

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: **Nita Parker**

Photographer: **Rick Tang**

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WELCOME & INSPIRATION



President **Doug Garrett** welcomed a “full house” of guests, and asked Peggy Decker, wife of **Mark**, to lead the Pledge of Allegiance. Please note that **Alex Rollins** is present today, via zoom!!! And thank you, Chef Aren for the chili on a cool day.

GUESTS of ROTARIANS

✓ Peggy Decker, guest of **Mark Decker**

✓ Cindy Brenton, guest of **Jim Brenton**



✓ Chef Ari Rosen, guest of **Emily Martin**, and speaker of the day

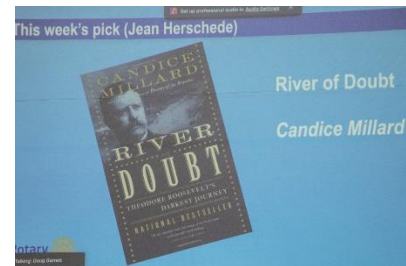
TRIVIA WINNER



In honor of our guest, and whomever in the world needs food – business or not – Jose is quoted... What is the name of the “Fat Bear Week” winner? 747 chimed in **Jerry Ogden** to win the double-wine-carrier + a cool Rotary pin.

MEMBER RECOMMENDATION – book or movie

Jean Herschede chose River of Doubt by Candice Millard from her vast repertoire of options.



ANNOUNCEMENTS



✚ **Jean Herschede** was seeking a few good Rotarians to go above and beyond “greeter” to elevate the first impression, give that personal touch, help the whole process, limit “standing,” and welcome international guests. Sign up or discuss the details with.



✚ **PP John Hazlett** is asking for TWO of your wine cellar’s best offerings for “The Collection.” Also see John about being his sub for a few weeks < *where is HE going?*

- ✚ Reminder: This Wednesday, October 19 is our Club Wine Social at Merriam Winery (11650 Los Amigos Road) from 5 – 7pm. \$15 covers wine and little bites.
- ✚ And next Wednesday, October 26th at 5:30, is our Club Halloween Dinner at The Trading Post in Cloverdale. President Doug has his costume ready to go. BOO! Do you?
- Also next week, Thursday, October 27th at 6pm, our Rotary Club is HOSTING the Sonoma County Association of Rotary Clubs (SCARC) dinner at Charlie’s (at the Windsor Golf Club). Red Badgers are encouraged to come; we’ll meet fellow Rotarians, enjoy a good dinner and wine, and exchange KEY ideas for projects.



✚ **Nita Parker** highlighted the Adopt a Highway community service project last Saturday, where 7 Rotarians cleared the ramps of 22 bags, and unusual objects. Thanks to: Devin Drew, Patricia Fichtner, Graham Freeman, Norm Fujita, Cathy King, John Torres, and we enjoyed a Big John's picnic at the Plaza together.



✚ **Norm Fujita** announced that the Land Paths work party is scheduled for November 3rd at 9am at Riddell Preserve (off West Dry Creek Road.) Carpooling from Hbg. Corporate Yard.

✚ And, for a Saturday in the future, **Norm** said that the Russian River Keeper has a D5130 grant to remove an invasive species of “bamboo-like” plant called Arundo, with the help of Rotarians and the Interact Club.

✚ **Bob Scavullo** at age 80 years, regaled us about his trip to Germany, but a highlight was clearly his make-up meeting at the Rotary Club of London, which was oldest after USA in 1911, officers wore ribbons, the club inducted a new member, and every male wore a tie. And at the end, they pass a hat for Ukraine that day. Cheers to the King!



MEMBER BIRTHDAYS or ANNIVERSARIES



➤ **Turner Newton** celebrated his birthday Oct. 21 with 2 weeks in Hawaii and brought back a dash hula dancer for President Doug (to match his male). Still happy, Turner gave \$300 to his PHF.

➤ **Mel Schatz** scooted in, just in time, to give \$50 each, for both his anniversary and birthday, to the Club.



HAPPY DOLLARS

❖ **Ric Helthall** was \$60 proud of his grandson.



❖ **Doug Lyle** was happy to give \$25 to the club, for hiking with friends in the Sequoias.



❖ **Patricia Fichtner** was delighted to pay \$25 to the Club, for the Padres win! (even if a 'Niners fan!)



❖ Weeks ago, **John Avakian** shed his cane and walkers, and wanted all to know that a leopard spotted cane awaits any who needs one - passed from **Jerry Ogden** to **Nita Parker**, to BoPed's wife Barb Pedroncelli, and **John Avakian**. He was \$25 happy to the Club.

❖ **Norm Fujita** made an expansive tour of Spain, and cycled about, and especially focused on Grenada when he presented President Doug with 2 gifts of olive oil and pottery. And added \$50 to the Club.



❖ **Janet Ziedrich** enjoyed a delightful trip (although in part for business) to Paris and donated \$100 to the Rotary Foundation.

PROGRAM – Chef Ari Rosen. Reflections on the Restaurant Industry in Healdsburg.

Emily Martin introduced our experienced chef and multi-restaurant owner to our intrigued and curious group.

Ari initially began with his coming to Dry Creek Kitchen in 2001, but promptly jumped back in time to give us a glimpse at his background experiences with family – his Father and Grandmother -- becoming a leader at RYLA (keeping 2 friends for life),

graduating Ukiah High School and from Brown University (winked at medicine), living for 3 years in Tuscany, Italy (training and learning the trade), being a catalyst for change (at Bistro Ralph), Santi for 4-5 years,

before forging his way as Owner-Chef at Scopa and Campo Fina for 15 years. (Until October 1st exactly).

Cooking was always in his heart.

And the rhythm of life is about community connection through creating and sharing. Once Ari has his passion lined up, critical thinking evolves, abundance allows something to share, and the community thrives happily

together. Sonoma County is rich in produce, ranches, climate, earth and weather – not unlike Tuscany, we love northern California. The vibrant community of Healdsburg that pulled us in and keeps us. It is rich in tradition.

Ari channeled his grandmother into Scopa in 2007; and Campo Fina in 2012, for ten years. He either jumps in 100% or is painfully cautious. Both restaurant locations created a special bond, and maybe some secrets – like the void space behind the restaurant that possibly linked John n Zeke’s to B&B lot?

Owning a restaurant is challenging, especially with family, moving pieces, less than 12% profit, staff shortage, rent increases, and dealing with the industry climate as “every man grabs for himself.” Even the best team must adjust to maintain its team, particularly when labor increases 30%. Healdsburg is a land locked area of accessibility and opportunity, for staff with limited housing, genetics, and resource money. Montage comes, making 200 jobs happen overnight, and the need to create more housing for work force. Ari had a passion project, changed public thinking while rising overhead, and started a non-profit. Future growth can not compete. Any labor-intensive business will need to pause, as prices go up.

Ari looks back, after taking in the lost, and guiding those 20 year olds, who are now 30. He attained the thirst for giving back from his Dad, who did pro bono work in Ukiah. Thanksgiving and Christmas were always about helping community. Then there were block parties, and bocce



tournaments. So much giving and giving back, in his life. He knows that you can measure a community's health by measuring the weakest. There should never be food insecurity that forces a family to choose between rent and food. He grew up living with MLK dinner and accepting change in society. Finally, Ari said, to look beyond the economic to the humanistic; and that a simple act of kindness can follow in service. When asked, he plans to work full time for Corazon until the end of the year. This author appreciated his term, "map and align." (*Calculate and adjust*) He went on to say to "hold up community and family."

RAFFLE



President Doug asked Ari to draw the winning ticket – which if that man in back has this number, he owes me \$10. The ticket was drawn by **Fred Roberts**. **Fred** failed to draw the “good” marble but got a nice bottle of wine for his effort.

CLOSING REMARKS

President Doug thanked guests and Rotarians for visiting today.