (Healdsburg Sunrise) announced their club’s fundraising event, Giro Vigneti Healdsburg. It is their 35th annual cycling tour and will take place on July 23, 2022. He invited our membership to ride in the event as well as to consider sponsorship of the event.

MEMBERS’ BIRTHDAYS – Dick Bertapelle (April 15) and Pat Williams (April 16). Neither was present at the meeting.

MEMBERS’ ANNIVERSARIES – None this week

HAPPY DOLLARS



- ❖ **Jim Westfall** donated \$58.05 to the club for a “financial windfall” that he received last week.



- ❖ **Emily Martin** Donated \$15.00 to her Paul Harris Fund for an in-person event that she will be having on April 15. This is the first since pre-Covid time.

- ❖ **Joe Sobolewski** donated \$108.00 to his Paul Harris Fund in hopes that the SF Giants will win one more game than last year when they won 107 games.



ANNOUNCEMENTS

✚ Ukrainian Calendar Fundraising Update: **Alex Rollins** announced that 2500 calendars that were ordered will arrive at her house this week and members can pick up what they need when the calendars arrive. **Dr. Dave Anderson** announced he has already collected \$1700.00 and has another \$500.00 in commitment and “I am just beginning.” **Doug Garrett** announced that he was contacted by the Windsor Rotary Club which wanted to obtain some calendars. Someone from our club will take orders from the Windsor club perhaps at their next meeting. **Dr. Dave Anderson** said the checks should be written to the District 5130 Disaster Relief Fund and write Ukrainian Calendar on



the memo line. **Norm Fujita** also announced an alternative way to donate through the Rotary District 5130 website. The donor will need to go to Rotary5130.org and click on Disaster Relief Fund. Payment may be made either through a credit card or PayPal. In the memo section, check option to donate to Ukrainian Calendar. **President Richard** will check with Big John’s Market to see if our club can sell the calendars there. **Alex Rollins** or another member involved with the project will send information in writing on the two ways to donate.

✚ Easter Egg Scramble: The egg boiling for the Easter Egg Scramble will occur this Thursday, April 14, at 8 am at the Villa Chanticleer kitchen. Ten members volunteered. The Easter Egg Scramble will be at the Healdsburg Fitch Mountain Elementary School on April 16. Fifteen volunteers will be needed and they need to arrive between 7:30 am and 8:00 am for the event.

✚ Paul Harris Presentation: **Richard Cochran** announced that we had very successful Green Hair Day/Polio Plus fundraising event. He recognized **Graham Freeman** for again raising the most money for the Green Hair Day. He, then, awarded **Graham** a Paul Harris plus Seven pin. A loud congratulatory applause was given to **Graham**.



✚ Honoring **Kevin Burke**: There was a discussion to figure out how to best honor **Kevin**. Some of the suggestions included naming the street in front of the police department after him, donating a bench with a plaque with this name to the plaza or park, having a fundraising event in his name, and starting a scholarship in his name perhaps at the junior college to a student going into law enforcement. **Andrew Sturfels** mentioned that the City of Healdsburg is planning a memorial service for **Kevin**. **President Richard** asked all of us in the future to reach out to people who we think may be in need.



RAFFLE

John Hazlett had the winning ticket but did not pull out the white ball. He just got the bottle of wine.



PROGRAM

Guest Speaker: Rollie Atkinson

Title: Local News: Past, Present and Future



Dr. Dave Anderson, who was one of four other current members of the club when Mr. Atkinson joined the club in 1982, introduced the speaker. Originally, Mr. Atkinson was a journalist in Maryland and moved to Healdsburg in 1982. Although he was looking for another type of work here, he decided to take the job as a sports editor for the Healdsburg Tribune. Subsequently, he covered local politics and

eventually became editor of the paper and went on to be a general manager. He bought the Sebastopol newspaper, Sonoma West Times in 1995. He then bought the Healdsburg Tribune and Windsor Times in 2000. His last purchase was the Cloverdale Reveille, the Cloverdale newspaper, in 2013. In June 2021, he launched SoCoNews which is a digital news source. In September 2021, he gave the ownership of the four newspapers and SoCo News to a non-profit

organization, Sonoma County Local News Initiative. During his career, has strived to keep alive the local newspapers. He just retired last month.

Mr. Atkinson related much of the history of his involvement with the Healdsburg Tribune as a reporter, editor and manager. He relayed many colorful stories which occurred during his time here in Healdsburg. Some of the stories related to how an “old-time” politician controlled what stories were printed in the Tribune. He relayed stories from the owner of Dry Creek Winery that in 1976 there was only one traffic light in the city and there were no wineries that had wine tasting rooms. He relayed the evolution of the Rotary Crab Feast which started just with the crab dinners. It improved dramatically with respect to fund raising when the auctions became part of the Crab Feast fundraising event.

He talked about the changing landscape of local, traditional newspapers, many of which have ceased to exist because the traditional business model is “dead.” 2,000 newspaper companies have gone out of business nationwide in the last 10 years and jobs in the traditional newspaper business has dropped from 60,000 to 30,000 in the past 8 years. Reasons include advertising dollars going to companies like Google and Facebook, news cycle now being 24 hours which fits the digital platform better than the traditional newspaper model, and the large proportion of the public believing that the news should be free and gets it via newsfeeds and social media. The survival of legacy newspapers like the Healdsburg Tribune is in question. Mr. Atkinson believes that it will take a forward-looking business model these newspapers to survive. A non-profit organization which will incorporate philanthropy, grants and other forms of underwriting may be such a model.

Mr. Atkinson relayed one major personal concern with respect to the city of Healdsburg. He says it is a great city with service clubs, non-profit organizations, restaurants, music, arts, museum, etc. but Healdsburg is no longer a “hometown.” The cost of living is too high and the next generation cannot afford to live here. He feels that this is a “historical inflection” point. It will be a challenge to move Healdsburg back to more of a “hometown.”

To a question about high school students and journalism, Mr. Atkinson said there are many bright interested students going into journalism and enrollment is full in many of the top colleges. Most are going into digital media news as opposed to the traditional newspaper companies. He is encouraged by this trend of increasing interest in journalism

Finally, with respect to saving the local newspapers, he said only the community can save it.

THOUGHT FOR THE WEEK

It's the start of the 2022's baseball season.

“Love is the most important thing in the world, but baseball is pretty good, too.” Yogi Berra

CLOSING

President Richard thanked members and guests for their attendance, then gave the meeting closed